



Network Brasil



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# SDGs IN BRAZIL

the Role of the Private Sector

SEPTEMBER 26TH, 2018

NEW YORK

ORGANIZED BY



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**04**

**INTRODUCTION:  
THE INITIATIVE**

**06**

**WORLD  
OBSERVATORY  
OF HUMAN  
AFFAIRS**

GLOBAL COMPACT NETWORK  
BRAZIL AND ITS PROJECTS

**10**

**SUSTAINABLE  
DEVELOPMENT  
GOALS**

**12**

**ENERGY  
AND CLIMATE**

**14**

**WATER AND  
SANITATION**

**16**

**FOOD AND  
AGRICULTURE**

**18**

**HUMAN RIGHTS  
AND LABOR**

**20**

**ANTI-CORRUPTION**

**22**

**ENGAGEMENT AND  
COMMUNICATION  
COMMISSION**

**24**

**PROJECTS  
SELECTED**

## PROJECTS SELECTED:

**26** COMMUNICATION  
AND SUSTAINABILITY

### DANONE

Less waste, more  
income generation

**29** EDUCATION

### B3

Report or explain  
to the SDGs

**32** FORESTS, CLIMATE  
AND AGRIBUSINESS

### CPFL ENERGIA

Urban reforestation  
with security

**35** WATER AND  
SANITATION

### CERVEJARIA AMBEV

Clean water for all

**38** COMPANIES AND  
HUMAN RIGHTS

### ITAÚ UNIBANCO

More women  
in businesses

**41** THE FUTURE  
OF CITIES

### MRV ENGENHARIA

Alignment with  
SDGs generates  
value

**44** OCEANS

### QGEP

Knowledge to  
preserve the  
Brazilian coast

**27** COMMUNICATION  
AND SUSTAINABILITY

### SEBRAE-MT

Sustainability for  
micro and small  
businesses

**30** FORESTS, CLIMATE  
AND AGRIBUSINESS

### VOTORANTIM

A new management  
model for protected  
areas

**33** WATER AND  
SANITATION

### AEGEA

Investing in  
basic sanitation

**36** WATER AND  
SANITATION

### ESTRE

Biogas: competitive  
clean energy to  
make Brazil grow

**39** COMPANIES AND  
HUMAN RIGHTS

### FOXTIME

Dignity for  
female refugees

**42** THE FUTURE  
OF CITIES

### KLABIN

Development with  
participation of all

**45**

### WORLD CHALLENGES

**28** COMMUNICATION  
AND SUSTAINABILITY

### BRDE

Financing with  
sustainability  
in mind

**31** FORESTS, CLIMATE  
AND AGRIBUSINESS

### FIBRIA

Support to family  
agriculture

**34** WATER AND  
SANITATION

### BRASKEM

Partnership  
stimulates  
water reuse

**37** COMPANIES AND  
HUMAN RIGHTS

### BANCO SANTANDER BRASIL

Microcredit for  
entrepreneurship

**40** THE FUTURE  
OF CITIES

### EDP

Energy efficiency  
in action

**43** OCEANS

### VALE

Sustainable fishing  
in the Amazon  
river region

**47**

### CREDITS



**THE  
INITIATIVE**

In September 2018, Global Compact Network Brazil presented in New York, during the 73rd session of the United Nations' General Assembly, *SDGs in Brazil – The Role of the Private Sector*. This publication gathers the stories of Brazilian private sector approached in the event. The 19 cases shown here illustrate initiatives of companies aligned with the Sustainable Development Goals (SDGs), and were selected by an independent commission that, based on criteria defined by PwC, assessed 80 projects presented. “Global Compact Network Brazil opened a space to the interchange of experiences among representatives of UN agencies, companies that are part of the initiative, and international investors. That kind of action fosters the discussion and represents a stimulus to extend the contribution of domestic private sector to the 2030 Agenda”, said Denise Hills, president of Global Compact Network Brazil.

Launched in 2000 by the late UN Secretary-General Kofi Annan, the UN Global Compact is a call to companies to align their strategies and operations with universal principles on human rights, labor, environment and anti-corruption, and take actions that contribute to face societal challenges.

Global Compact Network Brazil counts on approximately 800 members, including companies and organizations, being the third largest in the world. Its activities and projects in Brazil are performed by its Theme Groups (TG), which nowadays comprise Water, Energy and Climate, Food and Agriculture, Human Rights and Labor, Anti-corruption, and SDGs. In addition, its Engagement and Communication Commission defines the guidelines for the diffusion by its members about the Global Compact and the SDGs. These groups comprise representatives of companies and organizations that are part of Global Compact Network Brazil.

## WORLD OBSERVATORY OF HUMAN AFFAIRS

The World Observatory of Human Affairs is a platform based in Brazil, France and Germany (soon expanding also to San Francisco, CA) which, among other things, produces documentaries, web series, papers and books on relevant themes, such as social inequality, urban development, education and environmental issues.

Designed as a global-reference platform for debating and divulging ideas, studies and practical actions, The World Observatory of Human Affairs counts on a plural team, which has as its mission to follow up and promote the 17 ODS (Objectives of Sustainable Development) of UN's 2030 agenda.

We act as an amplifier of ideas and proposals, through the journalistic coverage of major world conferences, interviewing their members and speakers, besides great leaders and opinion makers. With the intent of giving a wider reach to projects and proposals, to inspire and serve as an open, free repository of ideas, analyses and success cases all over the world, we offer 100 percent of the content, freely, to UN's agencies, TV, radio and web companies.

We also offer an open space for researchers to publish scientific and academic papers, in order to promote the progress of science, the amplification of knowledge in behalf of humanity, and the creation of local and global social and environmental projects.

**Get to know World Observatory's initiatives and projects:**

***[www.worldobservatory.org](http://www.worldobservatory.org)***

# SDGs IN BRAZIL

the Role of the  
Private Sector

NEW YORK, 26<sup>th</sup> SEPTEMBER

11:AM – 12PM REGISTRATION

12PM – 12:30PM LUNCH

MC

- **Sue Allchurch** *Chief, Outreach and Engagement*, United Nations Global Compact

12:30PM – 1:10PM OPENING SESSION

**Panel: The role of investors for the success of the SDGs**

MODERATOR: **Denise Hills** *President*, UN Global Compact Brazil Network and Head of Sustainability and Inclusive Businesses, Itaú Unibanco

- **Fiona Reynolds** *CEO*, Principles for Responsible Investment (PRI)
- **Flávia Mouta** *Issuers Managing Director*, B3
- **Georg Kell** *Chairman*, Arabesque Partners
- **Luiz Correa Noronha** *Planning Director*, Banco Regional de Desenvolvimento do Extremo Sul
- **Sergio Alexandre Simões** *Management Consulting Lead Partner*, PwC Brazil

1:10PM – 1:20PM

**Global Risks Overview**

- **Celso Soares** *Head of Underwriting*, Zurich Seguros

1:20PM – 2PM

**Panel: Communication and sustainability**

MODERATOR: **Andrea Murta** *Director*, North America, JOTA

- **José Guilherme Barbosa Ribeiro** *Superintendent Director*, Sebrae Mato Grosso
- **Kiko Mistrorigo** *Director*, *Earth to Luna!*, TV PinGuim
- **Wilson Mello** *Legal and Corporate Affairs VP*, Danone
- **Claudio Ghenther** *CEO*, Stihl

2PM – 2:45PM

**Panel: Water and sanitation**

MODERATOR: **Jason Morrison** *President - Pacific Institute & Head CEO* Water Mandate

- **Hamilton Amadeo** *CEO*, Aegea
- **Marcelo Arantes de Carvalho** *Vice President of People, Marketing, Communication and Sustainable Development*, Braskem
- **Pedro Mariani** *Chief Corporate Affairs Officer*, Ambev
- **Marcello D'Angelo** *Vice President of Communication and Marketing*, Estre Ambiental

2:45PM – 3:25PM

**Panel: Forests and community development**

MODERATOR: **Matthew Shirts** *Journalist*, National Geographic former editor and World Observatory for Human Affairs advisor

- **David Canassa** *Director*, Reservas Votorantim Ltda.
- **Maria Luiza Paiva** *Director of Sustainability, Communications and Corporate Relations*, Fibria
- **Rodolfo Sirol** *Vice President*, UN Global Compact Brazil Network and Institutional Relations and Sustainability Director, CPFL Energia

**3:25 PM – 3:55 PM**

**Panel: How can companies promote Human Rights?**

MODERATOR: **Lauren Gula** *Senior Manager, Social Sustainability & Gender Equality, UN Global Compact*

- **Danielle Pieroni** *Chief Operating Officer, Foxtime Recursos Humanos*
- **Denise Hills** *President, UN Global Compact Brazil Network and Head of Sustainability and Inclusive Businesses, Itaú Unibanco*
- **Tiago Celso Abate** *CEO, Santander Microfinances*
- **Jorge Callado** *Superintendent Director of the Itaipu Technology Park, Itaipú Binacional*

**3:55 PM – 4:05 PM**

**Achieving the SDGs through South-South cooperation**

- **Jorge Chediek** *Director, United Nations Office for South-South Cooperation and Envoy of the Secretary-General on South-South Cooperation*

**4:05 PM – 4:15 PM**

**Advancing the SDGs in Brazil – a government perspective**

- **Philip Fox-Drummond Gough** *Minister-Counselor, Permanent Mission of Brazil to the United Nations*

**4:15 PM – 4:30 PM**

**The importance of Local Networks for the achievement of the SDGs**

- **Lise Kingo** *CEO and Executive Director, United Nations Global Compact*

**4:30 PM – 4:50 PM**

**Corruption: A corporate case study**

- **Rafael Mendes Gomes** *Governance and Compliance Director, Petrobras*
- INTERVIEWER: **Andrea Murta** *Director, North America, JOTA*

**4:50 PM – 5:30 PM**

**Panel: The future of cities**

MODERATOR: **Patricia Holly Purcell** *Head of Partnerships, UN Global Compact Cities Programme*

- **Pedro Sirgado** *Executive Director, Instituto EDP and Head of Environment and Sustainability, EDP Brasil*
- **Raphael Rocha Lafetá** *Chief Institutional Relations Officer, MRV Engenharia and Chief Operating Officer, Instituto MRV*
- **Sergio Piza** *People, Corporate Social Responsibility and Public Affairs Director, Klabin*
- **Elias Souza** *Managing Partner for Infrastructure and Cities, Deloitte*

**5:55 PM – 6 PM CLOSING**

- **Carlo Pereira** *Executive Secretary, Global Compact Network Brazil*

**6 PM – 7 PM COCKTAIL RECEPTION**



MORE  
INFORMATION  
ABOUT THE  
PROJECTS



**GLOBAL COMPACT  
NETWORK  
BRAZIL AND  
ITS PROJECTS**



## SDGs

The SDG Theme Group promotes the engagement of Brazilian companies and organizations with the 17 Sustainable Development Goals (SDGs). By means of dissemination and training related to this agenda, partnerships and participation in public policies, this group encourages the integration of the SDGs into the corporate strategy, with the measurement and mitigation of negative impacts, optimization of positive impacts, and transparent communication of results. Besides its own initiatives, it develops actions in partnership with other organizations and coalitions, with which it shares the challenge of engaging Brazilian private sector towards the 2030 Agenda.

### Workshops on the SDG Compass Guide

Launched in 2015 by UN Global Compact, Global Reporting Initiative and World Business Council for Sustainable Development, the **SDG Compass** guide approaches in five steps the process of integration of SDGs into the corporate strategy. This is a fundamental document to make companies, independently of their size and sector, adhere to SDGs. The guide is also customizable for NGOs and government agencies. The SDGs Theme Group of Global Compact Network Brazil has created a workshop on the SDG Compass guide, which is offered in a partnership with Brazilian Business Council for Sustainable Development (CEBDS) and GRI Brasil. The methodology has been developed by the partner institutions and companies of the SDGs Theme Group, such as Enel Brasil, Itaú Unibanco, and Vale. In general, the workshops involve partnerships with the Industry Federations in each state and, since 2016, they have benefited organizations in Brazil's main regions.

## Business Reporting on SDGs – “An Analysis of Objectives and Goals” and Workshop

With this **document**, companies and organizations can clearly understand what they should do to contribute with each of the 17 SDGs. Starting from the indicators of Global Reporting Initiative, widely used by Brazilian private sector, the tool lists the corporate practices expected. Thus companies can understand what they are already doing and identify what they need to change in order to operate in consonance with the SDGs. This tool, formerly available only in English, was translated by the SDGs Theme Group. The second phase of the project consists in the development of a workshop on the tool, in partnership with GRI Brasil, aimed at big corporations, but also at small and medium sized companies.

## Blueprint for Business Leadership on the SDGs

Launched in 2017, the publication aims to inspire business leaderships (of every sector and size) to make decisions in behalf of the SDGs. The material shows the five attributes of leadership, and examples of corporate actions regarding each SDG. In addition, it presents three essential stages for the

evolution of SDGs implementation. First, it is necessary to prioritize actions, identifying the biggest risks of negative impact in the company's whole operation and the feasibility of adopting practices that maximize their positive impact. Second, organizations must follow those priorities. At last, the guide emphasizes the learning related to the activities developed which should be shared within and outside the organization.

## Other tools

The UN Global Compact also offers other tools that help companies to implement practices aligned with SDGs. Launched in 2018, the paper **Integrating the Sustainable Development Goals into Corporate Reporting: A Practical Guide** brings an important alignment with Human Rights (UN Guiding Principles on Business and Human Rights), and explains the impact analysis processes necessary for the SDGs prioritization in the strategy. The publication **In Focus: Addressing Investor Needs in Business Reporting on the SDGs**, also launched in 2018, presents recommendations on how business reporting on SDGs can address the investors' needs.



# ENERGY AND CLIMATE

Since 2015 the Energy and Climate Theme Group (GTEC) focuses the SDG 7 (ensure access to affordable, reliable, sustainable and modern energy for all) and the SDG 13 (take urgent action to combat climate change and its impacts), developing activities and projects related to the mitigation, adaptation and funding of those issues.

## Adherence of the Brazilian electric power sector to the Sustainable Development Goals

The first phase of the project conducted a research (**“Integração dos Objetivos de Desenvolvimento Sustentável no Setor Elétrico Brasileiro” – Integration of Sustainable Development Goals in the Brazilian Electric Power Sector**), which showed the adherence of Brazilian electric power sector to SDGs. Now, the idea in the second phase is to choose some SDGs and check what are the companies doing in relation to them, and how they are placed in each indicator. The results of that research will guide the elaboration of common quantitative goals.

## **Adaptation in the value chain**

Global Compact Network Brazil wants to expand the measures of adaptation to climate change by means of the engagement of its members' value chain. The first phase of the program will consist of the survey of climate vulnerability scenarios in every Brazilian region. In a second phase, selected small and medium sized companies will receive consulting services to elaborate individual adaptation plans. The case studies will be published so that other organizations can use those examples to define their actions.

## **Adaptation in the health sector**

Climate change will impact on public health, as foreseen in the National Adaptation Plan. The use of the public health system (SUS) shall increase due to more diseases related to air pollution and changes in temperatures, as well as to extreme events like droughts and floods. The UN Global Compact intends to investigate the role of health companies in this scenario, identifying and monitoring the potential risks, and pointing

out the opportunities and main challenges in the case SUS becomes overburdened.

## **Diagnosis of the SDG 13 (Urgent Action to Combat Climate Change and its Impacts)**

The UN Global Compact will check what is the Brazilian private sector doing to contribute to SDG 13 by means of interviews with companies in different economic sectors. Understanding the current scenario is the first step for developing effective actions towards mitigation and adaptation. In 2015, the publication *Caderno do Pacto - Clima* (Compact Notebook – Climate) approached in great depth the theme of climate change. Recently, the Compact also launched the Dialogues on Climate Funding focusing that SDG and, as part of this project, held four workshops with government, companies and civil society representatives to collect information about financial resources, projects and initiatives of mitigation and adaptation to climate change.



## WATER AND SANITATION

The Water and Sanitation Theme Group aims to collaborate on the elaboration of a water governance agenda, leading the private sector to adhere to sustainable practices in their operations and supply chains, in order to promote an efficient water use. It operates in full consonance with the SDG 6, which seeks to ensure availability and sustainable management of water and sanitation for all by 2030.

### We Are More Sanitation

Created in 2018 during the 8th Water World Forum, the campaign **#SomosMaisSaneamento** (We Are More Sanitation) intends to insert this theme into the commitments made by the candidates running for Brazil's presidency, state governments and parliamentary seats in the 2018 elections. Therefore, a document was sent to those candidates, claiming the universal access to sanitation. Another important front is to engage society in the fight against the sanitation deficit, as well as to increase the debate by means of an online campaign, press actions, insertion of the subject into industry events and expansion of the network and its spokesmen.

### Less Waste, More Water Movement

The Less Waste, More Water Movement is an initiative of Global Compact Network Brazil, aligned with the SDG 6.4, which aims to increase the efficiency in water use for all sectors and to fight its shortage. That challenge imposes a better management to reduce the high rates of treated water waste, which reach, on average, 38% in Brazil. This movement wants to

collaborate to a paradigm shift, with a wide engagement of civil society, companies, governments and public agents. It has already published a primer on the best practices, supported the training of municipal managers, produced a video and endorsed the inclusion of water waste reduction into the concession of the Cantareira System in 2017. Recently, it commissioned Trata Brasil to conduct the Study of Water Waste 2018.

### The CEO Water Mandate

A free platform that seeks to amplify the actions and involvement of companies with the theme of water sustainability. By means of the **Water Action Hub**, it is possible to map programs conducted by organizations in several regions worldwide, and to diffuse in a global scale the practices developed by Brazilian partner companies. Currently, the platform has an inventory of 228 projects. In addition, participants may use tools to optimize water management in the operations, identify the risks and impacts related to water within the company and contribute to the creation of a managing strategy. This platform also facilitates the

connection with various audiences, the development of collective actions in different river basins and the updating of practices, which occurs by means of periodic webinars.

### Water reuse in the basins of the rivers Piracicaba, Capivari, and Jundiaí (PCJ Basins)

The project aims to identify reuse opportunities for industrial purposes of sanitary effluents treated in the PCJ basins, formed by the rivers Piracicaba, Capivari, and Jundiaí, which comprehends 74 municipalities and a population of 5.6 million divided between the states of São Paulo and Minas Gerais. The program shall start in the second semester of 2018 and have the following phases:

- 1)** survey of the 10 biggest consumers in the basin;
- 2)** mapping the potentialities of reuse;
- 3)** definition of quality standards for water reuse;
- 4)** assessment of available technologies;
- 5)** debates on institutional aspects and regulatory frameworks. As a result, there will be the elaboration of a plan to implement the pilot project and proposals of funding models or tariff subsidies.



# FOOD AND AGRICULTURE

In Brazil, this sector is an economic pillar which has turned the country into one of the world's major food exporters. Thus the Food & Agriculture Theme Group (GTAA) develops activities and projects guided by the Food and Agriculture Business Principles (FABPs) and the related SDGs, particularly the SDG 2 (Fome Zero and Agricultura Sustentável) and its goals. Its main objectives are to face the challenge of ensuring food security in Brazil and worldwide, aligned with sustainable production practices, and to use those new forms of labor as a competitive differential to strengthen Brazilian agribusiness in the international arena.

## Disseminator Handbook – Business Principles for Food and Agriculture

This project is a follow-up to the works approached in the publication **Os Princípios Empresariais para Alimentos e Agricultura como Orientadores para os Objetivos de Desenvolvimento Sustentável** (Business Principles for Food and Agriculture as Advisors for Sustainable Development Goals), and



aims to disseminate the recommendations stressed in the guide already published. Now we will create the Manual do Replicador (Disseminator Handbook), thus fostering the engagement of the food industry and agribusiness with FABPs and SDGs. In the course of the initiative there will be the identification of good practices in order to give them domestic and international visibility. With this material, institutions could plan business strategies aligned with the FABPs and the 2030 Agenda

### **Advocacy Platform**

This neutral space for dialogue will put for discussion crucial themes related to agribusiness, once there is not a consensus about them. The project has derived from a need identified by members of the Theme Group of increasing transparency and public access to information about that sector, in order to foster knowledge and analytical views regarding the subject. The platform will offer contents on Brazilian agribusiness aligned with the SDGs, thus contributing to strengthen the sector's image in Brazil and abroad.



# HUMAN RIGHTS AND LABOR

The Human Rights and Labor Theme Group discuss the role of companies regarding human rights within their own operation, in their supply chain and in the communities where they operate. The group is made of representatives of companies, UN agencies, NGOs and government, and its agenda includes discussions on gender equality, immigrants and refugees, LGBT rights, indigenous peoples, disabled people, fighting racism and slave labor, and the promotion of the UN Guiding Principles on Business and Human Rights.

## Training

To disseminate the contents worked in the theme group to other organizations that are part of the UN Global Compact, there are periodic webinars in partnership with a group participant. The training front also includes the Due Diligence in Human Rights, a training based on the UN Guiding Principles on Business and Human Rights, which gives organizations an important role to protect, respect and repair. In 2019, that front will be extended, with the involvement of the value chain.

## Empowering female refugees

This program created in 2015, now in its third edition, offers professional qualification to female refugees in Brazil, so that they can get a job in the country. According to the National Committee for Refugees (CONARE), approximately 9,500 people are recognized as refugees in Brazil, and, in 2017, 32% of the asylum applications were made by women. The initiative has two important fronts: first, it gives participants professional guidance; then it promotes relationships, putting the female refugees in contact with companies and job opportunities. This is a joint action of three bodies linked to the UN: the Global Compact, which talks to the companies, ACNUR, which is devoted to refugees, and UN Women, which fights for gender equality and female empowerment. A total of 350 people were already benefited, and the initiative has generated two products: the primer **Contratação de Refugiados e Refugiadas no Brasil** (Hiring Refugees in Brazil) and the short documentary film **Recomeços - sobre mulheres, refúgio e trabalho** (Restarts – on women, refuge and work).

## WEPs

The initiative **Women's Empowerment Principles (WEPs)** is a joint action

of the US Global Compact and UN Women. A tool to guide companies in their initiatives in favor of female empowerment, those principles contribute to the adaptation or creation of policies and practices. They also consider the interests of governments and civil society, and support interactions with the interested parties, since achieving gender equality requires the participation of all, men and women. The WEPs has over 1,700 signatories worldwide, being 170 from Brazil.

## The World We Want

Created as a tribute to the 70 years of the Universal Declaration of Human Rights, the project seeks to promote dialogue and generate awareness on the importance of including human rights into the base of public and private policies, by means of discussions, lectures, communications in social media, programs, and cultural interchange. The action, held in partnership with the Office for Foreign Affairs of the Government of the State of São Paulo, Prosefetur and Klabin, also comprehends six events on awareness and a publication on the activities developed. The World We Want brought to discussion themes related to the causes of indigenous peoples, racism, LGBTI, among others. That initiative was held during 2018.



## ANTI-CORRUPTION

It is a space for the development of projects and promotion of learning, constructive dialogue and interchange of experiences, influencing people and companies and clarifying the risks and opportunities involved in fighting corruption. In addition, it seeks to engage vulnerable sectors by means of Collective Actions to Fight Corruption, which count on the involvement of companies and contribute to raise the level of sectorial discussions. The tools and knowledge created by this theme group help to elaborate internal compliance strategies, good governance, and transparency.

### Trainings on Corruption Risk Assessment

By means of meetings, lectures, workshops and trainings, the UN Global Compact indicates practices that inspire ethics in the business environment. Based on the global publication *A Guide for Corruption Risk Assessment*, Global Compact Network Brazil has developed a specific training for Brazil, adapting the contents and the methodology for domestic needs.

### Collective Action in the Civil Construction Sector

The UN Global Compact wants to join forces with various agents of society to fight corruption in this sector. The first step in this collective action was the launching of the primer *Integridade no Setor da Construção* (Integrity in the Construction Industry) which presents a compilation of fictitious scenarios regarding the main challenges, risks and regulatory problems that can be faced by construction companies in their quotidian operations. There are 13 different situations and, for each case, the publication recommends how the company should react. First, it discusses the measures to be adopted so that the company avoids being exposed to a corruption proposal. Then, the guide lists actions to be taken when someone proposes corruption.

Finally, there is a box with suggestions of structural changes needed in the country to reduce the chances of those situations. The primer's elaboration had the support of construction companies linked to recent corruption cases, as well as of Ethos Institute, a partner of Global Compact. The program involving civil construction will also develop other actions, including trainings on awareness.

### **Collective Action in the Urban Cleaning Sector**

Conceived by companies and organizations of that sector, the collective action in urban cleaning started in mid-2018 and has partnerships with companies and the Ethos Institute. The program will launch a primer similar to the publication elaborated for civil construction and offer trainings on engagement against corruption.

### **Action Platform for Peace, Justice, and Strong Institutions**

Offered by UN Global Compact worldwide, this platform aims to guide governments, civil society and companies to help in the strengthening of peace, justice and institutions, working as a critical base to achieve the Sustainable Development Goals. This tool will show some business

standards accepted worldwide, which will facilitate to understand, implement and report the involvement of the private sector in those three areas. It will also be a space where companies, civil society, investors, governments and the UN could maintain a significant dialogue that results in effective actions to improve responsibility, uprightness and transparency in the organizations and countries where they operate.

### **Primer Why Executives Commit Mistakes?**

The publication will approach the importance of compliance and changes in anti-corruption law and in the managerial responsibility of companies and their representatives, in view of actions and involvement of top executives.

### **Translation of the Publication "Fighting Corruption in the Supply Chain"**

Translation and adaptation of the guide "Fighting Corruption in the Supply Chain: A Guide for Customers and Suppliers", launched by UN Global Compact. These contents customized for Brazil could generate trainings on the theme and expand the knowledge and anti-corruption practices in the value chain.



## ENGAGEMENT AND COMMUNI- CATION COMMISSION

The Engagement and Communication Commission (CEC) is a group of communicators and professionals of sustainability in companies and institutions linked to Global Compact Network Brazil, which meets regularly with the purpose of impelling the diffusions made by members about the Ten Principles of the UN Global Compact and the SDGs within and outside the companies that are part of Global Compact Network Brazil. It is also a space for sharing communication experiences and elaborating new strategies based on the assessment of well-succeeded actions. CEC is a pioneer among the local networks of the UN Global Compact in Latin America. The commission meets on a monthly basis by means of calls, or presentially in one of the partner companies.

### Good Practices Bank

The Good Practices Bank aims to promote the adoption of the SDGs by Brazilian companies of all sizes that are part of the UN Global Compact, in order to contribute to knowledge diffusion and engagement with the 2030 Agenda. This is made by means of the interchange of well-succeeded experiences identified in the initiative. Any company that has projects in consonance with at least one of the 17 SDGs can apply its case, which will enter the bank after being analyzed by a commission.

## SDGs Campaign

Members of the UN Global Compact can use their social media to diffuse the 17 SDGs and how the private sector can engage with them. With this purpose, CEC has created the SDGs Campaign, which comprehends digital pieces, a protocol guide and hashtags to be used by members. The contents will be diffused simultaneously by all the participants, creating a common communication agenda in social media, which gives the theme more visibility.

## Kit for Partners and Suppliers

This material developed by CEC fosters the adherence of new strategic partners to the Sustainable Development Goals. The kit gathers in a unique document clear information about the SDGs, in order to sensitize the main partners, suppliers and clients of the participants in UN Global Compact to the practices and programs devoted to sustainability and the discussions of Network Brazil.

## Blog 2030 Agenda: Communication and Engagement

In August 2018, CEC launched a blog

dedicated to communication and sustainability. Every month, a member addresses an issue related to sustainability, bringing cases, examples, reflections and a mix between the definition of the SDGs and their practice in organizational environments. Take a look at: [www.aberje.com.br/blogs/agenda-2030-comunicacao-e-engajamento/](http://www.aberje.com.br/blogs/agenda-2030-comunicacao-e-engajamento/)

## SDGs Video and Companies

In 2017, the CEC, in partnership with Itaipu Binacional, produced a video that shows how a company can contribute to the Sustainable Development Goals creating new ways to run its business. The material brings the example of a small farm in the west of the State of Paraná, which started to operate in consonance with SDGs 6 and 12, installing a system to capture rain water and clean it. Agriculture and cattle breeding are the sectors that present the biggest water consumption. The mentioned farm uses 10,000 liters a day. The video is available on the UN Global Compact channel on YouTube.

# PROJECTS SELECTED

THESE ARE THE INITIATIVES SELECTED  
TO MAKE PART OF THE EVENT SDGS  
IN BRAZIL – THE ROLE OF THE PRIVATE  
SECTOR, PRESENTED BY THEME:

- COMMUNICATION AND SUSTAINABILITY
- EDUCATION
- FORESTS, CLIMATE AND AGRIBUSINESS
- WATER AND SANITATION
- COMPANIES AND HUMAN RIGHTS
- THE FUTURE OF CITIES
- OCEAN



# THE SELECTION PROCESS

PwC Brasil is a signatory of the UN Global Compact and operates in partnership with Network Brazil to promote the adoption of the initiative principles in the business environment, the interchange of experiences, and to support specific projects, including the event SDGs in Brazil – the Role of the Private Sector.

To select the cases for that event, Global Compact Network Brazil made a public call so that companies operating in Brazil could submit their projects linked to the achievement of SDGs, considering specific themes: communication and sustainability; education; forests, climate, and agribusiness; water and sanitation; companies and human rights; the future of cities ; and oceans. A total of 80 cases were received.

PwC Brasil helped in the elaboration of selection criteria, assessing aspects like: strategic alignment, transversality, value creation, relevance, impact extension, easy adaptation to other contexts, existence of public/private partnerships in the conduction of actions, and adherence to the SDGs. After the analysis of cases, those which had the best rankings on each theme were selected. A judging commission assessed the list and defined the 19 stories presented in the event.



## DANONE

### LESS WASTE, MORE INCOME GENERATION

Besides being an important income-generating activity, the collection of reusable and recyclable materials has a fundamental role for the National Policy for Solid Waste (PNRS) in Brazil, which aims to prevent and reduce the generation of residues by means of sustainable consumption and the stimulus to waste recycling. Aligned with that objective, Danone has created the Novo Ciclo (New Cycle), a project in partnership with Ecosystem Fund, Avina Foundation, Nenuca Institute for Sustainable Development (INSEA) and the National Movement of Recyclable Materials Collectors. The project develops recycling cooperatives in the states of São Paulo and Minas Gerais, aiming to improve the collectors' working conditions and income, besides promoting environmental education, selective collection and circular economy. This sector faces several challenges, such as the lack of formal labor relationships, landfills, precarious working conditions, low public awareness

of the importance of separating organic from recyclable waste, and few municipalities with selective collection.

#### Results

The involvement of various players has been essential for the success of Novo Ciclo. The initiative has made partnerships with public agencies for the implementation of selective collection, as well as alliances with prominent institutions for the creation of efficient methodologies. By means of field work of a technical team and investments in infrastructure, the program focuses on the development of cooperatives, in order to enhance the collected material volume.

After six years, Novo Ciclo has increased the number of beneficiaries and the collectors' income, and has started the commercialization of recyclable materials directly to the industry. Currently, the program includes 76 cooperatives and over 1,300 collectors, and has gathered 35,000 tons in 2017. Thanks to that, Danone ensures that almost 70% of all packages inserted into the market return to the recycling industry in relative weight.



Sebrae

## SEBRAE-MT

### SUSTAINABILITY FOR MICRO AND SMALL BUSINESSES

In Brazil, small businesses represent 98% of the companies, employing more than a half of the workers in the country. There are over 16 million micro and small businesses with significant participation in domestic economy. After a series of studies on world market trends, the Brazilian Micro and Small Business Support Service (SEBRAE) in Mato Grosso realized that sustainability was an opportunity and a differential to increase competitiveness and the survival of small businesses. To meet that challenge, it has made sustainability one of its operating pillars and elaborated a strategy to sensitize businessmen. The pioneering actions of Sebrae-MT regarding sustainability led the State of Mato Grosso to create a National Reference Center on Sustainability for Small Businesses.

#### Results

With the objective of introducing the concept of sustainability to micro and small businesses and entrepreneurs, in 2011, the **Sebrae Sustainability Center** was inaugurated in Cuiabá.

The project followed the principles of sustainable architecture and was inspired by ancient knowledge and indigenous hut shape in Xingu. The building is a live laboratory, where businessmen, students and the community can observe the concepts of sustainability in detail. It received numerous national and international awards and certifications, and was elected the World's Best Sustainable Building by the popular jury at Bream Awards 2018.

In the last eight years, the **Sebrae Sustainability Center** has produced over 400 contents, including primers, methodologies, infographics, videos, trend studies, well-succeeded cases, reports on sectorial intelligence, researches, and other materials. The participation of that Center in events related to business assured that knowledge about sustainability was taken to the whole country, impacting 176,000 people. Virtually, 862,000 people have already consumed the contents produced.

# O BRDE APOIA HOJE QUEM AJUDA A CONSTRUIR O AMANHÃ.



**BRDE** BANCO REGIONAL DE DESENVOLVIMENTO DO EXTREMO SUL

## FINANCING WITH SUSTAINABILITY IN MIND

The **BRDE Sustainable Production and Consumption Program** was conceived to offer credit lines and to channel resources according to the demand for financing private or public sustainable investments in the three Southern states in Brazil. Therefore, it takes into account the need, manifested by society and in international agreements, to promote the transition to a low-carbon economy. Its target are entrepreneurs of all sizes, including micro, small and medium businesses, and rural producers.

In its first stage the program defined the Socio-environmental Responsibility Policy, which reflects BRDE's commitment to sustainability in three fronts: a) impact of activities; b) impact of operations; and c) Financing Program. The impact of activities was faced with the adherence to the Environmental Agenda in Public Administration (A3P), a program of the Ministry of the Environment. A new system of environmental and social risks

management was also created to monitor the operations' effect. The constitution of the BRDE Sustainable Production and Consumption Program, second stage of that practice, has a wider conception that seeks to change banking procedures. The initiative joins the prospects of innovations in financial products and of capturing fundings devoted to sustainability, mainly from international sources.

### Results

The third stage, of monitoring, has already applied in three years R\$ 1 billion in resources, values offered in the market with lower rates and larger terms than the average financings from BRDE. It has attracted € 50 million from the French Agency for Development and allowed for the undertaking of special projects, including protection of the Pampa Biome; the Ensured Power Efficiency Program, in partnership with the IADB; an initiative for reducing losses and waste of food; and other institutional actions.

De sua companhia elabora relatório de sustentabilidade ou integrado levando em conta os Objetivos de Desenvolvimento Sustentável (ODS) ?



#### Quebra das explicações



## B3

### REPORT OR EXPLAIN TO THE SDGs

In 2017, B3 launched, in a partnership with the Global Reporting Initiative (GRI), the Report or Explain to the Sustainable Development Goals (SDGs), stimulating transparency of strategies and actions in relation to the 17 UN SDGs on the part of the listed companies. B3 recommends that they declare each year if they publish a report on sustainability or integrated, considering SDGs, by means of an online survey. In case they don't do it, they should send their justifications. Since the SDGs are quite recent, the biggest challenge is to motivate companies to answer the survey, because few of them are in a high stage of maturity regarding that theme. B3 organizes workshops with GRI to explain the SDGs, its importance in the 2030 Agenda, its connection with businesses and the use of supporting tools, such as the GRI rules and the SDG Compass.

#### Results

A total of 147 companies (out of 443) answered the questionnaire – which represents 33% of the companies listed in B3. Sixty of them take the SDGs into account in their reports, seven

consider them while elaborating the reports, and 36 intend or assess the possibility of having the SDGs in their reports on sustainability or integrated. Those results show that almost 25% of the companies perceive the value of this UN agenda and take SDGs into account in management.

This initiative is a follow-up of the Report or Explain to the Report on Sustainability or Integrated, launched in Rio + 20 in 2012, also in partnership with GRI. The objective was to encourage the listed companies to publish ESG (Environmental, Social and Governance) information. After four years, CVM (Brazilian Securities Commission) has included in its Reference Form a specific item for disclosure of ESG information. Thus, the Report or Explain accomplished its mission, starting from an initiative arisen from a voluntary action of the self-regulator, culminating in a mandatory action of the regulatory body in a natural, consistent way. So the new Report or Explain now addresses the SDGs.



## VOTORANTIM

### A NEW MANAGEMENT MODEL FOR PROTECTED AREAS

The Atlantic Forest, which nowadays occupies only 18% of its original territory, is one of Brazilian biomes with larger numbers of species threatened with extinction. Votorantim owns an area of 76,600 acres in the Ribeira Valley (in the south of the State of São Paulo), bought in the 1940s and since then maintained by CBA (Brazilian Aluminum Company), where it operates seven small hydroelectric power stations along the Juquiá River. In 2012, that area officially became the **Legado das Águas** (Water Legacy), the biggest private reserve of Atlantic Forest in Brazil, in order to promote the sustainable use of natural resources by means of inclusive productive chains, which contribute to local development and generate income for the maintenance of the reserve.

#### Results

Managed by the company Reservas Votorantim, Legado das Águas has made partnerships with NGOs,

universities, companies, startups, institutes and researchers. It has also sought to engage the population and the public administration in the actions of environmental conservation, as well as to seek business opportunities that could bring resources to the reserve – with activities of research, vegetable production, environmental education, and ecotourism. The initiatives are held by a multidisciplinary team and partners of several fields. Over 1,700 fauna and flora species have already been identified at **Legado das Águas**. In addition, a nursery created there can produce 200,000 plants a year, in order to offer solutions of landscaping and reforestation with native species. Over 50 plants had their DNA mapped, aiming for bioprospecting, and relevant partnerships were made with municipalities of Juquiá, Miracatu and Tapiraí, with projects to improve public management, education and tourism. Since 2017, **Legado das Águas** is a consolidated ecotourism destination, offering various activities to visitors.



Fibra

## FIBRIA

### SUPPORT TO FAMILY AGRICULTURE

Based on family agriculture and agro-ecology, the **Rural Territorial Development Program (PDRT)** of Fibria supports communities in places where it operates, in the following lines: associativism, cooperativism and production, productivity, end-to-end management, access to public policies, commercialization and greater value added to products. It meets social, environmental and economic demands, stimulating the creation of new networks and other ways of cooperation; the use of low-impact and low-cost technologies that contribute to food security; and income generation. **PDRT** encourages legal and necessary economic activities, deterring timber theft and illegal charcoal production. Its methodology starts with an approach to priorities. Then comes a diagnosis, which includes registration, survey, investigation of social demands, technical visits, and analysis of documents. The third stage comprises results check-up, investment guidelines definition, elaboration of a transition

plan to agro-ecology for production, management and monitoring, creation of a Managing Committee and definition of indicators for monitoring. At last, the results are assessed.

#### Results

The program benefits over 4,000 families in the States of Bahia, Espírito Santo, Mato Grosso do Sul and São Paulo. The variety and quality of its products are renowned, and they can be found in markets, fairs, companies, and public venues. Its methodology is used in other communities with similar results. In 2009, timber theft cost the company approximately R\$ 50 million and generated tension with the communities. However, the opportunities created by **PDRT** led to a drop of 90% in those occurrences, and the agricultural production has increased. In 2017, the families involved in **PDRT** had a monthly average income increase of R\$ 2,100, and the agricultural production generated R\$ 74 million for communities.



## CPFL ENERGIA

### URBAN REFORESTATION WITH SECURITY

Em 2016, as distribuidoras da CPFL In 2016, the CPFL Energia distributors started the program *Arborização + Segura*, an initiative created to replace inadequate trees with species adapted to the urban environment. The project covers 17 cities in the states of São Paulo and Rio Grande do Sul, listed according to the interference in the electricity grid, water, sewerage, and accessibility to people. It is estimated that a sole tree can cause up to 40 electricity supply interruptions a year. In 2016, there were over 20 mil events due to branches fallen on the grid, causing not only interruptions, but also risks to the population.

The project's main objectives are: to mitigate potential risks to the population due to vegetation contacting the electricity grid; to increase the number of green areas in urban spaces; to revitalize urban forestation replacing trees at risk of falling and in state of senescence with new trees; to promote environmental benefits

related to climate (air quality, noise level, water balance, and landscaping); to take actions of environmental education in schools; and to improve the operating indicators of electric power supply. The project represents an effective alternative of forest replacement, optimizing the benefits of a planned harmonious urban forestation and gradually eliminating risks to the population.

#### Results

Since the creation of the program, it has replaced over 400 trees and donated over 9,000 seedlings to partner municipalities. Thanks to that, it is estimated that a cost of R\$ 830,000 a year to solve energy supply breaks was avoided. Another indirect benefit observed, mainly in the mid and long terms, is the compatibility of urban forestation with other urban elements. In addition, the project helps the municipal urban planning, consolidating Municipal Master Plans.





## AEGEA

### INVESTING IN BASIC SANITATION

Extending the access to basic sanitation is a major challenge in Brazil. Currently, almost 36 million people (or 17% of the population) don't have access to treated water, approximately 104 million (50%) don't have access to the sewerage grid, and 55% of the waste collected is not treated before returning to nature. That situation increases public health problems as infectious diseases spread, and leads to higher infant mortality rates, as well as to the economic decay of numerous municipalities, making them more dependent of federal and state fundings. Another consequence is environmental degradation, with the pollution of ecosystems widely recognized as having the largest biodiversity in the world.

With the objectives of changing that scenario and contributing with Brazil's achievement of the UN Sustainable Development Goals, Aegea Saneamento settled a new business model to meet those essential demands. By means

of public-private partnerships, concessions or sub-concessions in the municipalities where it operates, it uses fundings to make the service evolve, making the structure more modern and efficient and extending the coverage grid. Thus the company contributes to the availability of universal services, offering the population a more dignified life.

#### Results

With an investment of almost US\$ 550 million just in the last four years, the company increased in 375% the universe of people who have access to water supply, waste collection and its treatment. The initial number of 1.6 million beneficiaries rose to 7.6 million in the municipalities where the company operates. Currently, Aegea Saneamento maintains operations in over 50 cities in 11 states. It has processed almost 47,500 million gallons of water and 29,000 million gallons of sewer in 2017.



## BRASKEM

### PARTNERSHIP STIMULATES WATER REUSE

The sustainable management of water resources is part of the strategy and materiality matrix of Braskem, and represents one of its ten macro-objectives defined by its leadership and board of directors. To understand in depth the water risks that could impact their businesses, the company made a study of scenarios regarding its exposure to climate change until 2040. The survey gave origin to the Mitigation and Adaptation to Climate Change Plan, which pointed out the risk of water shortage as the most probable for Braskem's operations. Based on those pieces of information, the company analyzed the eight river basins where it operates and identified a high risk of water shortage in four of them, located in Alagoas, Bahia, Rio de Janeiro and São Paulo (including the ABC area). So it decided to apply an action plan inspired by the Aquapolo project, the largest initiative of water reuse in Latin America.

#### Results

Created five years ago, Aquapolo involves a partnership between BRK Ambiental and the Companhia de Saneamento Básico do Estado de São Paulo (Sabesp, a water and waste management company). The project produces 1,000 liters of reused water per second, which totaled over 7,9 billion gallons since 2014 (or 12,000 Olympic swimming pools). Due to its high efficiency degree, the program acts as a model for other regions at risk.

Projects like Aquapolo and investments in water efficiency management allow that Braskem uses six times less water than the average observed in the chemical industry (the general average was 7,037 gallon/ton, while in the case of Braskem was 1,051 gallon/ton). In the last six years, the company's reuse rate increased from 18% to 25.8%. The company plants in the ABC could not only maintain, but even increase their production during the water crisis in the State of São Paulo in 2014 and 2015. Those results contribute directly to the objectives 6.3 and 6.4 of the SDG 6 – Water and Sanitation For All.



## CERVEJARIA AMBEV

### CLEAN WATER FOR ALL

Currently, approximately 30 million Brazilians don't have access to clean water, and they spend, on average, six hours a day searching for it, generally of a poor quality. Aligned with the UN Sustainable Development Goals, Cervejaria Ambev launched **AMA** – a mineral water with an innovative proposal. The profits of every unit sold are invested in the construction of projects that take water for families who live in the driest region in Brazil, the semi-arid (which comprises eight states in the Northeastern region and the north of Minas Gerais). The programs are adapted to the realities of each community – which may be, for example, a deep well or an aqueduct. To reduce the costs of water distribution, the programs install photovoltaic panels that generate clean energy, taking advantage of the strong solar irradiance on the region.

#### Results

The projects are improving the life quality of the people impacted, because, in addition of taking water,

**AMA** contributes to the sustainable development of communities. After its completion, the initiative is managed by the communities, which receive the necessary training and support. This aspect encourages the population's empowerment, who feel like they own the enterprise, contributing to maintain it in ideal conditions and using water in a responsible way.

With the aid of Yunus Social Business, the Avina Foundation – a NGO devoted to sustainable development in Latin America – and several state partners, **AMA** has already ensured clean water for over 14,000 people. In little more than a year, AMA had a profit of over R\$ 2 million which was used in projects in 11 rural communities in the states of Ceará, Piauí, Bahia and Pernambuco. Cervejaria Ambev will keep motivating society as a whole to take joint action to preserve water and ensure its access by all, today and in the future.



## ESTRE AMBIENTAL

### BIOGAS: COMPETITIVE CLEAN ENERGY TO MAKE BRAZIL GROW

Biogas generated in landfills is an alternative of clean, competitive energy matrix that may help national economy to resume its growth. It also mitigates one of the major challenges in the management of urban solid wastes in Brazil. If it is not controlled by proper processes, methane, which represents approximately 55% of biogas, can be 21 times more harmful to the environment than carbon dioxide, thus increasing the greenhouse effect. Estre Ambiental, aligned with sustainability guidelines, invests in power generation using biogas from its landfills. The potential can exceed 60 MW, enough to supply a population of almost 1 million.

The economic feasibility of power generation from biogas is an important stimulus for Brazilian municipalities to build new landfills, thus ensuring

the final destination of urban solid wastes. The integration of electric power stations supplied with landfill biogas generates additional incomes that make the required investments feasible, with sustainable environmental benefits in the long term.

#### Results

Estre Ambiental operates three power generation units with biogas from landfills, with 18.5 MW installed. In 2014, the first biogas power plant was inaugurated in Guatapar, in the State of So Paulo, with installed capacity of 4.3 MW, which one year later increased to 5.7 MW. In 2016, the landfill in Curitiba (PR) inaugurated its biogas power plant, now with 8.6 MW. And in 2018 a power station, which generates 4.3 MW, started operating in the landfill in Trememb (SP).



## BANCO SANTANDER BRASIL

### MICROCREDIT FOR ENTREPRENEURSHIP

Brazil is one of the countries with the most severe inequalities. Data disclosed in the first semester of this year by the Brazilian Institute of Geography and Statistics (IBGE) show that in 2017 the upper-class families had an income 22 times bigger than those of classes D and E. The survey also indicates that, considering the gap between the extremes in the social pyramid, the difference is 42 times. In addition, unemployment in Brazil in July 2018 already affected almost 13 million people. In such a scenario, entrepreneurship becomes an option to a large part of the population in order to generate income. However, starting their own business implies many difficulties, such as access to credit and lack of training. Since 2002, the Prospera Santander Microcrédito invests in oriented productive micro-credit in order to mitigate inequalities in the regions where it operates, stimulating the creation of jobs and income, extending and facilitating the access to micro-credit and strengthening financial education and the skills of micro-entrepreneurs.

### Results

In its 16 years of existence, the Prospera Santander Microcrédito has already disbursed over R\$ 5 billion to more than 500,000 clients in 700 municipalities, from which approximately 50% present a low Human Development Index (HDI). In 2017 they reached a level of 95.6% in terms of being in full performance. Since May 2017, entrepreneurs have access to a portfolio that includes current account, savings, credit card and accident insurance, offered in a customized way and with prices below those in the “standard” market. As for access to credit, he must apply the money lent into the business – which is a stimulus to the proliferation of entrepreneurial activities, creating jobs and income in the micro region. Currently, Santander Brasil is the private bank with the largest productive micro-credit-oriented operation in Brazil.



## ITAÚ UNIBANCO

### MORE WOMEN IN BUSINESSES

Women are in charge of 51.5% of new enterprises that arise in Brazil. At Itaú Unibanco, 48% of the individual clients are women. Among corporate bodies, women represent 54% of micro-credit clients (with revenues up to R\$ 120,000 /year), 38.34% of the EMP4 (up to R\$ 1.2 million/year), 32.63% of the EMP3 (up to R\$ 8 million/year) and 26.7% in the EMP2 segment (up to R\$ 30 million/year). It means that female participation is much lower in bigger companies. The Itaú Mulher Empreendedora (IME) program was created in 2013 in a partnership with the International Finance Corporation (IFC) and the Inter-American Development Bank (IDB) to support female entrepreneurs in Brazil so that their companies can evolve, considering their needs as women and entrepreneurs, as well as their relationships with the financial universe.

#### Results

IME offers a series of solutions

to qualify, inspire and connect female entrepreneurs, giving them access to contents related to the management of companies and networking environment, elaborated with universities and strategic partners. The program encourages economic development and financial inclusion (SDG 1); offers educational opportunities and fosters female entrepreneurship (SDG 4); promotes female empowerment (SDG 5) and sustainable economic growth, providing female entrepreneurs with contents and knowledge (SDG 8); and contributes to reduce gender inequality (SDG 10).

It was observed that, compared with a control group, the program participants have presented the following results: increase in networking with other businesspeople and within the supply chain, investment in a more professional management, 11% growth in revenues and better financial indicators, in terms of full performance and credit score. To know more about the initiative, visit the website

[www.imulherempreendedora.com.br](http://www.imulherempreendedora.com.br).



## FOXTIME

### DIGNITY FOR FEMALE REFUGEES

Refugees are today in the center of global discussions. It will be necessary to establish new standards of coexistence and relationship in order to integrate those people in a worthy and fair way into the countries where they seek asylum. In 2015, the Human Rights Theme Group of Global Compact Network Brazil, in partnership with UN Women and UNHCR, created the **Empoderando Refugiadas** Project (Empowering Female Refugees). It aims to ensure that women who seek asylum in Brazil know their rights and have access to the means for their economic empowerment. Some of the challenges were to fight the lack of information from the private sector about labor legislation, and the prejudice in the distribution of job opportunities. Foxtime is responsible for the coaching and for engaging companies to hire participants.

#### Results

**Empoderando Refugiadas** follows groups of 30 to 35 women for four months. Workshops are held to

guide them in the search for jobs and give them information about entrepreneurship, laws and Brazilian culture. They also count on mentoring support. The initiatives promote the integration of those women in Brazil and networking, besides improving their self-confidence. They participate in interviews and assessments at Foxtime, which elaborates a professional evaluation of each woman and sends it to the project partners, besides encouraging its customers to hire those professionals.

Eighty women participated in the program's two initial editions: 22 were hired by companies and others started their own businesses. All of them had free access to trainings offered by partner companies, and 40 had individual professional counseling in coaching sessions promoted by Foxtime. The program benefited 350 people by means of the *primo Contrato de Refugiados e Refugiadas no Brasil* and the mini documentary film *Recomeços*. The company diffuses the subject in its lectures and webinars.



## EDP

### ENERGY EFFICIENCY IN ACTION

EDP Brasil made an important move favoring the transition towards low-carbon economy when it acquired APS – a company based in Rio Grande do Sul, with over 20 years in the market and a national reference in energy efficiency projects. The new business aligns the operations of EDP in the context of climate change – and the resulting risks of deficit in hydro generation –, with a behavioral change in the customer base, which is now more oriented to cut spendings, and with the potential gains in the energy efficiency market, where there is still much to explore. As part of that strategy, EDP Soluções em Energia (Solutions in Energy) started to operate focused on the offer of energy efficiency technologies with low environmental impact, by means of projects that reduce consumption and promote energy co-generation with alternative sources that are less pollutant, prioritizing the reuse of industrial raw materials.

#### Results

Aiming to ensure the best solutions for the needs of every customer, **EDP Soluções em Energia** makes the full diagnosis of the facilities, implements the projects and makes the investments feasible, deducting the values of the service directly from the account of the company that hired it, in accordance with the economy generated. Thus, it promotes energy efficiency in reducing the energy consumption costs with rapidity, security and without investment on the part of the customer, with these main operating pillars: (a) join energy efficiency with the best lighting performance due to the proper choice of light fixtures, the kind of bulb and business model; (b) to implement an air-conditioning system designed to ensure lower operating costs and more economy; and (c) to produce steam from biomass, offering an energy alternative which is economically feasible, sustainable and highly reliable and safe.





2016

Inclusão dos ODS na MRV

2017

Inserção dos ODS na Matriz de Treinamento interna

2018

Política de Sustentabilidade abrangendo importância dos ODS para companhia

## MRV ENGENHARIA

### ALIGNMENT WITH SDGS GENERATES VALUE

The need to disseminate the values and principles of the UN Sustainable Development Goals led MRV Engenharia to seek ways to involve the whole company in an alignment project. Since the company operates in all Brazilian regions, it is more difficult to disseminate SDGs to all employees, as well as collaborators related to outsourcing, who work in 33 different departments. The initiative focused on the assimilation of objectives and how they could be linked to MRV's purpose, strategy and values, in order to increase the awareness level on the impacts caused by the company and the mitigation of potential socio-environmental risks derived from its activities.

#### Results

After identifying the improvement opportunities, monitoring the impact of MRV and defining the organizational matrix according to international indicators, analyses were made to improve the management. All diagnoses considered the

commitments made with Global Compact and used the UN impact matrix as a fundamental strategic pillar (Integration of SDGs into the business strategy – Contributions of the Brazilian Committee of Global Compact for the 2030 Agenda). The initiative comprised workshops in the company's different departments, webinars and trainings in all of the company's construction sites, and awareness-promoting actions through communication outlets (intranet, corporate TV, newspapers distributed in construction sites, and posters). As part of the program, MRV developed the theme of SDGs by means of the SDGs Commission, updated the terms in the Sustainability Policy, Sustainability Strategy, Risks and Opportunities Matrices, Trainings Matrix, MRV Sustainability Website, and Materiality Matrix. It also elaborated the Sustainability Report regarding SDGs, and defined indicators and goals for the whole organization.



## KLABIN

### DEVELOPMENT WITH PARTICIPATION OF ALL

Klabin created the Local Development **Forum 'Goiana em Ação'** in the municipality of Goiana (PE) to help important local players in several segments to define a territorial development agenda for the community, in accordance with the UN Sustainable Development Goals. The proposal is to jointly search for a new territorial management model based on the discussion of solutions, in which companies are not protagonists, but work with the other players – all interested in finding answers capable to contribute to local sustainable development. To advance the project, the main stages would be to make an in-depth diagnosis adequate to local reality, and to create a group of protagonists willing to meet the challenges, in a non-partisan, multireligious assembly, intolerant to discrimination, always favoring dialogue among participants.

#### Results

In order to assess the fundamental items for life quality in the territory, thus identifying in a more efficient way the reality in the municipality and indicating the priorities to be addressed in the Forum, the Social Progress Index (SPI) was applied. Its results were crossed with the themes raised by the “Goiana de nossos sonhos” (Goiana of our dreams) matrix, and generated the group **Goiana em Ação** (Goiana in Action), which prioritizes and elaborates actions for the new development agenda, based on the themes: education; jobs and income; tourism; and culture. Activities included the launching of SPI, which attracted new members to the group, a cultural program on local tradition, and a diagnosis on education and new ways of investment. The initiative also intends to train the municipality so that it applies the SPI results and the SDGs in its public policies, as well as to deliver a public online platform with the data obtained.



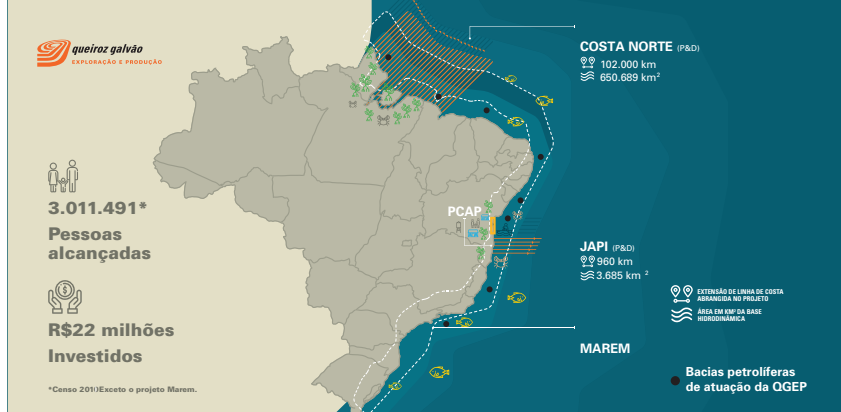
## VALE

### SUSTAINABLE FISHING IN THE AMAZON RIVER REGION

The Sustainable Fishing in the Amazonian Coast Project (**Project PeSCA**) was elaborated in a collaborative way to support sustainable development and the strengthening of productive chains of uçá crab and shrimps of the species regional-da-amazônia, piteicaia and white. Its challenge is to strengthen productive chains of artisanal fishing of shrimp and crab, in order to create more opportunities of professional development, jobs, income and sustainable businesses for fishermen, their families and communities in a sustainable way. Conducted since January 2015, it involves a partnership between Fundo Vale and Unesco, and focuses 30 communities in ten municipalities in the Amazonian coast, where almost 10,000 families live. This region with rich coastal and sea biodiversity presents the largest continuous extension of mangroves in the planet, along over 1,500 km between the states of Amapá, Pará and Maranhão.

#### Results

With a model based on the union with several intersectorial partners, the project operates directly with communities of fishermen and artisanal collectors, involving several social players, the commercialization chain in governmental spheres, and others. Two diagnoses-studies with qualitative and quantitative surveys were made to guide the action lines of the project and to support the productive chains of fishing and the communities. The results from the diagnoses were shared and validated by means of meetings in all the communities covered by the project. In addition, there were 271 workshops on youth protagonism, encouraging the continuous qualification of 300 boys and girls in the three states; and 22 workshops for technical training, communal strengthening and the application of low-cost social technologies, directly and indirectly benefiting over 800 people, including fishermen, their families and communities.



# QUEIROZ GALVÃO EXPLORAÇÃO E PRODUÇÃO

## KNOWLEDGE TO PRESERVE THE BRAZILIAN COAST

Queiroz Galvão Exploração e Produção (QGE) operates in eight oil basins in the Brazilian coast, where it develops the Partnerships and Knowledge in Favor of Brazilian Sea Program, which includes Japi, Costa Norte, PCAP and Marem projects. The program was conceived with the specific purpose of preventing and mitigating any potential impact of the company's activities on the sea and coastal environment in the regions where it operates, particularly in mangrove areas. According to data obtained by the 2010 Census, approximately 3 million people live in those areas – and would be potentially affected by the company's operations. Thus the Partnerships and Knowledge in Favor of Brazilian Sea Program aims to benefit two different fronts: the first one is focused on the generation of scientific knowledge required to the preservation of those environments; and the second one addresses the development

of coastal communities, by means of socio-environmental projects and other initiatives.

### Results

Currently, the company designates over 50% (or approximately R\$ 22 million) of its mandatory investments in research and development (R&D) to the project. In addition, it promotes and extends partnerships between regulatory bodies and licensors, local and academic communities, and other companies of the sector. Those joint actions increase knowledge about sea and coastal environments, thus helping in the elaboration and application of investment plans that impact in a constant and significant way the environmental preservation of those areas, located in 17 Brazilian states. All the results of research conducted within the scope of the program are made available by QGEP in order to disseminate knowledge to local communities.



# **WORLD CHALLENGES**

STUDY SHOWS WEIGHT OF  
ENVIRONMENTAL RISKS

The Global Risks Report, a joint effort of the World Economic Forum and its strategic partners, such as the Zurich Insurance Group, is based on the mapping of risks obtained by the Global Risks Perception Survey (GRPS), which was held with 900 participants at the Forum. The 30 global risks pointed out in terms of higher likelihood and impact are divided into five categories (economic; environmental; geopolitical; societal; and technological risks).

In 2018, the risks in terms of higher likelihood were classified in the following order:

- 1)** extreme weather events;
- 2)** natural disasters;
- 3)** cyberattacks;
- 4)** massive data fraud or theft; and
- 5)** failure of climate-change adaptation and mitigation.

As for impact, the main risks detected were:

- 1)** massive-destruction weapons;
- 2)** extreme weather events;
- 3)** natural disasters;
- 4)** failure of climate-change adaptation and mitigation; and
- 5)** water crises.

Such perception reveals that changes in sea levels, the most frequently occurring natural disaster, and significant changes in temperature in several regions are seen as responsible for bringing major social and economic challenges to the planet in 2018 and in the next years. It is worth noting that, between 2008 and 2013, the economic risks have been the main concern of the people who participated in the survey, in terms of likelihood and impact.

A high level of professionalization and skill is required to deal with risks in the critical and strategic interconnected systems that move the world. As the scenario becomes more complex, the Global Risks Report 2018 elaborates a study of potential shocks that could affect the planet. These aspects demand reflection and action that, jointly with the 17 Sustainable Development Goals, can turn into clear effective actions in the world's socio-environmental change agenda

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