Brazilian Business Commitment to Water Security

Brazil is hosting the 8th Water World Forum, in Brasilia, in a moment that the water crisis is worsening in the country. As companies, we are highly impacted by the effects of a crisis, and - although we know that actions from other key actors of the society are necessary and that mechanisms to encourage solutions to face the crisis have to be created - we understand that our participation and engagement in a broad movement that contributes to guarantee the national water security is essential.

Thereupon, we take advantage of the visibility given to the theme, on the occasion of the Forum, to leave as a legacy for future generations our commitment to society in favor of responsible water management. We believe that it is fundamental that we, as companies aware of our role as encourager of good practices in the Brazilian socioeconomic development, can increase the effective actions that we are already adopting in our production processes, being important drivers for a significant improvement in the water scenario in the country.

In the face of the current situation of water scarcity, we are already developing several shared solutions to face the crisis and reduce the consumption of large volumes of drinking water, using techniques such as reuse, water loss management, sustainable treatments for industrial or domestic effluents reuse, water accumulation reservoirs, solutions of desalination, use of renewable energy sources, recovery and preservation of basins and springs aiming at the increase of the natural infrastructure, reforestation actions, among others; all in response to the impact that this crisis brings to companies, to biodiversity, to the economy and, especially, to society.

Understanding the urgency to address the critical situation of the Brazilian water security, we launched, under the leadership of the Brazilian Business Council for Sustainable Development (CEBDS), the Brazilian Business Commitment for Water Security, which, in addition to consolidating the effective contribution of Brazilian business sector to the country, will enable Brazil to emerge in the major agendas about global water, as a key actor in the implementation of innovative solutions, taking this legacy to the next World Water Forum in Senegal in 2021.

We work to our Commitment becomes a national reference of an effective contribution of the companies to the water security in the country. This will bring transparency and visibility to data and information about actions, projects, goals and commitments assumed individually and collectively by the signatory companies, allowing greater engagement and diffusion of experiences, learning and information among the Brazilian business sector.

As leaders of this process, we endorse this initiative and commit to contribute to the following goals, addressed in the pillars of AVAILABILITY, USE and DESTINATION of water, by 2025:

1. EXPAND THE THEME “WATER” IN THE BUSINESS STRATEGY

- Identify the opportunities related to water management in the business (reduction of consumption, reuse, renewable energy sources and efficiency), and define strategies to carry them out in direct operations and in the value chain, in order to reduce dependence on the resource and/or increase the efficiency in use.

- Annual identification of opportunities, setting goals and action plans to address them.
2. MITIGATE WATER RISKS FOR THE BUSINESS

- Include in the company’s risk assessment procedures an analysis of the social, environmental and financial risks of the business, directly or indirectly related to water.
- Annually map the business and value chain risks related directly or indirectly to water, and create a plan of action addressing each of them through mitigation actions as well as adaptation to climate change.

3. MEASURE AND PUBLICLY COMMUNICATE THE COMPANY’S WATER MANAGEMENT

- Measure and disseminate water management data using the CDP Water questionnaire, annual sustainability reports, communication on participation in national and global water initiatives, website or other vehicles open to the public.
- Measure and publicly communicate in official and recognized channels, the actions being held by the company related to water.

4. ENCOURAGE SHARED WATER PROJECTS

- Present one project and/or action per year, new or in continuity, individually or collectively, preferably one project related to the protection of springs and watersheds. The project and/or action presented should be an ongoing activity, having reports, follow-ups and results with indicators of the impact caused in water security. For the companies that are developing the projects in the first year, results will not be required for the goals, but the creation and presentation of the action plan to reach them;
- Promote programs that approximate and create partnerships with academia, NGOs, public sector, local community and civil society, in projects related to conservation, protection, reduction of consumption, access and availability of water, environmental services and reforestation, involving the largest number of actors possible in a large network for effective awareness of water, promoting solutions based on nature as effective solutions applied to business.

5. PROMOTE THE ENGAGEMENT OF THE VALUE CHAIN

- Influence positively the operations of the company’s value chain and its impacts on the processes directly and indirectly related to water, including awareness actions, involvement in water projects and exchange of experience on good practices in the chain.
- Present annually the criteria and indicators for monitoring the operations of the company’s value chain, including the consumption of water per unit of production.

6. CONTRIBUTE WITH TECHNOLOGIES, KNOWLEDGE, PROCESSES AND HUMAN, PHYSICAL AND MATERIAL RESOURCES,

- Participate annually in at least one initiative, action or collaborative project that promotes the exchange of technologies, knowledge, experiences and good practices among the signatory companies.

In addition to these goals, CEBDS and the signatory companies will elect every two years, theme-based campaigns for collaborative projects to stimulate joint engagement with government, third sector, civil society, companies and other sectors, through a campaign, in the effort to implement agreements, projects and joint approaches on issues that strengthen a national water security agenda such as: watershed management, reuse, agriculture, access to drinking water and sanitation.
The signatory companies of this document undertake to publicly make available information regarding their actions; their projects (developed or supported); knowledge; and their campaigns, in the Platform of the Brazilian Entrepreneurial Commitment for Water Security, in a transparent, clear and open way to the society, so as to sensitize and engage the largest possible number of Brazilian companies committed to water security in Brazil and to the ODS goals, providing a lively, dynamic and shared environment for companies and society.

Having stated our commitments to sustainable water management and the country’s water security, we believe that we will be contributing positively with solutions to face the water crisis and to reduce the consumption of large volumes of drinking water.

We hope that in the future these solutions are present in the daily routines of large companies, being of common use, completely absorbed in large-scale and long-range. Our commitment is with the effectiveness of the fulfillment of our goals and with the joint efforts and experiences in favor of a common objective, that is of maximum use and minimum waste of the water.

This future begins to be built here!
André Dorf  
Presidente do Grupo CPFL Energia

Fernando Musa  
Presidente da Braskem

Orson Ledezma  
VP e Gerente Geral Ecolab Brasil

Artur Grynszpan  
Presidente do Grupo Boticário

Gustavo Emina  
Diretor-presidente da New Steel

Rodrigo Santos  
Presidente da Monsanto do Brasil

Benjamin Baptista  
Presidente ArcelorMittal Brasil

Haakon Lorentzen  
Presidente-executivo do Grupo Lorentzen

Rogério Zampronha  
Presidente da Vestas no Brasil

Bernardo Paiva  
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Hamilton Amadeo  
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Ruben Marcus Fernandes  
Presidente da Anglo American

Didier Debrosse  
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João Paulo Ferreira  
Diretor-presidente da Natura

Wilson Ferreira Júnior  
Presidente da Eletrobras

Fernando Mano  
Presidente da CPFL Renováveis

Marcos Bicudo  
CEO da Vedacit