

An aerial, high-angle photograph of a busy city street. The street is marked with wide, alternating white and dark asphalt stripes. Several pedestrians are walking across the crosswalk, some carrying bags and backpacks. The scene is brightly lit, casting distinct shadows on the pavement.

Open letter to the **PRESIDENTIAL CANDIDATES**

The Brazilian business sector's outlook
for the next 4 years in office



Open letter to the presidential candidates

Rio de Janeiro, April 4, 2022*

Honorable candidates for President of the Republic,

The *Brazilian Business Council for Sustainable Development* (Conselho Empresarial Brasileiro para o Desenvolvimento Sustentável – CEBDS) is a non-profit organization that promotes sustainable development through cooperation with governments and civil society, in addition to disseminating the most current concepts and practices on the topic. The council currently includes more than 80 business groups operating in Brazil, with revenues accounting for 47% of the Brazilian GDP and generating 1.1 million jobs.

Since 2014, CEBDS has been advising presidential candidates in the area of sustainability, providing solutions for greater competitiveness and prosperity over the four-year term. We promoted the “CEBDS Agenda – For a Sustainable Country” in the last two presidential elections, a project created by leaders of large business groups. We continue with this project in 2022.

The development of the agenda for the country’s future holds democracy as its basic premise. This non-negotiable pillar must be preserved and defended. There is no sustainable development without democracy.

In this open letter, CEBDS presents the Brazilian business sector’s vision for the development of the country, with points that must be observed in a strategic plan to ensure Brazil plays a leading role in the new global green economy.

It is a fact that there is no longer any other possibility for development that is not environmentally correct, socially fair and economically viable. In the current model, preservation of the environment and the guarantee of human rights, in most cases, take a back seat to economic development. This has impacts on present generations, and it will be felt by future generations to an even greater degree. This is the case of the climate emergency, the result of actions such as burning fossil fuels, deforestation and inadequate solid waste disposal.

The adoption of sustainable practices provides environmental and social gains and is beneficial for business. Any action in the opposite direction means a loss in competitiveness, trade retaliation and damage to the national market, with impacts on generation of jobs and income.

The world is transitioning towards an economy that is greener, cleaner, more inclusive, and aware of human rights. Brazil, with its



THE WORLD IS MOVING TOWARDS A GREENER, CLEANER, AND MORE INCLUSIVE ECONOMY THAT IS MINDFUL OF HUMAN RIGHTS. BRAZIL HAS THE POTENTIAL TO SPEARHEAD THIS AGENDA – AND BENEFIT FROM IT.

* This letter was updated on August 8, 2022.

physical, geographical and social characteristics, appears as one of the countries with the greatest potential to lead this agenda – as well as benefit from it. We have a unique opportunity to reduce social injustice and promote inclusion and prosperity with low carbon activities that do not deplete our natural resources, while creating qualified jobs and attracting investments.

Sustainable development must be the goal of every government – this is not a partisan agenda, but that of the State and all of Brazilian society. Honoring Brazil's national and international commitments is the first step on this journey. To this end, CEBDS highlights the following commitments assumed by Brazil that must be observed:



The commitment to respect, protect and guarantee human rights, promoting them in all sectors of society (Federal Constitution);



Zero illegal deforestation by 2028 (United Nations Climate Change Conference – COP26);



By 2030, reduce greenhouse gas emissions by 50%, compared to 2005 levels, and neutralize emissions by 2050 (United Nations Climate Change Conference – COP26);



Reverse forest loss and land degradation by 2030, fostering sustainable development and promoting inclusive rural transformation (COP 26 – Glasgow Leaders' Declaration on Forests and Land Use);



Reduce methane emissions by 30% by 2030, compared to 2020 levels (COP26 - Global Methane Commitment);



Meet the targets established at COP15 on Biodiversity;



Provide universal basic sanitation services by 2033 and ensure adequate final disposal of solid waste by 2024 (update of the Legal Framework for Sanitation – federal law 14,026/2020).



The first step on this journey is to honor the commitments already made by the country, domestically and internationally.

One also shouldn't lose sight of the 17 Sustainable Development Goals (SDGs) established by the United Nations, which are divided into 169 goals to be met by 2030, as well as the UN Guiding Principles on Business and Human Rights, which establish as necessary the elaboration of specific norms and adoption of National Action Plans on Business and Human Rights.

Considering the country's potential to lead the transition to a green economy and the urgency for change, aggravated by the COVID-19 pandemic, it is essential that the government plans regarding presidential candidates take into account the commitments already made, with a clear indication of the measures that will be taken to meet them. Thus, CEBDS proposes the 12 actions below to meet the commitments assumed by Brazil.

THE 12 PROPOSALS OF THE BUSINESS SECTOR



1. Reduce illegal deforestation by 15% per year in 2023 and 2024 and by 40% per year in 2025 and 2026, based on 2022 indices. This is a fundamental measure for the success of the country's climate commitment and to value those who act in accordance with the legislation;



2. Develop an action plan to put the Glasgow Leaders' Declaration on Forests and Land Use into practice, with measures for the reforestation of 18 million hectares by 2030 and the recovery of 30 million hectares of degraded pastureland;



3. Create a national regulated carbon market and a registration system for offsetting greenhouse gas emissions, in addition to promoting a voluntary carbon market – observing international standards and practices – to ensure the competitiveness of our industries and promote agroforestry solutions offered by our country;



4. Elaborate an action plan to reduce methane emissions, taking into account all existing emission sources in the country, and establish guidelines to encourage emission reductions, such as promoting the use of cleaner energy like biofuels and biogas;



5. Promote food production systems with sustainable agricultural practices in an inclusive and traceable manner that improves productivity, reduces losses and waste and regenerates landscapes, in addition to contributing to the eradication of hunger;



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6. Develop a plan to reduce social inequality that focuses on generating jobs and income, recovering the educational deficit aggravated by the COVID-19 pandemic, expanding the health services network and guaranteeing fundamental rights, ensuring inclusion and combating discrimination against minorities and vulnerable social groups;



7. Establish procedures for the application of free, prior and informed consultation rules under Convention 169 of the International Labor Organization (ILO) on Indigenous and Tribal Peoples, ensuring respect for this right and legal security for economic activities in these areas, with consent of traditional populations;



8. In the first year of government, develop and implement a strategic energy transition plan with short, medium, and long-term measures centered on the expansion of renewable energies, energy efficiency, incentives and promotion of hybrid mobility – combining vehicle electrification and the use of biofuels with the electricity sector's digitalization and empowerment of consumers;



9. Ratify the targets agreed at COP15 on Biodiversity and develop a national strategy and action plan to meet these targets;



10. Bolster environmental licensing and support the competent authorities to ensure the necessary technical accuracy for the prevention and mitigation of socio-environmental damage and, at the same time, ensure greater agility in processes;



11. Eliminate landfills and ensure the environmentally adequate final disposal of solid waste by 2024, as well as stimulating the advancement of basic sanitation, aimed at the universal provision of sanitation services by 2033, ensuring that 99% of the Brazilian population has access to potable water and 90% has access to sewage and treatment services;



12. Foster a favorable environment for technological innovation with the strengthening of legal frameworks to put the country on the path to competitiveness and the new economic era.

These proposals – which, although listed individually, must be understood in an integrated manner – are aimed at encouraging the Brazilian government to play a leading role in the transition to sustainable development

that reduces inequalities and provides competitive conditions for the Brazilian business sector, in a way that is environmentally and socially responsible. These are measures that will help the country in taking advantage of new opportunities created by the transformation of the global economy, generating new business, qualified jobs, and income.

It is also important that the federal government coordinate its public policies with state and municipal governments, in an environment of cooperation between government entities.

Also, we emphasize the importance of making Brazil a trustworthy country that favors open communication and transparent information, free of corruption, with legal security and responsible practices, adhering to international guidelines, such as those of the Organization for Economic Cooperation and Development (OECD).

This election is decisive for the future of Brazil. It is time to demonstrate that we have a Democratic Rule of Law with strong and effective institutions. It is also time to take advantage of the opportunities to generate employment, income and leadership that come with the adoption of a sustainability agenda.

CEBDS, on behalf of the business sector, is at the disposal of the presidential candidates to contribute to the development of their proposals.

Marina Grossi
President of CEBDS



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