

Position of the Business Sector
on the Amazon Forest

BUSINESS
MOVEMENT
FOR THE

AMAZON

OUR GREATEST ASSET, RESPONSIBILITY OF ALL OF US

Once again, the Brazilian business sector takes a position on the need to conserve the largest tropical forest on the planet: the Amazon Rainforest.

More than a year ago, approximately ninety companies endorsed the Statement From The Brazilian Business Sector which presented seven priority themes for the sustainable development of the Amazon, the first being the relentless and comprehensive fight against illegal deforestation.

Recent news concerning the biome is extremely worrying and the negative impacts on social, economic, environmental and reputational dimensions resulting from deforestation imply reduced competitiveness that may be irreversible for the country.

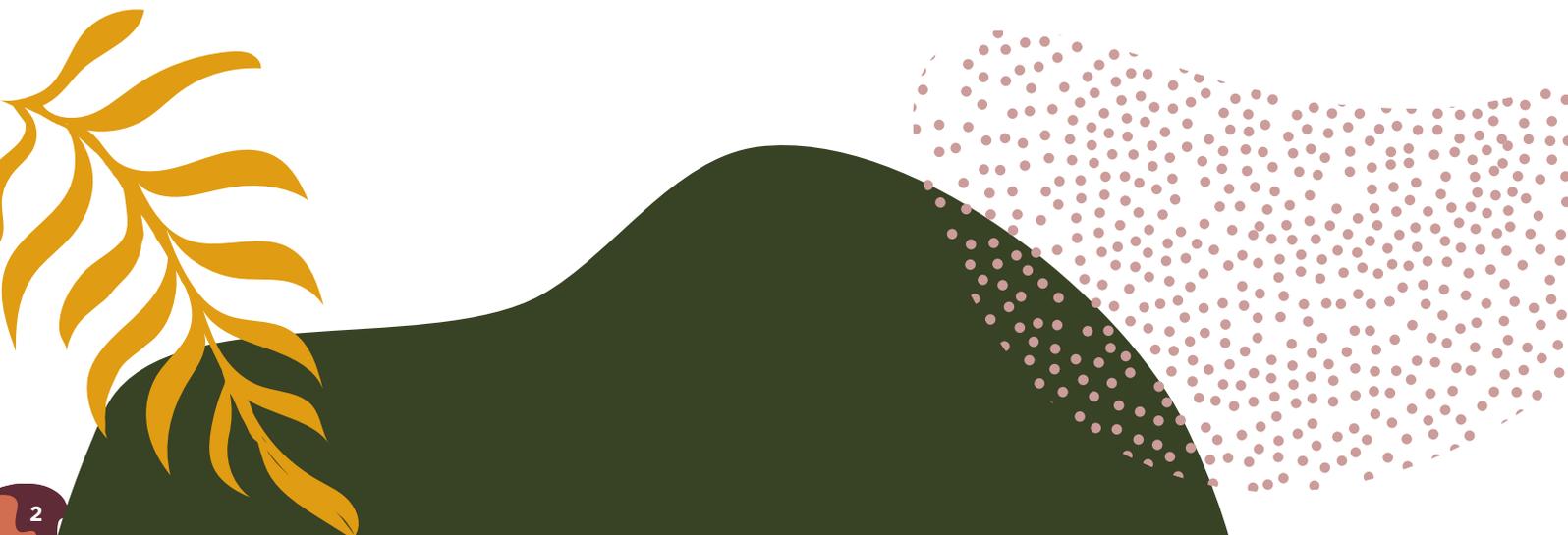
The business sector is aware that, with the upcoming United Nations Conference on Climate Change, COP26, and the COP15 on biodiversity, the Amazon will be a central theme. Eliminating illegal deforestation by 2030 is Brazil's Nationally Determined Contribution (NDC) target under the Paris Agreement.

We see it as a window of opportunity to come together to protect this biome, especially given that deforestation in Brazil accounts for 44% of greenhouse gas emissions, 90% of which come from illegal activities. Thus, ending illegal deforestation offers many benefits for the country and Brazilian businesses.

Scientists warn that we are approaching the Amazon's tipping point. This means that we have reached an almost irreversible level of ecosystem degradation. We have to rethink our business operations and urgently develop new business models, and the concept of the regenerative economy is a great opportunity, with the proposition of renewal and regeneration.

This is a chance for Brazil, with its numerous technological and environmental advantages, to assume an important role in the climate neutral agenda, with the Amazon playing a strategic role in the race toward decarbonization. Preserving and conserving the Amazon is positive for the environment, people, businesses and, above all, for the planet.

Combating illegal deforestation and the Promoting of an Inclusive and Regenerative Economy are part of the central agenda of companies committed to the following pillars to ensure the success of this target:



TRACEABILITY ALONG SUPPLY CHAINS

The challenges associated with the norms for controlling, inspecting, monitoring and tracing along production chains are enormous. For this reason, investments in the digitization of chains like timber and forest products and cattle production are essential to ensure their legality and transparency, and to prevent public and private resources from being used in illegal activities. This theme is strategic for the private sector, as monitoring is essential to ensure the effectiveness of agreements. To this end, partnerships with governments are essential to assure traceability and transparency.

INSTITUTIONAL ENVIRONMENT AND TRANSPARENCY

The business sector reinforces the importance of the role of government – in its different branches – in enforcing the law and combating illegal activities of any kind in the Amazon region. For this, we need national and state plans with clear, responsible targets and well-defined deadlines with regard to strengthening command and control policies; the strengthening of enforcement bodies with rapid accountability for identified environmental offenses; the designation of land for protection and sustainable use; and transparency and efficiency when it comes to authorizing vegetation clearing, invalidating Environmental Rural Registers that overlap with indigenous lands, conservation units, vacant public lands and settlements of traditional, indigenous and quilombola communities. The private sector can play a fundamental role in joint governance with governments and social organizations to define public commitments and contribute to the monitoring of actions and results.

BIOECONOMY

The forest bioeconomy offers numerous opportunities for companies to use biodiversity assets as a competitive advantage. The economy based on forest conservation is premised on valuing traditional knowledge and production chains, fostering the financial inclusion, well-being and prosperity of local communities.

In order to consolidate it and make it scalable, based on regenerative economy concepts and nature-based solutions, investments in technology and innovation are needed, as well as the development of public policies that engage all strategic stakeholders, especially local communities, ensuring the effectiveness of mechanisms for sharing biodiversity benefits.

ENERGY AND INFRASTRUCTURE

Investments in infrastructure and energy inclusion are fundamental for the socioeconomic development of the Amazon population. It is necessary to prioritize both national and local resources to reduce inequalities and address climate change. In addition, the participation of local stakeholders is crucial in all planning stages for the allocation of these investments.

In addition to the four strategic pillars, there are another two that involve the aforementioned aspects:

ECONOMIC AND SOCIAL INCLUSION OF LOCAL COMMUNITIES

These pillars supported by the business sector have as a premise the social and economic inclusion of the population in the Amazon region to foster development that takes into account diversity and ensures improved quality of life as well as digital, energy and technological inclusion for the 25 million people who inhabit the biome.

In this context, developing financial mechanisms that meet the specific needs of the region, as well as access to these mechanisms, is essential to preserve the standing forest as they contribute to reducing the need to resort to illegal alternatives.

TECHNOLOGY

Technology cuts across all the other topics addressed in this document. It is essential to have secure georeferencing resources and access to data to effectively monitor land use and other activities in the biome, supporting public and private initiatives in the fight against illegal deforestation. As a social factor, digital inclusion is extremely important to provide access to information in communities far from urban centers, contributing to their education and health.

Finally, but not less important, the business sector understands the importance of the Amazon forest in the Brazilian economic and global climate scenarios and is committed to protecting it.

This position was prepared by the Private Sector Engagement Working Group, led by CEBDS in partnership with the Uma Concertação pela Amazônia* initiative. The document, prepared together with several companies representing different sectors, reflects one of the actions of the Business Movement for the Amazon. Learn more at: <https://cebds.org/movimento-empresarial-pela-amazonia/>

*The content presented reflects the position of only the WG members who signed it.

SIGNATURES

Jean Jereissati Neto
CEO



Mauricio Rodrigues
CEO Latam



Pedro W. Stefanini
Diretor Geral



Ricardo Perez Botelho
CEO



Luiz Sérgio Vieira
Latin America South Market
Leader & CEO



Ulisses Sabará
CEO



Leonardo Furquim Werneck
CEO



Daniela Castro
CEO



Fabio Adegas Faccio
CEO



Feliciano Almeida
CEO



Tânia Consentino
CEO



João Paulo Ferreira
CEO do Grupo Natura & Co América
Latina e CEO Natura



Marcos Matias
CEO



SIGNATURES

Pablo Fava
CEO

SIEMENS

André Clark
CEO

SIEMENS
energy

André Lopes de Araujo
CEO



Douglas Pina
Diretor Geral



Fernando Serec
CEO

TOZZINI FREIRE
ADVOCADOS

Eduardo Bartolomeu
CEO

