

SOCIAL EFFORTS

Legado das Águas is not an island. It is situated in a region where the lowest HDI in the state creates a number of serious challenges for society. One of Reserva's missions is to serve as a catalyst for social and economic initiatives that contribute to the development of the local area, considering that regional development is a pre-requisite for the activities performed by Reserva.

into the wants and needs of the local towns and raise some of their main demands, as well as developing a social agenda in partnership with the Instituto Votorantim. Through these actions, we want to take action to help the local area to find their vocations and create the conditions to improve the Human Development Index in the area," says Simone Conte, Legado das Águas' Social Responsibility Consultant.

IT IS NOT ENOUGH FOR LEGADO DAS ÁGUAS TO SIMPLY FOCUS ON WHAT IS HAPPENING WITHIN ITS BOUNDARIES. IT NEEDS TO LOOK BEYOND AND OFFER SUPPORT, KNOWLEDGE AND TOOLS TO THE LOCAL TOWNS, SO THAT THEY TOO CAN GROW AND DEVELOP

In 2017, social projects accounted for 7.7% of all investments made in Legado das Águas.

For this reason, Reserva has created a number of activities which contribute to improving public administration, encouraging enterprise and promoting tourism with the support of partner companies and the Instituto Votorantim (Votorantim Institute).

"In 2017, we celebrated five years since the implementation of our social effort strategy in Legado das Águas. This great relationship has allowed us to carry out a wide-ranging study

AGP - APOIO À GESTÃO PÚBLICA (PUBLIC ADMINISTRATION SUPPORT PROGRAM)

One of the main efforts within the program was to finalize the Plano de Turismo Integrado Regional (Plan for Regional Integrated Tourism), including the townships of Juquiá, Miracatu and Tapirai, formulated with the partner company Diagonal. "The plan introduces a complete inventory of all activities related to tourism in the three towns. Among other information relevant to the sector, maps have been created and a complete study of the supply and demand for tourism in the area was undertaken. Besides this, training workshops were held for public administrators and representatives in the hospitality and restaurant industries with the aim of providing more integration within the tourism sector. "The region has enormous potential for tourism. Now, we just need to know how to tap into it," Simone Conte comments. The Plan will also be useful when the towns apply for the Town of Touristic Interest program.

EMPREENDE TAPIRAÍ (TAPIRAÍ UNDERTAKING)

This program was set up by Legado das Águas to encourage entrepreneurship in the region of Tapirai, paying particular attention to the characteristics and features of the local economy. The first training sessions involved around thirty people and were held in 2016. After that, in 2017, the best projects were selected to receive important training in managing a business, leadership and technical assistance from the Instituto Meio (Meio Institute), the partner responsible for the program. At the end of the process, the following entrepreneurs received initial assistance to set up or boost their businesses:

- Associação Cabocla do Bairro Ribeirão da Anta (local association);
- Confeitaria Pão Divino (bakery);
- Gengibre & Cia. (beauty and personal care);
- Vale Vivo, which produces organic banana flour.



Sonia dos Santos, Leader of the Gengibre & Cia. project

ReDes - REDES PARA O DESENVOLVIMENTO SUSTENTÁVEL (SUSTAINABLE DEVELOPMENT NETWORKS)

ReDes was formed in partnership with the Instituto Votorantim and is expected to last five years. It started in Juquiá and Tapirai in 2016, with a focus on helping structure businesses through the articulation of production chains and investment in projects. One of its main propositions is to strengthen the associations between its members by means of strategic



We found out about the program during a workshop held by the Instituto Meio. We did all the training. It was all very useful in learning how to get the business off the ground. We are a family business, and we use the projects' resources to outsource the processing of raw materials and to acquire packaging and labels. Now, we sell our product in the Organic Market at Água Branca Park in São Paulo city.

Jonatas Malta da Costa, one of those responsible for the company that produces organic banana flour



APIVALE meeting

planning workshops that map out the businesses' needs and help build goals and action plans.

Throughout 2017, the APIVALE - Associação dos Apicultores do Vale do Ribeira (Beekeepers' Association of the Vale do Ribeira) in Juquiá and the ARCPHPN - Associação Rural Comunitária de Promoção Humana e Proteção à Natureza (Rural Community Association for Human Improvement and Protection of Nature) in Tapirai, have benefitted from ReDes. "The businesses that received support via ReDes showed great improvement in their production management, which generates access to new markets and an increase in income generation," Paula Ebeling, consultant at the Instituto Votorantim, points out.

Main actions taken together with APIVALE and ARCPHPN

- Establishing, monitoring and implementing action plans;
- APIVALE's refurbishment of the Casa do Mel headquarters;
- Start of collective roadside sales with ARCPHPN;
- Group structuring for new investments;
- Start of institutional strengthening.

Development



Our aim in implementing these programs is to promote environmental conservation and to create shared value.

Simone Conte, Social Responsibility Consultant, Legado das Águas

VALUING OF CULTURE AND INCLUSIVE EDUCATION

One of the most touching moments of 2017 for Legado das Águas was the launch of the book *Ribeirão da Anta – Resgate histórico de uma comunidade tradicional cabocla de Tapiraí - SP (Ribeirão da Anta – the Historical Rescue of a Traditional Cabocla Community in Tapiraí – SP)*. This happened during a session at the Tapiraí City Council, held in the presence of several community inhabitants and some descendants of the pioneers who lived in the region in the 1930s.

The book, which brings together dozens of reports, interviews and numerous photos by Maurilo Casemiro from the Resolve consulting firm, recounts, in rich detail, the saga of four families who left their original cities and journeyed deep into the forest for days on end until they established the area known today as Ribeirão da Anta, starting a true *Cabocla* community in the interior of the State of São Paulo.

PUBLISHING A BOOK RESPONSIBLE FOR REVIVING THE STORY OF THE RIBEIRÃO DA ANTA COMMUNITY AND THE ACTIVITIES SHARED IN PARTNERSHIP WITH THE INSTITUTO VOTORANTIM ALSO MARKED THE YEAR OF 2017

"For us it was really important to understand how the current community representatives in Ribeirão da Anta were portrayed in the book. Many of them, until that moment, did not know their forefathers' past. Now, through the book, we were able to share with them the difficulties and challenges they underwent," explains Simone Conte, consultant for Social Responsibility at Legado das Águas. Through this important effort to give value to the history and culture of a traditional population, the Municipal Chambers of Tapiraí granted Legado das Águas the Recognition Award.



I was incredibly happy when the book was published as it is both preserving and publicizing our history. Even in Tapiraí, there are very few people who know Ribeirão da Anta's past.

Cilene Faria de Moraes, great granddaughter of Gumerindo and Marian, the first inhabitants of the community and president of the Associação Cabocla do Bairro Ribeirão da Anta (Cabocla Association of the Ribeirão da Anta)

Besides the launch of the book, here are further activities that took place in the Ribeirão da Anta community:

- Inauguration of Cozinha Cabocla e do Centro de Tradições Caboclas do Ribeirão da Anta (typical culinary and Ribeirão da Anta Center for *Cabocla* Traditions);
- Associação Cabocla do Bairro Ribeirão da Anta's cultural exhibition in Piedade;
- Institutional Strengthening Workshop – Mapping Work Fronts and Association Vocations;
- Workshops on Solid Waste and Snakes



Associação Cabocla do Bairro Ribeirão da Anta's cultural exhibition

PVE, PARCERIA VOTORANTIM PELA EDUCAÇÃO (VOTORANTIM PARTNERSHIP FOR EDUCATION)

The quality of public education in Brazil still presents an enormous challenge to overcome and is one of the main factors responsible for the low levels of development in the country. Some indicators point to the fact that poor management of public investment in the sector has meant that Brazil loses R\$ 56 billion each year. In an attempt to reverse this scenario, the PVE - Parceria Votorantim pela Educação was created in 2008 to contribute to improving public education in the 57 regions and 16 states where the company has activities by socially mobilizing local communities and promoting good management practices.

The program was developed by Legado das Águas in Vale do Ribeirão and adhered to Instituto Votorantim's guidelines, offering two models. The individual PVE provides specific services specific to the region with localized, focused activities and efforts. The PVE Hubs provide services geared towards two or three regions within the territory. In this case, some of the activities and efforts are individualized while others are collaborative. "In 2017, the town of Juquiá worked as a hub together with Miracatu and Juquitiba, allowing more significant interaction and an exchange of experiences between the Secretariats for Education," said Elaine Izabel de Moura, education analyst at Legado das Águas.

Throughout the year, a number of activities were held aimed at strengthening educational management and developing projects with students within these regions. All this was achieved through training and mobilization involving the school community. The activities included:

- Training with technical staff for the local Secretaries for Education in Juquiá, Miracatu and Juquiá;
- Training with public school principals and coordinators in Juquiá;
- Developing the Criativos da Escola (School Creatives) Workshop with students from the regional and state public school system in Juquiá aimed at encouraging creativity based on interaction, experimentation and collaboration among youths;
- Defining the project's theme: A escola é para todos! (School is for Everyone!) #PorUmaEducaçãoInclusiva;
- Participating in the II Conferência Escolar para o meio ambiente (School Conference for the environment) in Juquitiba;
- Workshop on the importance of biodiversity in the Atlantic Forest in the Vila São José school, in Miracatu;
- Planting seedlings with students from APAE and the regional public schools in Juquiá. ■

In 2017, the PVE was present in

53 Brazilian municipalities and 16 Brazilian states;

795 schools benefitted;

More than **700,000** students were impacted.

Memories

