

Having a Territórios

The Beer That Supports Social Movements and Causes

Caroline Maldaner Jacobi,
Igor Dalla Vecchia

Territórios (Territories) Beer is a political initiative to produce and distribute beer that supports social movements and causes by donating a part of its profits. Alongside the financial support, the product lends great visibility to political struggles through the label design that bears the logos and visual identities of the supported groups and organizations. Territórios was conceived by two activist friends with a history of involvement in grassroots movements, activist research, and critical education. In their contact with social movements, they perceived a frequent need to raise funds to cover the costs of activists' needs: communications materials, food, and infrastructure at social movement offices, indigenous resettlements, and urban occupations. Selling beer fits as a fundraising tool as it is often consumed during moments of relaxation for such groups, and it can be sold by friends and supportive communities. This text provides a brief history of our work on Territórios and reflections on the development of custom labels and their impact. We hope it will inspire the creation of other products geared toward social transformation, financial autonomy, and politically conscious consumption.

The idea for creating Territórios first arose when Igor, a geographer and activist, was earning

his doctorate in Rio de Janeiro and met groups of working-class brewers, such as those in the Roça Collective. Established in 2010, in the Morro do Timbau community in the Maré Favela, the collective makes a beer named Caetés as an autonomous means of financing their actions in agroecology, economic collectivism, and nutritional sovereignty in peripheral areas.

The first batches and the campaign to resettle Arado Velho

After returning to Porto Alegre, Rio Grande do Sul in southern Brazil in September 2020, Igor brewed his first batch of craft beer supervised, via WhatsApp, by his brewer friends from the Maré Favela. Around that time, Igor contacted his friend Caroline to design the graphic materials for the first Territórios campaign. It was dedicated to the Guarani Resettlement of





TERRITÓRIOS

A Territórios trabalha destinando parte do excedente adquirido com a venda de cervejas para fortalecer movimentos sociais que estão deixando suas marcas espaciais na transformação da sociedade.

Nesta edição, apoiamos a **Retomada Indígena Guarani Mbya Karanda Ty**, em Cachoeirinha/RS, que tem a palmeira Carandá como símbolo de resistência frente a projetos imobiliários privados. A Blond é uma cerveja leve, clara, pouco amarga e que destaca o aroma dos maltes.

IBU	EBC	ABV
12	7	5%

/cervejateritorios

/cervejateritorios

(51) 99482 6616



Guarde a garrafa para reuso.

CERVEJA
Não pasteurizada.
Manter refrigerada na posição vertical.

TERRITÓRIOS

CERVEJAS E MOVIMENTOS

Edição Especial de Apoio



RETOMADA MBYA
KARANDA TY
CACHOEIRINHA

Blond 600ml • 5% vol.

INGREDIENTES:

Água, malte, lúpulo e levedura.

ALÉRGICOS:

Contém cevada, trigo, glúten. Pode conter aveia e centeio.

**EVITE O CONSUMO EXCESSIVO DE
ÁLCOOL. PROIBIDA A VENDA PARA
MENORES DE 18 ANOS.**

AHAM!
CERVEJAS ARTESANAIS

Produzido e envasado por Cervejaria
Vila Nova Ltda.
Av. Vicente Monteggia, 932.
Box 2, Nível 1, Subsolo.
Bairro Cavalhada, Porto Alegre/RS, Brasil.
Indústria Brasileira CNPJ 32219332/0001-58
Reg. Produto no M.A.P.A RS 003855-5.000009

Lote / Validade



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Nesta edição, apoiamos o Movimento dos Pequenos Agricultores. A Blond é uma cerveja leve, clara, pouco amarga e que destaca o aroma dos maltes.

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L04 V09/22



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Nesta edição, apoiamos a oficina comunitária que une ensino, liberdade e autonomia com intuito de propagar o uso de bicicletas pela cidade, fazendo acontecer a mobilidade urbana. A Blond é uma cerveja leve, clara, pouco amarga e que destaca o aroma dos maltes.

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12	7	5%

TERRITÓRIOS

CERVEJAS E MOVIMENTOS



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the Arado Velho Farm, an indigenous group that since 2017 has occupied a rural area in the south of Porto Alegre, where there are plans for the city's biggest gated community to be built. The area contains archaeological sites that confirm the historical presence of indigenous people, which is one of the key reasons for their demands to have the land declared as indigenous territory. We organized the first sales campaign through images circulated in groups on WhatsApp and Facebook, containing information on the beer, prices, sales contacts, and support for the Indigenous Resettlement campaign. From September to December 2020, 38 supporters ordered a total of 229 600ml bottles, an amount that required a great deal of domestic production. This was during the pandemic, and the supporters were people close to the indigenous cause who consumed Territórios as a way of supporting the indigenous struggle without having to go out, since the beer was delivered to their doorstep. Soon after the first round of deliveries, most supporters praised the beer and its political purpose, placing new orders, which confirmed the validity of continuing the project. The experience of the first campaign spurred our desire to expand support to other movements and to establish a more regular production rhythm in partnership with local breweries.

Regular brewery production and the design of custom labels

Since the start of regular production in April 2021, thanks to the support of the Aham and Zapata breweries, Territórios can be sold in any commercial establishment. Regular production also generated a demand for a name and a visual identity. In a country with a long history of social inequality and concentration of land ownership, a legacy of exploitative colonization, slavery, and a long record of elitist public policies, social movements play an extremely important role in the struggle for the social and territorial rights of marginalized groups such as *quilombolas*,¹ indigenous peoples,² and peripheral populations. We thus choose the name Territórios to represent the demands for the transformation of territory made by the social movements and causes we support. The main illustration for the first labels was developed by invited artist Martina Estacia Da Cas, who drew maps consisting of tangled borders

and dislocated blocks of colour that highlight the need to place a reordering of spatial and territorial relationships on the political agenda, subverting the accepted order of national borders across the South American continent. The names of the various types of beer – Isla del Sol, Atacama, Vinicunca, Orinoco, and Amazonia – were chosen to pay homage to places of importance for the peoples of the Latin American continent.

Initially the main criterion for choosing which movements and causes to support was our existing proximity and political confidence shared between us and the activists. Over time, with the increased visibility and impact of the beers, other movements were recommended to

us or sought us out. Soon enough, a broad range of movements was being considered for custom labels, such as women's groups, indigenous resettlements, movements for Black and *quilombola* rights, and cultural groups, among others.

A label for every movement

In May 2021, we undertook the first campaign on behalf of a nationwide movement, the *Movimento dos Trabalhadores Sem Teto* (Movement of Homeless Workers, MTST). At that time, the MTST was kickstarting its programmes to fight hunger through the establishment of solidarity kitchens.³ It was also the first time we designed a label displaying a logo of a movement. It was a watershed moment both in terms of the scale of distribution for our beer and the political recognition of the work we had been doing. Just one month after we began regular factory production, the beer went on sale in São Paulo,

excedente adquirido com a venda de cervejas para fortalecer movimentos sociais que estão deixando suas marcas espaciais na transformação da sociedade.

Nesta edição, apoiamos os indígenas que reivindicam a retomada da Floresta Nacional de Canela como um território ancestral, fundamental para sua existência. A Anticolonial Ipa é uma cerveja avermelhada, com amargor forte e aroma expressivo de seus lúpulos citrícos.

IBU	EBC	ABV
71,8	18,8	8,2%

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ZAPATA

CERVEJARIA RURAL

Produzido e envasado por Microcervejaria Zapata Ltda. Est. da Capororoca, 2346, Zona Rural, Distrito Espigão, 94740-000, Viamão/RS. BRASIL

Indústria Brasileira CNPJ 21589479/0001-13
Reg. da cervejaria no M.A.P.A RS 000388-3.000044
Reg. do produto no M.A.P.A RS 000388-3.000053

Lote / Validade



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Nesta edição apoiamos o grupo de mulheres de luta, comprometidas com demandas comunitárias, alimentação saudável e Educação Popular. A Blond é uma cerveja leve, clara, pouco amarga e que destaca o aroma dos maltes.

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CERVEJAS E MOVIMENTOS

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ALÉRGICOS:
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Pode conter aveia e centeio.

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Nesta edição, apoiamos a organização que há 22 anos busca construir o poder popular em comunidades da Zona Leste de Porto Alegre/RS. A Redstência Irish Ale é uma vermelha, de baixo amargor e com relevo de seu malte caramelizado.

IBU	EBC	ABV
20	28	4,8%

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CERVEJA

TERRITÓRIOS
CERVEJAS E MOVIMENTOS

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Redstência

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Reg. do produto no M.A.P.A RS 000388-3.000062

Lote / Validade





in southeastern Brazil, a fact that necessitated increased production and opened up even bigger possibilities for supporting social movements. The impact of the MTST label helped us to understand that putting the logo of a movement on the label was a way of raising self-esteem among activists within the movement, as well as increasing political awareness; a movement's colourful symbols would crop up in all sorts of spaces: bars, parties, neighbourhood markets – spaces previously occupied by the logos of multinational brands.

Social movements' participation in the design process

Since then, the graphic design of labels has been carried out with the input of the social movements. We listen to their suggestions regarding what characteristics should go into the design. As part of this collaborative process, some movements even nominated artists to produce illustrations for the labels, as was the case with the carnival groups Bloco da Laje and Turucutá, both from Porto Alegre, who proposed artist Ananda Aliardi – a member of both groups. These cultural groups organize events in public spaces that feature music and performances to demand the right to use urban space in a democratic and pluralistic way. For another campaign, the non-indigenous artist Daniel Eizirik joined forces with indigenous artist Daniel Kuaray Papa to produce a label in order to raise funds to build a prayer house,⁴ called Opy, at the Guarani Karanda Ty Resettlement, located in Cachoeirinha, Rio Grande do Sul, a city in the metropolitan area of Porto Alegre.

With the aim of supporting social movements and causes in the cities where the beer is sold, the organizers of the *Feira Bem da Terra* (Good of the Earth Fair), in Pelotas, southern Rio Grande do Sul, came to us requesting support for three *quilombola* communities, who did not have an existing visual identity to use on the labels. After debating and agreeing that the central symbolic element should revolve around

the concept of work – given the widely held prejudice that *quilombola* and indigenous communities are not productive – the communities decided to commission a painting by Zé Darci. Darci is an artist with a track record of involvement with the Black rights movement, and with first-hand knowledge of the challenges faced by *quilombolas*, and so is someone qualified to represent the groups. The painting depicts the rural landscape of the *quilombola* communities of Pelotas and the work they do, which includes tilling the soil and washing clothes in the river.

Accounts of activists, such as one from a woman in a group of domestic violence victims, reveal other interesting results of seeing the labels with a movement's name and symbols on a bottle: "I discovered another women's group through a Territórios label", she told us. "And we are considering inviting them to join us in actions demanding more places for children in the municipal pre-schools." Besides raising awareness among the non-activist public, Territórios also serves the purpose of connecting and linking up the various struggles.⁵

Next steps, reflections, and conclusions ...

In 2021, with two workers, production in two breweries, and partnerships with artists, establishments, and social movements, we launched four types of beer and created labels for over thirty social movements and causes – reaching four states in Brazil and more than thirty commercial establishments. This collective effort in collaboration with our partners, social movements, and supporters resulted in sales of 7,500 bottles of beer, generating approximately 20,000 Brazilian *reais* for the social movements and causes we supported.

One of the conclusions from this year is that Territórios can only develop further through partnerships and relationships of trust – and that these partnerships must be consolidated. We plan to begin producing beer from raw materials produced by the social movements themselves, such as coffee, honey, and *açaí*, among others. This expands the possibility of support, moving beyond sales-based donations to fostering demand for products already cultivated by certain groups. Besides the quantitative results achieved and the objectives currently in development, the most important contribution of Territórios has been to forge relationships between different groups, be they social movements, companies, supporters, or others who identify with our aims. Such relationships harbour creative potential. There appears to be a lot of support and solidarity on the part of the non-activist public, while movements and causes share an interest in attaining greater visibility for their actions. Territórios promotes the meeting of these two groups, united over a beer that tastes of struggle.

Endnotes

- 1 *Quilombos*, briefly defined, are territories currently occupied by the descendants of formerly enslaved populations, and their inhabitants are called *quilombolas*. These spaces resisted slavery and they were territories where life, work, farming, culture, and religion could be conducted in freedom from the slave owners.
- 2 Indigenous resettlements are part of the national struggles for the recovery of ancestral lands and territories so that the various indigenous peoples can live with dignity on their rightful land and practice their own culture and way of life.
- 3 Solidarity kitchens were established as spaces offering free nutritious meals and care for the population in the context of the public health crisis caused by the Covid-19 epidemic and the ensuing rise in unemployment.
- 4 Such spaces are essential to spiritual life in indigenous communities and for ensuring the transmission of traditional knowledge from one generation to the next, which is crucial for the development of Guarani culture.
- 5 Regarding liaisons among struggles, we do not mean to imply that such relationships are dependent upon Territórios or derive from it exclusively. The two women's groups probably would have come together at some other moment since they share similar agendas and a common geographical base (the same city). Territórios' contribution, in this instance, was to act as a catalyst, precipitating the encounter between the two movements. In the technical definition of the term, a catalyst is not strictly necessary for a chemical or physical reaction to occur. They can take place without the catalyst but tend to occur more rapidly when one is present. So Territórios served to accelerate a relationship that probably would have happened sooner or later anyway.