Promoting sustainability: aligning objectives and actions

Luiz Fernando do Amaral
Sustainability Manager, UNICA
Counselor, National Climate Change Fund
Head of the Brazilian Delegation, ISO 13065

Rio de Janeiro, June 18th 2012
The **SITUATION** we face.
The **ACTIONS** we take.
The **CHALLENGES** we front.
The **STRATEGIES** we need.
The **SITUATION** we face.
The **SITUATION** we face.

The **ACTIONS** we take.
The Green Protocol signed between UNICA and the São Paulo state government is a voluntary agreement to end the use of fire in sugarcane harvesting and to protect riparian areas. Currently, in the state, 65% of the cane is harvested mechanically and 25% of all the riparian areas are protected by the sector.

Program to train and requalify 3,000 workers and community members per year for jobs in sugar mills and ethanol plants and to work in other sectors, as a response to the process of mechanizing the sugarcane harvest. It is coordinated by UNICA in partnership with the Union of the Agricultural Workers of São Paulo (FERAESP). UNICA's associates trained, individually, four times more people.

A “trilateral” agreement - between Government, Private Sector and Labor Unions - of voluntary participation which sets around 30 better work practices that goes beyond legislation demand. “Positive List” of verified companies to be included in the website of the General Secretary of the Presidency of the Republic. Seal received by 139 mills.

A bilateral private sector arrangement between sugar /ethanol industry and sugarcane growers, Consecana elaborates a dynamic and transparent model to define the price paid by ton of cane. Subject to revisions of its parameters and improvement of its rules on a regular basis, the objective is to make the revenue of the sugarcane grower is proportional to the industrial revenue.
An international *multi-stakeholder* certification of best sustainability practices

- 14 Brazilian mills certified
- 1.4% of global sugarcane area

Some of the 50+ Bonsucro members
The SITUATION we face.
The ACTIONS we take.
The CHALLENGES we front.
Current certification models for agricultural commodities

“Sustainability initiatives portfolio” …

Different agricultural chains also demand different business models…

The SITUATION we face.
The ACTIONS we take.
The CHALLENGES we front.
The STRATEGIES we need.
There is no silver bullet for the sustainability challenge.

We need the right tools for each objective

- **Difficulty to deal effectively with all the sustainability agenda**
- **Difficulty to be adaptable to all situations** (countries, chains of production-consumption, products)

Different tools, at different levels, with different objectives

- **Policies and intergovernmental initiatives**
  - National policies (land tenure, zonings, biofuel legislations…)
  - Intergovernmental (GBEP, UNFCCC…)

- **Project specific private initiatives**
  - Certification standards (Bonsucro, RSPO, RTRS, RSB…)
  - Self regulatory agreements (Protocolo, National Commitment…)
  - Projects and cooperation initiatives (Renovação, Consecana…)
  - Guides and transparency tools (GRI Reports, ISO 13065, IADB Scorecard…)

For the future, we need holistic strategically thinking:

- **Strive for the maximization of the outcomes for each sustainability program**
- **Further exchange of experiences** (now that majority are implemented)
Thank you!

www.unica.com.br
www.sugarcane.org