



Development of the Region

IN 2015, THE SOCIAL PROJECTS
SUPPORTED BY LEGADO DAS
ÁGUAS TOTALED BRL 1.3 MILLION

Votorantim believes that there is no nature conservation without developing its surrounding area. The long-term vision of the company includes the belief that it is possible to have a seamless integration with the community. So, in 2012, several diagnostic studies were conducted. Then, three priority work fronts were defined:

- 1 foster economic activities related to social and environmental development;
- 2 expand the supply of infrastructure and public services;
- 3 integrate Legado das Águas in local communities so that they naturally incorporate Legado das Águas into their daily lives.

Aligned with the second work front in June 2014, agreements were signed with local governments to develop improvement plans in public administration, by developing technologies created with the support of Instituto Votorantim. The Public Administration Support Program was then initiated. First of all, the management situation and financial and fiscal vision of Juquiá, Miracatu, and Tapiraí were evaluated, giving rise to an action plan for increasing revenue and reducing expenditure, as well as for developing projects to raise funds for the three municipalities. Then in 2015, the financial and fiscal balance phase occurred, where public servants in these municipalities were trained and accompanied by a team from the Instituto Aquila to assist in the implementation of what was suggested during the first stage. The purpose of the training was to guide on the most effective use and management of the resources and the best way to raise them. Modernization projects were also delivered with defined goals and indicators, financial results of short- and medium-term actions, records of funding, and the implementation of a routine to monitor actions proposed.

Also in 2015, a Participatory Rural Diagnostic was produced, focused on identifying social investment opportunities aimed toward strengthening family agriculture, Legado das Águas' vision for sustainable rural development. In addition, the Engagement Program was initiated in order to support the company with planning the engagement of employees and community.

WORKING WITH TRADITIONAL POPULATIONS

Then, the first “Stakeholder Engagement” social technology course was opened to internal and external audiences. Some openings were even offered free of charge to employees of the municipalities covered by Legado das Águas.

In the Tapiraí municipality, with support from Resolve Consultoria, a specific project for approaching traditional communities that live within the Reserve has been carried out since 2014. The main activities are meetings, legal advice, georeferencing, registration of rural properties, support for local associations, and mapping of impacts. “In addition, committed to the future, Legado das Águas also brought the Votorantim Partnership for Education Program to the region, which has proven impact by accelerating the Basic Education Development Index (Ideb) of municipalities benefited. Improving education is a structuring action for the development of the region in the long term,” says Rafael Luis Pompeia Gioielli, General Manager of Instituto Votorantim.

ACTIVITIES PERFORMED

- Social and economic diagnostic and mapping of the population of existing communities at Legado das Águas.
- Public Management Program.
- Mapping potentials.
- Detailing the social strategy.
- Mapping of regional production chains.
- Survey of opportunities.
- Diagnosis of sanitation.
- Mapping and prioritizing stakeholders.

