

**Statement of the Ministry of the Environment on Notification No. 40, dated 15 March 2012, on Decision X/44 of the Convention on Biological Diversity, CBD**

This report encompasses ongoing activities in Brazil in connection with the incentive measures highlighted in Decision X/44 of the CBD.

**References**

Decision X/44 adopted by the Conference of the Parties to the Convention on Biological Diversity in its Tenth Meeting (Nagoya Japan, 18-29 October 2010);

Strategic Plan for Biodiversity 2011-2020 and the Aichi Targets;

Action Plan on Sustainable Production and Consumption;

UNEP Technical Cooperation Project No. 61-P7 (Brazil Project) "Sustainable Production and Consumption";

Fourth National Report on the Convention on Biological Diversity – Brazil.

**Basis**

The Convention on Biological Diversity (CBD) was a direct outcome of the 1992 United Nations Conference on the Environment and Development. Its objective is the "conservation of biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising out of the utilization of genetic resources, including by appropriate access to genetic resources and by appropriate transfer of relevant technologies, taking into account all rights over those resources and to technologies, and by appropriate funding."

In adopting the Strategic Plan under the Convention on Biological Diversity (CBD), the signatory countries undertook to achieve a significant reduction in the rate of loss of biological diversity by 2010 at the global, regional, and national levels. For its part, in 2006 Brazil established (through National Biodiversity Commission CONABIO Resolution No. 03) the National Biodiversity Targets 2010 based on the CBD Targets for 2010 and in response to Decision VIII/15.

At the 10<sup>th</sup> Conference of the Parties to the CBD (COP10) in Nagoya, Japan, 2010, the Strategic Plan for Biodiversity 2011-2020 was approved, with a view to spurring ambitious measures in countries and among parties interested in supporting biological diversity over the coming decade. The Strategic Plan is rooted in a shared vision, a mission, strategic objectives, and 20 targets, otherwise known as the Aichi Targets.

**Dialogues on Biodiversity Initiative**

The initiative "Dialogues on Biodiversity: Building Brazil's Strategy for 2020" is the country's first step toward internalizing the CBD Strategic Plan (2011-2020) and achieving the Aichi Targets. To carry out the initiative, the following partnerships were forged: IUCN, WWF-Brazil, Institute for Ecological Research (Instituto de Pesquisas Ecológicas – IPÊ), National Confederation of Industry (Confederação Nacional da Indústria – CNI), Business Movement for the Conservation and Sustainable Use of Biodiversity (Movimento Empresarial pela Conservação e Uso Sustentável da Biodiversidade – MEB), Brazilian Business Council for Sustainable Development (Conselho Empresarial Brasileiro para o

Desenvolvimento Sustentável – CFBDS), Brazilian Biodiversity Fund (Fundo Brasileiro para Biodiversidade – F), Brazilian Association of Environmental Entities (Associação Brasileira de Entidades de Meio Ambiente – ABEMA), Brazilian Society for Progress in Science (Sociedade Brasileira para o Progresso da Ciência – SBPC), Amazon Working Group (Grupo de Trabalho Amazônico – GTA), Marajó Women's Ecological Extraction Cooperative (Cooperativa de Mulheres Extrativistas do Marajó – CEMEM), Brazilian Indigenous Institute for Intellectual Property (Instituto Indígena Brasileiro para Propriedade Intelectual – INBRAPI), Pacari Coordinating Body for Medicinal Plants (Articulação Pacari de Plantas Medicinais), Via Campesina, and Cultural Points (Pontos de Cultura).

The primary objective of the initiative is to draw contributions for the development of national targets in connection with the CBD Strategic Plan for 2020 with the broad support of Brazilian society as a first step toward achieving the global targets.

All sectors of Brazilian society were invited to submit their views on the development of a legal framework to internalize the CBD Strategic Plan 2011-2020. The expectation is that a binding national law will provide the groundwork for more effective fulfillment of the stated targets than in 2010. The law will also regulate and adapt the targets to Brazilian reality and set out the means for their implementation through a specific regulation.

The initiative was prepared with a view to ensuring the consultation process served as an avenue for engaging all sectors of biodiversity users on behalf of the conservation and sustainable use of natural resources. Through their participation in building and approving the targets, individual sectors are brought in as partners committed to fulfillment of the established objectives.

The consultation process was accomplished through five specific meetings, one per sector: a) business community; b) environmental non-governmental organizations; c) indigenous peoples and local communities; d) academia; and e) state and municipal governments.

With a view to contributing to the discussions and debates on and the development of Brazil's sub-targets, two documents were prepared, the first centered on current challenges and opportunities drafted by IUCN and the other on the achievement of targets to date, namely where Brazil stands presently on the road to fulfilling the 2020 targets.

The documents generated from the discussions at the five meetings were then consolidated in a single document, which was submitted for public consultation, setting out the views of the individual sectors. More than 500 contributions were received in the course of the consultation process. A final meeting was held to discuss the consolidated outcomes of the public consultation and develop a single document summarizing Brazil's national sub-targets.

In the following stage, an Action Plan will be formulated in partnership with the Ministry of Planning on the principal challenges faced, biodiversity loss, the related causes and consequences, the measures required to address the problem, and the establishment of targets; key indicators; the institutions with primary responsibility for the measures adopted; the resources necessary for implementation of the measures within each institution: analyses of available resources and those still required; timetables for implementing the respective measures; and indicators to monitor fulfillment of measures. The information on financial resources will serve as the baseline for calculating existing national gaps in implementing the Aichi Biodiversity Targets.

#### **Action Plan on Sustainable Production and Consumption (PSPC)**

Launched by the Brazilian Government on 23 November 2011, the Action Plan on Sustainable Production and Consumption is the organizing document of the measures adopted by government, industry, and society to steer Brazil toward more sustainable production and consumption patterns.

The Plan articulates the country's key environmental and development policies, in particular the National Policies on Climate Change and Solid Waste and the Greater Brazil Plan (Plano Brasil Maior), contributing toward achievement of the related targets through sustainable production methods and the adherence of consumers to this broad effort.

The PSPC is a dynamic, organic initiative that must be appropriated by society as a whole. Its implementation will be accomplished progressively through the advances secured on other public policy fronts and the growing maturity and awareness of Brazilian society.

The global debate on the Green Economy is incorporated in the Action Plan on Sustainable Production and Consumption, which is aimed at serving as a vehicle for transitioning to a green economic model.

The implementation of the PSPC will be guided by a series of measures centered on broad participation and communication. All Brazilians will have the opportunity to engage in the process as change agents, whether by strengthening and scaling up ongoing efforts or developing new initiatives aimed at cleaner production techniques and sustainable consumption. An added component of the strategy is to use leading community and social entities to spur replication and expanded scale capable of affecting the supply chain as a whole.

In the first cycle, 2011-2014, the PSPC will focus on six key areas:

- Education for Sustainable Consumption
- Retail Sales and Sustainable Consumption
- Increased Recycling
- Sustainable Public Procurement
- Sustainable Construction
- Environmental Agenda in the Public Administration – A3P

These areas are of strategic importance to achieve the established targets, insofar as, taken together, they have the capacity to promote rapid advances toward the adoption of more sustainable production and consumption practices. This approach is not meant to exclude other potential practices, as long as these are properly structured and sufficiently prepared to receive substantive investments.

The Plan includes **Sector Agreements**, **Government Measures**, **Voluntary Initiatives**, **Partnership Actions**, and **Task Forces**. These instruments will drive implementation of the PSPC development model through the execution of public and private as well as individual and partnership actions.

With respect to Brazilian advances in the field of sustainable production and consumption within the framework of the PSPC, the following initiatives warrant mention:

**Good Agricultural Practices** – The government has developed programs to incentivize good practices in the farm sector, including: the National Humane Slaughter Program (Programa Nacional de Abate Humanitário – STEPS), the proper collection and disposal of pesticide packaging, support to the beef cattle tracing system, and promotion of sustainable technologies such as direct planting and integrated crop-livestock-forest production.

**Conscientious Consumption Campaigns** – A growing number of campaigns have been developed by non-governmental organizations and the government, with a view to providing information and awareness-raising to citizens. Examples: *Saco é um Saco (Bags are a Drag)*, an initiative of the Ministry of the Environment aimed at reducing the use of plastic bags; *Nota Verde (Green Rating)*, a Ministry of the Environment effort that provides information to consumers on the environmental performance of automobiles; *Hora do Planeta (Earth's Time)*, a WWF campaign to raise awareness on the need to reduce energy consumption; *Mais é Menos (More is Less)*, a program launched by the Akatu Institute to illustrate the dysfunctional nature of predatory consumption.

Of particular note is the “Saco é um Saco” (Bags are a Drag) campaign. Launched in 2009, the effort addresses the excessive use of disposable plastic bags, promoting the concept of sustainable consumption among the general public and drawing attention to the impact of the indiscriminate use of plastic bags.

By engaging consumers, establishing strategic partnerships (capable of influencing the market and individual sectors), and stimulating actions across the country, the campaign succeeded in reducing the distribution of plastic bags by 5 billion over a two-year period with a continued gradual reduction expected over the coming years.

Brazilian society's broad adherence to the effort to lower the consumption of plastic bags has enabled the supermarket retail segment to adopt more robust measures to eliminate the need for plastic bags in their activities. It is estimated that the “Saco é um Saco” (“Bags are a Drag”) (Ministry of the Environment and several supermarket chains) and the Plastic Bag Quality Program (ABIPLAST/Plastivida) have spurred a 22% cut in the consumption of plastic bags over the past two years. The Brazilian Association of Supermarkets (Associação Brasileira de Supermercados – ABRAS) signed a Sector Agreement with the Ministry of the Environment within the scope of the PSPC undertaking to implement measures to cut the distribution of plastic bags in their establishments by 30% through 2013 and by 40% through 2015. The base year for calculating the reduction is 2010, when 14 billion plastic bags were distributed across Brazil.

**Sustainable Public Procurement** – Normative Rule No. 1, dated 19 January 2010, issued by the Ministry of Planning, Budget, and Management (MPOG) provides for environmental sustainability criteria in the procurement of goods, services, and projects by the Federal Public Administration, thereby formally legalizing a practice progressively adopted by a number of federal, state, and municipal agencies over the last decade.

**Sustainable Public Procurement Portal** – Operated by the Ministry of Planning, Budget, and Management, the Portal is designed to collect information on good practices in sustainability, studies, exchanges of experiences, and publications on sustainable public procurement processes by the government (<http://cpsustentaveis.planejamento.gov.br/>).

**New Green Protocol or Protocol of Intentions on Socio-Environmental Responsibility** – The new Protocol sets out operational guidelines, strategies, and mechanisms to incorporate the environmental component in the management systems of public financial institutions. In signing the document, the participating public banks (Bank of Brazil, Federal Savings Bank, National Economic and Social Development Bank, Bank of the Amazon, Bank of the Northeast) undertook to implement and adopt innovative sustainability guidelines. A number of private banks subsequently adhered to the second edition of the initiative, including: Bradesco, Cacique, Citibank, HSBC, Itaú, Unibanco, Safra, Santander Brasil – Real.

**Support to Waste Picker Cooperatives** – Decree No. 5.940/2006 mandates the separation of recyclable waste disposed by agencies and entities of the direct and indirect public

administration at the source and its delivery to associations and cooperatives of recyclable waste pickers. The Decree reflects a responsible socio-environmental stance with respect to recycling and the productive and social inclusion of waste pickers.

**Establishment of Minimum Prices for Products Generated from Extractive Activities –** The National Plan for the Promotion of Socio-Biodiversity Product Supply Chains (Plano Nacional de Promoção das Cadeias de Produtos da Sociobiodiversidade – PNPSB) was launched in Manaus in 2009. Coordinated by the Ministries of Agrarian Development (MDA), the Environment (MMA), Social Development and Hunger Alleviation (MDS), and the National Food Supply Company (Companhia Nacional de Abastecimento – CONAB), the National Plan is the product of a collective effort involving a variety of ministries and sectors. The initiative is aimed at supporting and providing funding to local and regional producers, with a view to strengthening Socio-Biodiversity Product Supply Chains and extractive activities, in addition to building sustainable markets. At the outset, the Brazil Nut and Babaçu supply chains will be addressed due to the scope of their use and environmental and socioeconomic importance.

**Sustainable Retail Sales –** In 2008, the “Sustainable Connections: São Paulo-Amazon” forum laid out the link between deforestation and consumption patterns in the country’s largest city. Based on the initiative’s findings, three sector agreements – beef, soy, and timber – were concluded between retailers, NGOs, and producers for the purpose of making the supply chains in question sustainable and ensuring only products bearing certificates of origin were marketed to consumers.

**BSI BOVESPA –** The Business Sustainability Index (BSI) measures the total return on a theoretical portfolio composed of shares in companies committed to social responsibility and business sustainability. Currently, the BSI portfolio includes 43 shares in 34 companies. These represent 15 sectors with a combined value of R\$ 730 billion, or 32.21% of the total market value of the firms traded on the BM&F/BOVESPA (11/24/2009). There are today three new sectors making their debut on the index: civil construction, insurance, and machinery and equipment.

**PROCEL Seal –** The energy sector’s PROCEL Seal is a certification developed and awarded under the National Electric Power Conservation Program (Programa Nacional de Conservação de Energia Elétrica – Procel), an effort coordinated by the Ministry of Mines and Energy (MME) and operated through an Executive Secretariat maintained by Centrais Elétricas Brasileiras S.A. – Eletrobrás. The initiative’s primary objective is to provide consumers with information on the most energy efficient products at the time of purchase, with a view to helping them make intelligent choices as a means of lowering their utility bills. In addition, the seal also promotes the manufacture and sale of more efficient products, accelerating Brazil’s technological development and strengthening natural resource preservation.

**Procel Builds –** The government’s Action Plan on Energy Efficiency (Plano de Ação para Eficiência Energética) is designed to lay the ground work for rationalizing energy consumption in Brazilian buildings and promoting rational electric power use as a way of incentivizing the conservation and effective use of natural resources (water, power, air conditioning, etc.).

**Sustainable Construction –** Of special note is the My Home, My Life Program (Programa Minha Casa, Minha Vida), which provides support to the implementation of solar water heating systems in affordable housing units for low-income population segments.

**Environmental Agenda in the Public Administration – A3P** – The program is aimed at implementing sustainable socio-environmental management of the government's administrative and operational activities. The initiative's underlying principles include incorporation of environmental criteria in procurement procedures; appropriate waste management; awareness-raising programs on the use of materials and resources within government agencies; and enhanced quality of the work environment.

**Integrated System of Waste Exchanges – SIBR** – The Waste Exchanges (Bolsas de Resíduos) are information services created to identify potential markets for waste products generated from productive activities. The exchanges constitute an important waste management tool through which value can be added to waste products by enabling their use as raw materials or inputs in the manufacture of new products. Their primary function is to serve as a guide for promoting business opportunities by preventing wastefulness and offering better quality at lower economic and environmental cost. The Integrated System is sponsored by the National Confederation of Industry (Confederação Nacional da Indústria – CNI) and includes the participation of Waste Exchanges operated by the various State Federations of Industry (<http://www.sibr.com.br/>).

**Solid Waste** – The National Solid Waste Policy (Política Nacional de Resíduos Sólidos – PNRS) enacted through Law No. 12.305/2010 is the product of coordinated action between the public sector, industry, and civil society. The policy provides for shared responsibility among all stakeholders for reduced generation and proper disposal of solid waste. In addition, the PNRS represents a new framework for production, reflected through the implementation of a reverse logistics system and driven by the effort to stimulate the adoption of sustainable standards in the production of goods and services.

**Technological Innovation** – Of particular note is the Ministry of Science and Technology's Innovation Portal, which brings together actors engaged in innovation and the Lattes platform. The platform serves as a tool for technological cooperation on which the demands of companies are entered and the curriculum vitae and activities of experts in the market registered.

**Green Rating** – In September 2009, the government rolled out a system that enables drivers to verify the pollution levels generated by their vehicles, designated the Green Rating, an index ranging from 0 to 10, where 10 represents the most ecologically friendly models. The Rating is calculated on the basis of the carbon monoxide, hydrocarbon, and nitrogen oxide emissions released into the atmosphere by motor vehicles. The elements applied in the calculation were selected based on their status as leading contributors to atmospheric pollution. The list is updated as new models are introduced on the market.

**Sustainable Tourism** – The *Green Passport* campaign, an initiative of the Ministries of the Environment and Tourism, is intended to encourage tourists to adopt responsible consumption habits and in this way contribute toward conserving nature and valuing tourist destinations, making the travel experience more enjoyable and rewarding for both tourists and the communities visited by tourists. The campaign is part of the Sustainable Tourism Task Force of the Marrakesh Process, an effort coordinated by France.

**Refrigerator Replacement Program** – Headed by the Ministry of Mines and Energy (MME) in partnership with the Ministry of the Environment (MMA), the Ministry of Development, Industry, and Foreign Trade (MDIC), the Ministry of Social Development (MDS), the Ministry of Finance, and the National Electric Energy Agency (Agência Nacional de Energia Elétrica – ANEEL), in conjunction with the manufacturing and retail sectors, the objective of the program is to replace outdated refrigerators with new models as a way of stimulating more efficient electric power use. Another important element of the

program involves the proper disposal of old appliances, ensuring recycling of CFC (the principal gas used in refrigerators and a major cause of ozone depletion). The goal is to replace 10 million refrigerators over 10 years, generating total savings of 14 TWh and a reduction of 4 million tCO<sub>2</sub>. The Ministry of Mines and Energy is negotiating the disbursement of 100 million reais for the program's first year. It is important to underscore that in addition to the attendant energy and environmental benefits the program includes a social component, specifically subsidies to low-income consumers and incentives to specialized recycling activities.

**Environmental Quality Program – COLIBRI/ABNT** – Operated under the Colibri trademark, the program develops mechanisms for the mutual recognition of national environmental labeling programs of products and services. Colibri will serve as a starting point for the discussions on a future Brazilian Environmental Labeling Program, with a view to facilitating access to Brazilian products in markets with more stringent regulations and contributing to awareness-raising on the need to formulate sustainable development policies.

The development of the environmental labeling project in Brazil is currently in the discussion phase and includes the participation of a number of agencies and institutions: Ministry of the Environment (MCT), Ministry of Development, Industry, and Foreign Trade (MDIC), Ministry of External Relations (MRE), Brazilian Association of Technical Standards (ABNT), National Institute of Metrology, Quality, and Technology (INMETRO), United Nations Environmental Programme (UNEP), National Confederation of Industry (CNI), Micro and Small Enterprise Support Service (SEBRAE), University of Brasilia (UnB), and others. The objective is to develop the Brazilian Environmental Labeling Program (Programa Brasileiro de Rotulagem Ambiental).

The initiative will provide the following benefits to sustainable production and consumption: a) safeguard the environment; b) stimulate reduced emissions; c) support sustainable public procurement through the offer of sustainable goods; d) develop the competitiveness of Brazilian companies; e) foster sustainable innovation in the Brazilian industrial sector; f) encourage consumers to engage in sustainable consumption.

Other activities adopted within the framework of the key measures identified by the CDB, in addition to the Ministry of the Environment's participation in this area, are laid out below.

- **TEEB Brazil Initiative:**

The TEEB Brazil project is a joint initiative of the Ministry of the Environment, the Institute for Applied Economic Research (Instituto de Pesquisa Econômica Aplicada – IPEA), the United Nations Environmental Programme (UNEP), Conservation International of Brazil (Conservação Internacional do Brasil – CI), and the German Agency for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit – GIZ). The objective of the project is to identify and highlight the economic benefits of Brazilian biodiversity and ecosystem services through evaluation of the increased costs of biodiversity and ecosystem loss and the opportunities provided by their conservation and sustainable use.

The TEEB Brazil project will consist of 4 independent studies (Formulation of a National Policy, Business Sector, Local and Regional Governments, and Citizens).

In partnership with the German Federal Ministry of the Environment, Nature Conservation, and Nuclear Safety (BMU), the Brazilian Ministry of the Environment has translated the TEEB's global reports into Portuguese (Interim Report, Business, Synthesis, Regional and

Local Policy Makers) through a partnership with the National Confederation of Industry (Confederação Nacional da Indústria - CNI). The Ministry is also developing a TEEB Brazil for Regional and Local Policies with the support of German international cooperation in Brazil, headed by GIZ, that country's Technical Cooperation Agency. Currently, a detailed work proposal for the initiative is under development by the Ministry of the Environment/Secretariat of Biodiversity and Forests (MMA/SBF) and the GIZ, scheduled for submission to the German Federal Ministry of the Environment, Nature Conservation, and Nuclear Safety (BMU) in May 2012. The German fund totals 3.5 million Euro.

In October 2011, the TEEB Brazil was launched for the Business Sector, an effort headed by Conservation International of Brazil (CI) with the support of the National Confederation of Industry (CNI) and the Brazilian Business Council for Sustainable Development (Conselho Empresarial Brasileiro para o Desenvolvimento Sustentável - CEBDS). The Ministry of the Environment is currently charged with following-up on the initiative's agenda.

The next steps provide for concluding the Gap Analysis study on the TEEB Brazil initiative in partnership with IPEA and the establishment of a TEEB Brazil Governance initiative through a Ministerial Directive mandating the creation of a Coordinating Committee and Executive Committee.

- **Brazil-European Union Dialogue on Payments for Ecosystem Services**

A component of the European Union-Brazil Sector Dialogue on the Environmental Dimensions of Sustainable Development, the Dialogue on Payments for Ecosystem Services (PES) was launched in October 2011 at the 4<sup>th</sup> meeting of the "EU-Brazil Sector Support Dialogue" Project ([www.dialogossctoriais.org](http://www.dialogossctoriais.org)). The effort is coordinated jointly by the Brazilian Ministry of the Environment and the Directorate-General of the Environment of the European Union and includes several national and international partners.

The objective is to contribute to the development of a reference base to guide decision-making on use of the PES as an environmental policy instrument in Brazil and identify opportunities for cooperation with the European Union in this area. To this end, the following activities have been undertaken:

- A technical study laying out an analysis of **five international PES experiences in the public policy field** centered on the EU and countries with tropical forests or savannas, in addition to lessons, opportunities, and challenges to public policy making in Brazil;
- A technical study that systematizes the **state of the art in PES experiences in Brazil vis-à-vis international cases**;
- A Workshop held in Brasilia 24 April 2012 to exchange knowledge, discuss the studies prepared to that point and the challenges of the PES, and identify common areas for cooperation between Brazil and the European Union;
- A publication scheduled for release in June 2012 on the PES experiences considered and recommendations for decision-makers.

The Brazil-EU Dialogue on the PES will be extended to a second stage running from July 2012 through January 2013. Among the issues to be examined more closely in this phase will be the possible formulation of innovative PES mechanisms at the national level through increased private sector engagement.

- **National Project on Integrated Public-Private Action for Biodiversity – PROBIO II**

With a view to promoting the prioritization and integration of sustainable biodiversity use and conservation in government activities across the different sectors of the economy, the National Project on Integrated Public-Private Actions for Biodiversity (Projeto Nacional de Ações Integradas Público-Privadas para Biodiversidade – PROBIO II) is currently in the process of implementing “Public Policy Evaluations” (“Avaliação das Políticas Públicas”). Each prioritization and integration initiative will follow a four-step procedure: 1) consolidation of existing information with a corresponding evaluation of the challenges and bottlenecks and alternative solutions; 2) construction of consensus with stakeholders through examination of the corresponding challenges and best solutions; 3) development of the solutions identified; 4) implementation of the solutions identified in select areas.

- **LIFE Institute**

Supported by the UN (through the Convention on Biological Diversity) and by the Brazilian Government (through the Ministry of the Environment), the LIFE Institute is a third-sector Brazilian entity established in July 2009 by the AVINA Foundation, O Boticário Foundation for Nature Conservation (Fundação O Boticário de Proteção à Natureza), POSIGRAF, and the Society for Wildlife Research and Environmental Education (Sociedade de Pesquisa em Vida Selvagem e Educação Ambiental – SPVS).

The initiative represents a business certification process unprecedented in Brazil and worldwide: the Life Seal (*Lasting Initiative for Earth*). The objective of the seal is to serve as a management instrument for purposes of recognizing business efforts to protect biodiversity.

In this context, the LIFE Certificate is most aptly defined as “a certification for biodiversity” applicable to modern companies and aimed at recognizing progress in business management and sustainability systems and social responsibility practices. The initiative is of significant interest to the MMA, to the extent it serves to raise awareness on biodiversity conservation within the business sector. The LIFE Institute has primary responsibility for implementing and managing the LIFE Certification through an in-house regulation and a set of specific legal and environmental criteria as well as guidelines on the implementation of measures on behalf of biodiversity conservation rooted in a methodology developed by a multi-disciplinary team and the advisory support of the Paraná Technology Institute (Instituto Tecnológico do Paraná – TLCPAR).

All the efforts undertaken, or in the process of being undertaken, by companies in respect of environmental management are taken into account in the LIFE Certification audit procedure, as are previously obtained certifications – thus contributing to rationalizing costs and investments in audit processes, to the extent the LIFE Certification and other environmental certifications may share common criteria.

- **Business Movement for the Conservation and Sustainable Use of Biodiversity (MEB)**

The Business Movement for the Conservation and Sustainable Use of Biodiversity (Movimento Empresarial pela Conservação e Uso Sustentável da Biodiversidade – MEB) is tasked with the mission of mobilizing leaders in various segments of society and promoting dialogue and cooperation to coordinate actions aimed at the conservation and sustainable use of biodiversity. To accomplish its mission, the MEB advocates techniques, solutions, and proposals based on the principles and objectives provided for in the Convention on Biological Diversity (CBD).

The MEB has two underlying objectives: a) to promote the mobilization of the Brazilian business sector for the conservation and sustainable use of biodiversity with the participation and support of civil society organizations; b) to promote dialogue between the government and the business sector to enhance the existing legal and regulatory framework.

More than 60 companies and institutions have joined the MEB. Organized in plenary groups and committees, their representatives developed the Movement's governance documents and have represented the MEB in public and private sphere events and meetings on biodiversity, including the Conference of the Parties (COP-10) in Nagoya.

Companies join the initiative through a Membership Agreement signed by the legal representative of the respective entity, social movement, or non-governmental organization, undertaking to fulfill the values, commitments, principles, and rules set forth in the Code of Conduct.

- **Brazilian Business Council for Sustainable Development (CEBDS)**

The Brazilian Business Council for Sustainable Development (Conselho Empresarial Brasileiro para o Desenvolvimento Sustentável – CEBDS) was founded in 1997 by a coalition of the largest and most important business groups in Brazil accounting for approximately 40% of the nation's GDP. Its primary objective is to establish conditions within the business sector and other segments of society to harmonize the three principal components of sustainability: economic, social, and environmental.

- **National Confederation of Industry (CNI)**

The National Confederation of Industry (Confederação Nacional da Indústria – CNI) is the lead representative body of Brazilian industry engaged in actively defending the interests of the manufacturing sector. Its mission is to defend and represent industry in promoting a favorable business environment, competitiveness, and sustainable development in Brazil. Measures adopted by the CNI with a connection to Brazil's environmental agenda include:

- Drawing the active participation of the industrial community in formulating public policies to guarantee a healthy environment for business development, in an effort to contribute, through firm and considered action, to the resolution of environmental questions; the participation of the primary discussion and regulatory forums on issues relevant to the environment, including the National Environmental Council (Conselho Nacional do Meio Ambiente – CONAMA), the National Water Resources Council (Conselho Nacional de Recursos Hídricos – CNRH), and the National Biodiversity Commission (Comissão Nacional de Biodiversidade – CONABIO).

- Continuous dissemination of research, studies, and indicators that provide contributions to decision-making by business executives.

- Continuous efforts to forge strategic partnerships, with a view to strengthening industry and sustainable development and, in particular, advancing the interest of the Brazilian industrial community in valuing biodiversity themes and environmental services through new strategic partnerships.

With a view to bolstering and expanding cooperation between the CNI and the Ministry of the Environment (MMA), a Protocol of Intentions was concluded between the two entities in December 2011, with the objective of identifying opportunities and implementing actions of mutual interest, while taking advantage of synergies capable of spurring more effective dissemination of and action on biodiversity questions within the Brazilian business community.

The following areas of cooperation and priority themes have been the object of preliminary agreements:

- a) Sustainable development: engagement of the Brazilian industrial sector in implementing the objectives of the Convention on Biological Diversity;
- b) Communication and awareness-raising: publication of the outcomes of the cooperation, translation of the related publications, and communication and dissemination of information on the areas identified in the Protocol;
- c) Information and data sharing: including the exchange of information and data relevant to the cooperation and the development, promotion, and analysis of documents on good practices;
- d) Opportunities for the exchange of experiences: including expanded international access to data, information, and the experiences of Brazilian and international partners;
- e) Organization of events in Brazil and abroad.

- **Payment of Ecosystem Services Learning Community (CdA)**

Learning in the PES field has shown itself to be difficult and slow, while securing marginal knowledge gains has proved cumbersome and costly. This is due to several factors, including the experimental and often splintered nature of the initiatives, the lack of systematized information and lessons learned, and inadequate exchange of experiences between entities and individuals with the relevant knowledge. As a result, implementation of PES initiatives is heavily dependent on external knowledge and financing.

To overcome existing bottlenecks, a number of institutions have delivered capacity building, organized discussion forums, and provided consulting to a number of PES pilot projects under development in Brazil. Although the various capacity building initiatives and forums