



Private Sector and Biodiversity Business in Brazil

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Introduction

In Brazil, the private sector is demonstrating a gradually increasing concern regarding environmental sustainability, although for the most part, this sector still perceives environmental requirements as obstacles rather than a necessity. Nevertheless, numerous voluntary initiatives contributing to environmentally sustainable development, providing incentives to environmental sustainability, and to environmental and biodiversity conservation are being implemented by the private sector throughout the country¹. These initiatives are being implemented by the private sector throughout the country and involve sustainable agriculture, the forest sector, recycling, sustainable tourism, credit concession, energy, cosmetics, retails, industry, corporate environmental sustainability, and environmental awards.

Agriculture

Moratorium on Soybean from Amazon Deforestation

To reconcile economic development and socio-environmental conservation in the Amazon biome, in 24 July 2006 the members of the Brazilian Association of the Vegetable Oil Industry (ABIOVE) and the Brazilian Association of Cereal Exporters (ANEC) declared a commitment not to commercialize any soybean originating from areas in the Amazon biome deforested after that date. This unprecedented initiative became known as “moratorium on soybean” and had an original duration of two years, renewed in 2008 with support from the Ministry of the Environment. This initiative supports the responsible and sustainable use of Brazilian natural resources and, since its onset, the sector has been working with NGOs to develop and implement a governance structure with operating rules for the Amazon biome and to demand from the government the definition, application and compliance of public policies on land use in the region (ecological-economic zoning). The initiative monitors soybean production in the Amazon biome with satellite images.

Responsible Soybean Roundtable (RTRS)

This is an international initiative initiated in 2006 to promote the use and sustainable growth of soybean production through the commitment of the main stakeholders of the soybean value chain according to a global standard of responsible production (<http://www.responsiblesoy.org>). In Brazil, the June 2010 General Assembly of the Roundtable approved its main criteria, among which Principle 4 focuses the Environmental Responsibility, under which Criteria 4.4 and 4.5 directly address biodiversity conservation. Criterion 4.4 foresees the identification of areas of high conservation value, where soy cultivation would not be allowed. While the necessary mapping is not completed (deadline for completion is 2012), the identification of such areas should follow the official governmental maps connected to the CBD (e.g. the Map of Priority Areas for Biodiversity Conservation and Sustainable Use).

¹ Brazil (2010). Fourth National Report to the Convention on Biological Diversity, Office of the National Program for Biodiversity Conservation, Secretariat of Biodiversity and Forests, Ministry of the Environment, COP-10 Special Edition, October 2010, 286 pp.

Pro-sustainable Food Initiative (IPAS)

Initiated by the Sadia food industry in 2007 inspired by the Sustainable Food Laboratory, of which it is a member, IPAS brings together Bunge, Carrefour, Klabin, Nestlé and Sadia, as well as NGOs The Nature Conservancy and Organics Brasil, and the academic institutions Pensa/FEA-USP and Industrial Marketing School. The objective is to promote economic, social and environmental sustainability in the food production chain, with the commitment to evaluate the food system and discuss new strategies to ensure sustainability in the food production chain in the Americas and in Europe. IPAS working groups focus on five major themes: farms, consumer, supplier, whole chain, and waste of food.

Gourmet Coffee

The Brazilian Special Coffees Association (BSCA) seeks to offer high quality coffee to the consumers and includes among its practices, full compliance with the Brazilian environmental legislation with the preservation of native forests, particularly along water courses, locating the coffee plantation next to the forest to provide habitat continuity, and applying sustainable and ecologically correct production practices. These practices also involve the protection of water resources and recycling solid and liquid waste. BSCA provides certification to ensure product quality, following strict quality standards and quality control practices.

Integrated Production in Brazil

Answering to market requirements, Brazilian fruit producers initiated in 1999 conversations with the Ministry of Agriculture (MAPA) to institute public policies to adequate production practices in the country to market requirements, providing certification and traceability to Brazilian produce. MAPA initiated the promotion of integrated production practices in 2000 with fruit producers, with the PROFRUTA Program. The first integrated fruit production (PIF) projects supported by a MAPA-CNPq (National Scientific and Technological Development Council) partnership involve multidisciplinary teams for technological support, including the development of technical rules for production, (seeking the rational use of agrochemicals; and water, soil, environmental and culture/produce monitoring) and the implementation of a record system for all production steps to allow traceability. The integrated production practices are based in a systemic approach that initiates with integrated pest management and evolves to the integration of specific processes along the production chain. Brazil has thus developed a Legal Framework for Integrated Production Practices, currently still limited to fruit production. Producers complying with the integrated fruit production practices are certified and receive a numeric code as a traceability warranty. MAPA is currently gradually implementing a similar system for integrated agriculture-livestock production (SAPI) and is working on the standardization of the system for the entire country.

Sustainable beef

In December 2009 the Brazilian Supermarket Association (ABRAS) launched its Certification Program for Responsible Bovine Production. The Program will provide impartial and independent control to ensure to the Brazilian consumer that the beef sold by supermarkets participating in the Program originates from farms that are compliant with the legislation and committed to end deforestation. The Program

intends control the origin of the beef consumed in the country and establishes social and environmental sustainability criteria to certify producers of sustainable beef. ABRAS signed cooperation agreements with ministries and other governmental agencies for collaborative work under the certification program. At least 20 large supermarket chains such as Carrefour, Walmart and Pão de Açúcar, as well as large cold storage plants have already joined the Program and ABRAS will encourage its other over 70 thousand member companies to join the initiative. The Brazilian government is developing a cattle traceability program which complements this private sector initiative.

Forest sector

Brazilian Forest Stewardship Council (FSC)

This non-profit NGO was created in 1998 to represent FSC in Brazil and is comprised by environmental NGOs and forest sector industries. Its mission is to disseminate and facilitate good forestry practices in Brazil according to principles and criteria that bring together ecological safeguards, social benefits and economic viability. The institution provides technical support to the sector on forest certification, provides certification to forest products and training to certified producers, among other related activities (<http://www.fsc.org.br>).

Forest Certification Program – IMAFLORA

This Program represents in Brazil the SmartWood Program of the Rainforest Alliance. Through this partnership, IMAFLORA evaluates forest ventures that apply for FSC certification. Its mission is to promote changes in the forest and agriculture sectors to achieve the conservation and sustainable use of natural resources and to promote social benefits. IMAFLORA also develops work related to sustainable use protected areas to ensure the conservation of natural resources, by supporting the creation and management of protected areas, the continuing residence of traditional communities, and to ensure the provision of environmental goods and services to society.

Natura Certification Program

The Natura cosmetic company created this program in 2008 to integrate groups of family rural producers and traditional communities in the Natura business chain, generating income and promoting local organization. Its objective is to promote sustainable agriculture and resource management through three types of certification: organic product, sustainable forest product, and sustainable agriculture product, according, respectively, to the criteria of the Instituto Biodinâmico, Forest Stewardship Council and Sustainable Agriculture Network. This program ensures that the raw materials used in the cosmetic production are sustainably extracted or produced, and provide social benefits to communities. In 2008, 54% of Natura's plant-origin raw materials were certified.

Tok Stok's Certified Timber Program

The furniture company Tok Stok initiated its Certified Timber Program in 1999 to create awareness among employees and suppliers, and to call market's attention to the importance of this type of product, testing and promoting its commercial viability. Timber for products in this Program is certified by FSC.

Through this Program, the company intends to gradually develop new lines of certified products that are economically viable and that can be offered at a competitive price.

The Pact for the Restoration of the Atlantic Forest

Numerous NGOs, state governments and federal agencies are signatories of this Pact, which intends to restore 15 million hectares of Atlantic Forest by 2050, according to annual plans approved by the Pact's Coordination Council. The objective of the Pact is to integrate the efforts and resources of its Parties to generate biodiversity conservation results; generate jobs and income within the production chain of forest restoration, maintenance, valuation and payment for environmental services; and legal compliance of agriculture and livestock activities in the 17 states containing Atlantic Forest. The Pact was created in view of the history of degradation in this biome and its high degree of fragmentation, which significantly reduces the possibility of preserving natural cycles, gene flow and continuous provision of forest environmental services without large-scale restoration projects. The Pact's mission is to coordinate public and private institutions, governments, businesses and land owners, to achieve its restoration objectives.

The Murici Pact

Created by eight environmental organizations in 2004, this Pact aims at the integrated planning and implementation of conservation actions targeted at the Atlantic Forest of the Northeastern coast. This Pact resulted in the creation of a new NGO, the Association for the Protection of the Northeastern Atlantic Forest (Associação para a Proteção da Mata Atlântica do Nordeste - AMANE), to implement the Pact. Its mission is to protect and restore the Northeastern Atlantic Forest through biodiversity conservation and the development of socio-environmental benefits. Participating organizations: Fundação SOS Mata Atlântica, Centro de Pesquisas Ambientais do Nordeste – CEPAN, Sociedade Nordestina de Ecologia – SNE, Instituto Amigos da Reserva da Biosfera da Mata Atlântica – IA RBMA, Conservação Internacional (CI-Brasil), The Nature Conservancy – TNC, Birdlife International through the Sociedade para a Conservação das Aves do Brasil – SAVE Brasil, and WWF-Brasil.

The Pact for Forest Valuation and for Ending Deforestation in the Amazon

In October 2007, nine NGOs published this Pact, where they propose the establishment of a commitment among several governmental and civil society sectors to implement urgent necessary measures to ensure the conservation of the Amazon Forest. The Pact proposes to end deforestation in the Amazon in seven years, through the adoption of a reduction benchmarks regime, to be achieved through the implementation of public policies. The Pact also proposes several financial mechanisms to make its goal possible, such as REDD and the establishment of specific Funds.

Sustainable Amazonas Foundation (FAS)

The FAS was instituted in December 2007 by the Amazonas state government and Bradesco – a private bank, with initial donations totaling R\$40 million (approximately US\$23.5 million). These resources were invested in long-term funds, and only the profits will be invested in the supported programs. Coca-cola joined FAS in 2009 as a supporting associate, with a R\$20 million (approximately US\$11.8 million)

donation. The objective of FAS is to promote sustainable development and environmental conservation (including commercialization of carbon credits), and to improve life quality of communities living in the forest. Programs supported by FAS include the Forest Grant to Families (BFF), Forest Income Grant (BFR), Social Forest Grant (BFS), and Forest Grant to Associations (BFA), among others. FAS currently holds partnerships with Marriott and Yamamay (an Italian enterprise) for specific projects. Operational partners include the Amazonas State Secretariat for the Environment and Sustainable Development (SDS), State Secretariat of Education (SEDUC), Amazonas State Institute for Environmental Protection (IPAAM), Sustainable Development Agency (ADS), Amazonas Development Institute (IDAM), Health Vigilance Foundation (FVS), Bradesco Asset Management (BRAM), Brain & Company, PricewaterhouseCoopers, the DD&L law office, ETEL Interiores, Ecolog, Mil Madeireiras, and municipal governments.

Greenpeace Program “Amazon Friendly Town”

Created in 2003, this Program intends to assist in creating market conditions for sustainable timber produced in the Amazon forest. Its objective is to transform municipal procurement into environmental policy, supporting the creation of municipal legislation to cease all municipal acquisition of illegal Amazon timber and timber originating from criminal deforestation in the Amazon. This Program is targeted at all Brazilian municipalities, through voluntary participation.

Faber-Castell

Global leader in wooden pencils made of reforested timber, this is one of the oldest industrial groups in the world. Since its foundation in 1761 in Germany, the company has invested in respect for collaborators, consumers, communities and the environment. In Brazil, the company owns 9,600 hectares of forests, 6,300 of which are managed. The company develops the Animalis and the Arboris projects aiming respectively at fauna and flora knowledge and conservation. Faber-Castell’s forest plantations are managed to prevent forest pests.

Recycling

There are numerous private initiatives related to recycling in Brazil, originating from large corporations, small companies or businesses, or from social organizations. Examples of these initiatives are listed below.

Setor Reciclagem

This site is a communication channel specialized in recycling information for business people, entrepreneurs, and researchers on the recycling theme. It includes, classifies and stores information collected from the internet, exclusive articles, and press releases, among other information and user contributions on the recycling theme. The site is a social responsibility initiative of the communications company Criatura, which created and maintains the site. Criatura is a creation studio that produces EcoMarketing solutions. The site exists since 2001, at first functioning as a support to a magazine with the same name and later evolving to respond to user demand. The site also includes an advertisement section for recycled products and handcrafts produced with recycled materials.

National Institute for Processing Empty Containers (inpEV)

Over 30 industries that produce or deal with agricultural or medical chemicals or similar materials have created this Institute in 2002 to manage the final destination of empty containers of phytosanitary products in Brazil; support and provide guidance to industries, distributors and rural producers on the compliance with legal responsibilities; promote education, environmental protection awareness and human health awareness; and to support the technological development of chemical containers.

ANAP

The paper recycling NGO ANAP (Associação Nacional dos Aparistas de Papel) was created in 1981 in São Paulo, congregating at the national scale those businesses dedicated to the commercialization of paper scraps. ANAP acquires paper scraps from industries, households and other sources, classifying the types of scraps that can be sold to paper industries and other recycling agents. In 2007, the recuperation rate for paper in Brazil was 45%.

Brazilian Association of Paper Recycling Industries (ABIRP): ABIRP has the objective of uniting paper industries to seek fiscal, economical, technological, social and other benefits to the sector. Industries producing various types of recycled paper are members of this association.

Corporate Commitment to Recycling (CEMPRE)

This business-based non-profit NGO is dedicated to promoting waste recycling under the integrated solid waste management concept. Founded in 1992, CEMPRE is maintained by over 25 large private companies of various sectors, such as supermarkets, food producers, mining companies, retailers, etc. CEMPRE works to create awareness in society about the importance of waste reduction, reutilization and recycling through publications, technical research, workshops and databases. Awareness programs are particularly directed at opinion-makers, such as mayors, business CEOs, members of academia and NGOs. Its mission is to promote the concept of Municipal Integrated Solid Waste Management, promote post-consumption recycling, and to disseminate the three 'R' (Reduce, Reuse, Recycle) through environmental education.

Waste collectors associations

There are numerous waste collectors ("catadores") associations in Brazil, assisted or not by other NGOs or governmental agencies, which seek to improve income and social insertion of groups of people who pick through garbage seeking the financial value of recyclables.

Sustainable tourism

Brazilian Association of Ecotourism and Adventure Tourism Companies (ABETA)

This Association was created in 2003 as a result of the mobilization of ecotourism entrepreneurs seeking to strengthen this sector in the country and to offer safe and responsible activities to tourists, as well as to promote the concept of minimum impact on the natural environment. There are currently 240 associates from 24 states and 12 formalized regional commissions.

Hospitality Institute

Over 30 national and international institutions with a role on education, employment, culture, environment and tourism created this non-profit private institute of public interest in 1997 to promote education and hospitality aiming at the adoption of best practices in sustainable tourism and to contribute to social inclusion and sustainable development. The Institute is committed to develop the tourism sector as a means to promote social and economic development, and to increase the value of cultural diversity and biodiversity conservation. The Institute created technical standards to certify tourism businesses (including adventure tourism) and workers, which are currently a reference for quality in the Brazilian tourism sector.

Brazilian Network of Mutually Supportive and Community Tourism (TuriSol)

This network of small community-based tourism initiatives located in traditional or local communities with environmentally sustainable economic activities (artisanal fisheries communities, indigenous communities, traditional regional crafts producers, rural family producers of organic produce, etc.) was created in 2003, at first with support of the French Embassy in Brazil and later from the Ministry of the Environment. The network has the objective of strengthening community-based tourism in Brazil, with traditional sustainable production practices, cultural aspects and preserved environment as the main attraction for tourists.

Luggage Project

The “Projeto Bagagem” was created in 2001 by seven NGOs and other supporting partners to contribute to community strengthening through community tourism. The project is developed in areas where nature is the main attraction factor, and intends to benefit primarily the local communities through direct involvement and income generation with fair distribution of financial resources. The planned tours respect regional conservation rules and seek to minimize environmental impacts as much as possible.

Banking sector

Equator Principles

Some of the banks which are part of this agreement (e.g., ABN Amro, Citigroup) are present in Brazil. These principles involve the adoption, by financial institutions, of minimum environmental and social responsibility criteria for credit concession to large ventures in tropical countries. These criteria involve the project’s environmental impact on vegetation and wildlife, required monetary compensation to affected communities, protection of indigenous communities, and prohibition of financing child or slave labor. High and medium risk projects are required to prepare an environmental assessment indicating how the project will reduce environmental and social risks.

BNDES environmental directives

BNDES is the national bank for economic and social development, which holds the socio-environmental development as a strategic directive for the bank’s financing policy, under the principle that

environmental preservation, conservation and recuperation are essential for humankind. Thus, BNDES seeks to constantly enhance the environmental analysis criteria for projects requesting credit, offering financial support to ventures resulting in sustainable development benefits. BNDES is also responsible for managing the Amazon Fund and a fund for the Atlantic Forest. The bank has four financing lines directed at environmental projects: (i) support to environmental investments (waste management, water resources, recycling, reforestation, clean energy, etc.); (ii) forest BNDES (reforestation, sustainable use, conservation of forests); (iii) PROESCO - energy efficiency (energy saving technology, renewable fuels, etc.); and (iv) forest compensation (to promote compliance of rural properties with the Forest Code, preserving native forests).

Energy

Climate Protection Pact

In 2007, the national oil company Petrobrás, the Votorantim corporation, Greenpeace and WWF Brasil joined to promote the adoption, in the short term, of actions in Brazil to ensure the continuity of economic development while contributing to the reduction of greenhouse gases emission. Actions proposed by the Pact involve aspects such as a clean energy matrix, technological innovation, introduction of sustainable consumption habits, and the creation of political, legal and economic mechanisms for the establishment of a proactive and constructive climate agenda in the country.

Petrobrás

Since 2006 the national oil company Petrobrás has developed a biodiversity management system through its Corporate Standard for Managing Potential Impacts on Biodiversity, which foresees criteria and procedures for managing such impacts in the areas of influence of the company's operations, through the systematic assessment of risks and impacts to biodiversity and recuperation of impacted ecosystems, among other actions. Environmental recuperation actions include recuperation and sustainable use of water resources; recuperation and conservation of coastal, marine and freshwater species and habitats; carbon fixation through the recuperation of degraded areas and conservation of natural forests and other habitats. The company also invests in environmental projects throughout the country, and in the strengthening of environmental organization networks integrating NGOs, government and the private sector through partnerships. Examples of conservation projects receiving long-term support from Petrobrás are: humpback whale project; marine turtle (TAMAR) project; marine manatee project; right whale project; spinning dolphin project; co-management of the Arraial do Cabo marine extractive reserve; gallery forest project; environmental recuperation through agro-forestry; and landscape restoration and conservation of water resources and threatened species in the Atlantic Forest.

Cosmetics

Natura cosmetic company

As an environmentally responsible corporation, Natura manages its activities to identify environmental impacts, minimizing negative impacts and enhancing positive impacts. The company also seeks

ecoefficiency in all steps of its production chain, promoting the valuation of biodiversity and its social responsibility, and neutralizing carbon emissions. Natura's environmental directives are: responsibility regarding future generations; environmental education; managing environmental impacts and the life cycle of products and services; and minimizing inflow and outflow of materials and resources.

O Boticário cosmetic company

O Boticário bases its work on solid values of respect to human beings and to the environment. It is committed to promote human rights, eradication of child labor, fair trade, nature conservation and to fulfill the Millennium Goals. The company complies fully with the environmental legislation and, whenever possible, goes one step further; takes into account its entire cycle of activities to seek efficient resource use minimizing environmental risks and impacts; and ensures the necessary funds to fulfill its established environmental goals. Additionally, O Boticário funds environmental projects such as selective waste collection (recycling) campaigns; 3Rs education campaigns (reduce, reuse, recycle); Kaizen Eco-income generation, a pilot project on environmental costs management; and bio-awareness, encouraging consumers to return empty containers to the stores. Furthermore, the company maintains a foundation for nature protection (Fundação O Boticário de Proteção à Natureza), which is nationally and internationally recognized for its effective results in biodiversity conservation in the southern Atlantic Forest, capacitybuilding for conservation, and for its financial and technical support to conservation and research projects throughout the country.

Retails

Wal-Mart

Wal-Mart Brazil launched its sustainability pact, through which the company agrees with its suppliers on commitments such as for sustainable development in the Amazon, reduction of packaging, and development of sustainable production chains.

Industry

FIEMG – Industry's contribution to the 2010 Target

The Federation of Industries of Minas Gerais State (FIEMG) has been mobilizing industries since 2004 to contribute towards the state's 2010 Target, which is to restore environmental quality to Rio das Velhas, an important and highly impacted river in Minas Gerais. The role of industries in the achievement of this target is widely disseminated by FIEMG, which uses its communication means to encourage industries to comply fully with environmental legislation and to adopt reduced impact production practices such as reducing water use and reusing water, recycling, etc. FIEMG is also researching and compiling sustainable procedures adopted by industries in Minas Gerais state that are contributing to the achievement of this 2010 Target, such as the substitution of plastic bags; collection of used vegetable oils; treatment of used waters and reduced water use; controlling effluent emissions; recuperation of riparian forests; plant's water treatment systems for reutilizing water in production processes; environmental awareness programs for employees and school students; and reutilization of textile

industry byproducts in agriculture. FIEMG provides guidance and specific capacity building courses on environmental sustainability practices to industries in the state, including courses on how to meet the criteria of the State Environment Foundation's Clean Production Index.

Partnership CNI and MMA

In September 2010 the Ministry of the Environment (MMA) signed a Technical Cooperation Agreement with the National Confederation of Industries (CNI). This agreement is one of the means of engagement of the Brazilian industrial sector in the implementation of the objectives of the Convention on Biological Diversity and involves cooperation in areas such as: the translation of publications; communication and dissemination of information related to the areas identified in the agreement; exchange of information and data relevant for this cooperation; development, promotion and inventory of documentation on good practices; increasing international access to data, information and experiences from Brazilian and international partners; and the organization of events in Brazil and abroad. To celebrate the International Year of Biodiversity (2010), CNI became an official party in Brazil to the German initiative Business and Biodiversity (BBI). The project is executed by the technical cooperation agency GTZ and has the objective of disseminating and promoting the exchange of experiences among corporations that use natural resources responsibly, through an electronic site translated into Portuguese (<http://www.business-and-biodiversity.de/>). To-date, CNI is the only federation of industries in the world to join BBI.

Corporate sustainability

Brazilian Ecoefficiency Network

Various large corporations created this network in 2001 with the objective to reduce consumption of supplies and energy; reduce dispersion of toxic substances; intensify recycling; maximize the sustainable use of renewable resources; increase durability of products; and add value to goods and services. The initiative arose from the compulsory energy rationing in 2001 as a result of prolonged drought, evolving to the creation of an Ecoefficiency Program in participating corporations. This concept suggests a significant connection between resource efficiency (leading to productivity and profit) and environmental responsibility, reducing economic costs and environmental impacts.

Environmental sustainability certification

In Belo Horizonte, the highly industrialized capital of Minas Gerais state, the Belo Horizonte Municipal Environmental Council (COMAM) created in 2009 a program to certify registered public and private environmentally sustainable ventures located in the municipality. The program is managed by the Municipal Secretariat for the Environment and approved ventures receive an Environmental Sustainability Seal and are listed in COMAM's Cadastre of Ventures Certified for Environmental Sustainability. Among other sustainability criteria, COMAM recommends the use of flexible fuel vehicles; annual emissions inspection for all vehicles; taking into account environmental, social and economic sustainability criteria in procurement procedures, including energy and economic efficiency; and selective solid waste disposal, separating and providing proper final destination to recyclables.

Brazilian Corporate Council for Sustainable Development – CEBDS

CEBDS was created in 1997 by a coalition of the largest and most important corporate groups in Brazil, which jointly represent approximately 40% of the national GDP. Its main objective is to create the necessary conditions in the corporate environment and in the other sectors of society to make viable the harmonious relationship among these three dimensions of sustainability: economic, social and environmental. CEBDS is organizing in 2010 meetings to discuss, with environmental experts and businessmen, the issues related to business and biodiversity, particularly the issues that will be discussed during COP-10, such as the July 2010 meeting of its Thematic Chamber on Biodiversity and Technology, and the August 2010 workshop on Biodiversity and the New Economy, with the participation of numerous corporations, during which the commitment of Brazilian corporations to measure their impacts on biodiversity was announced, which CEBDS intends to present at COP-10 in Nagoya (www.cebds.org.br).

Instituto LIFE

This Brazilian NGO was created in 2009 as a joint initiative by the organizations Fundación Avina, Fundação O Boticário de Proteção à Natureza (FBPN), POSIGRAF, and Sociedade de Pesquisa em Vida Selvagem e Educação Ambiental (SPVS). The mission of Instituto LIFE (Lasting Initiative for Earth) is to recognize and add value to the private and public institutions that develop actions to favor biodiversity conservation. LIFE Certification is a pro-biodiversity certification with specific rules, which specify the procedures to obtain the certification, and the criteria and evidences to comply with audit requirements. The certification is currently at the experimental phase and final definition of applicable criteria (www.institutolife.org.br).

Environmental awards

The private sector also created several environmental awards directed at biodiversity conservation, climate change and reforestation. Some of these are listed below.

Época Climate Change Award

Created in 2008, this annual award is an initiative of the Época magazine, published by the Globo publishers. Only large corporations and banks are eligible and award winners are those with the most advanced environmental policies to reduce emissions of greenhouse gases. Winners receive the title of Leading Corporation on Climate Change.

Exame Sustainability Guide

First published in 2007, this initiative of the Exame magazine (Abril publishers) lists the ranking of medium and large corporations that implement good practices on corporate responsibility in the country. The objective is to demonstrate, through the publication of information, analyses, concepts and examples, that long-term profit will not be achieved without proper management of impacts on the environment and on society. The Exame Sustainability Guide is the new version of Exame's Good Corporate Citizenship Guide, published from 1999 to 2006.

Brazil Environmental Award

This annual award is an initiative of the JB publishers through its printed newspaper Gazeta Mercantil, the magazine Forbes Brasil, and the online news JB Ecológico. Since 2006, this award distributes trophies symbolizing the ideal harmony between humankind and the environment. Corporations, marketing agencies, as well as municipal, state and federal agencies that created innovative actions directed at environmental preservation with positive impacts on communities are eligible to this award. The best actions are selected among 12 categories: air; water; fauna and flora; environmental education; waste; energy efficiency; ecotourism; municipal environmental projects; state environmental projects; federal environmental projects; social communication on the environment; and environment awareness campaigns.

Super-Ecology Award

Created in 2002, this annual award is an initiative of the Superinteressante magazine (Abril publishers), with six categories: water, air, soil, fauna, flora, and communities. These categories are repeated in three classes: government, NGOs, and corporations. Eligible entities are NGOs, governmental agencies, academic institutions, and corporations with a nature conservation and recuperation focus. Winners receive a trophy and feature articles published in a special edition of the Superinteressante magazine.

Ford Motor Company Award on Environmental Conservation

Created in 1997, this annual award is a joint initiative of Ford and Conservation International do Brasil. Environmental organizations, governmental agencies, private companies, universities and research institutions, and individuals are eligible to this award, within five categories: Individual Achievement Award; Conservation Business Award; Science and Human Resources Training Award; Conservation Initiative of the Year Award; and Environmental Education Award. This award intends to encourage projects directed at nature and biodiversity protection, as well as projects related to the sustainable use of natural resources in Brazil. Award winners in each category receive R\$20,000 (approximately US\$11,800).

Frederico Menezes Veiga Award

This annual award was created in 1974 by the Brazilian Agricultural Research Company (EMBRAPA) to recognize two researchers per year (one from EMBRAPA and one from outside) who contributed to the generation of agroecological technologies connected to productivity and environment. Eligible participants are researchers who develop work on agriculture or related fields indicated by a list of research institutions. The award has two categories: production activity and environmental protection. Winners receive a work of art, a diploma and a pecuniary prize of R\$98,440.10 (approximately US\$ 57,900).

José Pedro de Araujo Award

This annual award was created in 2000 by the José Pedro de Araujo Foundation to support projects aimed at encouraging research for the discovery or use of therapeutic resources based on the Brazilian flora. Eligible participants are individuals or institutions conducting research on this theme, notably

scientists and researchers. Winners receive a pecuniary prize at the value determined by the Foundation's Managing Council.

Young Scientist Award

Created in 1981, this annual award is a joint initiative of the National Science and Technology Development Council (CNPq), the Gerdau corporation, and the Roberto Marinho Foundation (FRM). Students and researchers throughout Brazil are eligible to this award, which aims to encourage research, reveal new talents, and invest in students and professionals that seek alternative solutions to Brazilian issues. The award has five categories: bachelor degree, undergraduate student, high school student, advisor, and institutional merit. According to the category, 1st, 2nd and 3rd place winners receive computer equipment or pecuniary prizes of various amounts. Considered by the scientific community as one of the most important awards of its kind in Latin America, this award is handed to winners by the President of Brazil. One of the most important results of this initiative is the finding that the vast majority of winners of the Young Scientist Award continues and consolidates research careers at universities or research institutions. Award themes are selected annually among those of distinct importance to scientific and technological development and of noted relevance to the Brazilian population.

Expressão Ecology Award

This annual prize limited to the southern region of the country was created in 1993 by the Expressão publishers to disseminate the efforts of companies and institutions to reduce the environmental impacts of pollution and to contribute to natural resource conservation and development of environmental awareness. Companies, institutions, NGOs, and class labor organizations of the three southern states are eligible to this award. The award has 20 categories: pollution control; environmental management; conservation of production materials and water; rational use of production materials and energy; rational use of production materials and mineral resources; forest management; agriculture and livestock; recuperation of degraded areas; risk and environmental disasters prevention programs; class labor organizations; conservation of natural resources; recycling; wildlife conservation; environmental education; ecological marketing; technological innovation; environmental control technology; socio-environmental technologies; animal welfare; and tourism and life quality. Winners in all categories receive trophies.

Muriqui Award

Created in 1993 by the National Bureau of the Atlantic Forest Biosphere Reserve this annual award has the objective of encouraging actions that contribute to biodiversity conservation, support and disseminate traditional and scientific knowledge, and promote sustainable development in the Atlantic Forest region. Individuals and national or international governmental and private institutions recognized by their activities to benefit the Atlantic Forest are eligible to this award. Two awards are granted annually, one for individual achievement and one for governmental or private institutional achievement. The prize is a diploma and a small bronze statue of a muriqui (*Brachyteles arachnoides*), the largest

primate of the American continent, which is an endangered endemic species of the Atlantic Forest and symbol of the Atlantic Forest Biosphere Reserve.

Report on Atlantic Forest Biodiversity Award

Created in 2001, this annual award is an initiative of the Alliance for the Conservation of the Atlantic Forest, formed by a partnership between Conservation International and SOS Mata Atlântica Foundation. All reporters of printed and television press resident in Brazil, employed or free-lancer are eligible to this award. The award intends to support environmental reporting in Brazil, promote the production of reports on Atlantic Forest biodiversity, and recognize the professional excellence of environmental reporters. The award has two categories: printed press and television. Winners receive a free trip to an international press conference or any other significant conservation event.

Atlantic Forest Motivational Award to Municipal Initiatives

Created in 1995, this annual award is a joint initiative of the National Association of Municipal Environmental Agencies (ANAMMA), the National Bureau of the Atlantic Forest Biosphere Reserve, and the SOS Mata Atlântica Foundation. Municipal governments that develop programs, projects or practices on the conservation and sustainable use of natural resources are eligible to this award. With four categories – public policy, protected areas, management and sustainable use of natural resources, and Recomposition/restoration of vegetation cover – this award has the objective of disseminating and valuing programs, projects and practices for the conservation and sustainable use of natural resources developed by municipalities within the Atlantic Forest domain. Winners receive a trophy and a pecuniary prize of R\$5,000 (approximately US\$ 2,900).

Professor Samuel Benchimol Amazon Award

Created in 2004, this annual award is a joint initiative of the Ministry of Development, Industry and External Trade (MDIC); National Confederation of Industries (CNI); and the Pró-Amazônia, composed by the Industry Federations of the Amazon Region, Amazônia Bank, Superintendence of the Tax Free Zone of Manaus (SUFRAMA), Research Support Foundation of the Amazonas State (FAPEAM), Federal Engineering Architecture and Agronomy Council (CONFEA), and the Brazilian Service to Support Micro and Small Companies (SEBRAE). Corporate and labor institutions; national or international universities and research institutions; credit and financing institutions (including multilaterals); governmental and private institutions devoted to sustainable development in the Amazon; and regional, national or international development agencies are eligible to this award. With three categories – economic and technological aspects, social aspects, and environmental aspects – this award has the objective of promoting the consideration of economic, environmental and social prospects for the sustainable development of the Amazon Region; fostering a permanent interaction among the governmental, private, academic and social sectors of the Amazon Region; and identifying, assessing, selecting and disseminating projects of corporate interest, as well as investment opportunities to potential financing agents. Winners in each category receive pecuniary prizes varying from R\$15,000 to R\$65,000 (approximately US\$ 8,800 to US\$ 38,200).

José Márcio Ayres Award to Young Naturalists

Created in 2004 by Conservation International do Brasil and the Emílio Goeldi Museum, this annual award recognizes and supports the scientific vocation for research on Amazon biodiversity among students of the Pará state. Only students regularly attending public or private schools (middle school and high school) in Pará state are eligible to this award. The award has two categories: middle school, with team work; and high school, with individual work. Winners receive a diploma, publications, and pecuniary prizes varying from R\$1,000 to R\$3,000 (approximately US\$ 590 to US\$ 1,770). Teachers functioning as advisors to winning students receive a computer and a certificate, and the schools of winning students receive a kit of publications.

FIESP Environmental Merit Award

Created in 1995, this annual award is an initiative of the São Paulo State Federation of Industries (FIESP) to distinguish the industrial, extractive, manufacturing or agroindustrial corporation that stands out in the implementation of environmental projects with significant results in the improvement of environmental quality. This award seeks to demonstrate to the São Paulo population the concern and efforts applied by industries in the state to enhance environmental quality. Only industrial corporations of any size established in São Paulo state are eligible to this award, which has two categories: micro and small industries, and medium and large industries. Winning industries receive a trophy, the FIESP Environmental Merit Seal, and broad dissemination of the granted award through the FIESP communication means.

CREA Goiás Environmental Award

Created in 2001 by the Regional Engineering Architecture and agronomy Council of Goiás (CREA-GO), this annual award has the objective of recognizing individuals or institutions that developed, implemented or collaborated with actions for environmental preservation, recuperation, defense and/or conservation in the state of Goiás. Professionals, labor organizations, learning establishments, NGOs, governmental agencies, and communication companies are eligible to this award. The award has eight categories: architecture, urbanism, water treatment, geology and mines, agronomic production, rural environment, environmental education, and press (printed press, radio and television). Winners receive a trophy shaped as a seriema (*Cariama cristata*), which is a long-legged bird characteristic of the biome covering Goiás state (the Cerrado), and have their work published by the Council.

ECO Award

Created in 1982, this was a pioneering initiative of the American Chamber of Commerce in São Paulo. Private corporations and businesses of any size, and business associations and foundations of the entire country are eligible, and do not need to be affiliated to AmCham. The award recognizes the best practices in sustainable corporate management in Brazil contributing simultaneously to the business' economic success, to building a fairer and prosperous society, and to the conservation of the environment in Brazil. From 1982 to 1988 recognition was granted to project independent of category. From 1989 to 2004 social projects were awarded within the categories of education, culture, environment, health, and community participation. From 2005 to 2007, two lines were established:

corporate and corporate social responsibility practices; the second being subdivided into five categories – internal public, environment, suppliers, consumers and clients, and community. Winning corporations receive a trophy. Since its creation, the ECO Award was granted to 117 winning projects and over US\$2.8 billions were invested in the five areas considered by the award.

Environmental Brazil Award

Created in 2005 by the American Chamber of Commerce (AMCHAM), this annual award has the objective of encouraging and recognizing the merit of environmental preservation projects and environmentally responsible practices developed by corporations active in Brazil. Only corporations with environmental projects already closed or at the final phase of implementation are eligible. The award has six categories: environmental education, forests, water management, solid waste management, clean development mechanism, and press articles on sustainable development. Winners receive a trophy, a diploma, and a free weekend at a resort in Bahia state for two people and free air ticket. Winning projects are published in the Brazilian Business magazine and at the AMCHAM website.

von Martius Sustainability Award

Created in 2000, this annual award is an initiative of the Brazil-Germany Chamber of Commerce and Industry to reward projects that value actions directed at the sustainable development of various communities, which can function and replicable examples to the various geo-economic scenarios of the country. The award was also created to disseminate and reinforce Germany's commitment, and the commitment of Germany-based industries installed in Brazil, with sustainable development. Companies, NGOs, individuals, and governmental institutions throughout Brazil, affiliated or not to the Brazil-Germany Chamber of Commerce, and developing initiatives and projects within the three award categories (humanity, technology, and nature) are eligible to this award. The best initiatives/projects in each category receive a trophy and a diploma. Winning projects are summarized and disseminated in Portuguese and German in the BrasilAlemanha magazine published by the Chamber.

Goldman Environment Award

Created in 1990, this award is an initiative of the Goldman Environmental Foundation, granted each year to six defendants of the environment in each of the six geographical areas: Africa, Asia, Europe, Islands and Island States, and the Americas. Only community leaders facing governmental and corporate interests and working to protect the environment and improve life quality of their communities are eligible to this award. The award has the objective of rewarding people who are globally and regionally recognized for a significant contribution to environmental protection and sustainable management of natural resources. Winners receive a US\$125,000 prize.

BRAMEX Environment Award

Created in 2003 by the Brazil-Mexico Industry and Tourism Chamber of Commerce, this annual award recognizes the merit of corporate initiatives that develop and implement clean development mechanisms, reducing the environmental impact caused by production activity and promoting environmental responsibility among employees, as well as initiatives by individuals or civil society

organizations that promote economic, social and cultural development with environmental responsibility. The award has three categories: community, innovation, and environment. Winners receive a trophy, a certificate and an Environmental Responsibility Seal, and may receive a pecuniary prize.

LIF Award (Liberty, Equality, Fraternity) of the France-Brazil Chamber of Commerce

Created in 2002 by the France-Brazil Chamber of Commerce, this annual award has the objective of promoting, throughout the country, social projects developed by private companies and non-profit institutions affiliated or not to the Chamber. The award has five categories: health support to communities; education support to communities; culture support to communities; environment preservation; and small institutions or NGOs. Winners receive a trophy and a pecuniary prize of R\$5,000 (approximately US\$2,900).

Innovation in Sustainability Award

Created in 2008 as a joint initiative of the Ethos Institute of Corporations and Social Responsibility and USAID, this award has the objective of supporting successful innovative sustainability initiatives of community associations, social entrepreneurs, research institutes, micro and small corporations, NGOs, and universities that can be enhanced and/or replicated. The award has five categories: development of value chain; education, environment, health, and information technology. Winning initiatives receive free registration in the International Conference of Corporations and Social Responsibility of the Ethos Institute and a R\$60,000 (approximately US\$35,300) prize to be invested in the enhancement and/or replication of the initiative.

Private Reserves of the Natural Heritage (RPPN)

Private land owners that voluntarily designate a portion of or the entire property to permanent biodiversity conservation receive a significant reduction in their rural land property tax. Such designation must be registered in the property's deed in perpetuity and remains unchanged even if the land changes ownership. For an area to be declared an RPPN the owner is required to sign a term of commitment with the relevant federal, state or municipal environmental agency, which verifies the existence of public interest in the area's preservation. It is estimated that there are currently a total of 973 federal and state RPPNs in Brazil, covering approximately 7,055 km².