

# HELPING DEVELOP AND STRENGTHEN communities

FOR SIX YEARS AND WITH THE SUPPORT OF THE VOTORANTIM INSTITUTE, LEGADO DAS ÁGUAS HAS ENDEAVORED TO CREATE AND ENCOURAGE SOCIAL AND ECONOMIC INITIATIVES THAT CONTRIBUTE TO IMPROVE THE LIVES OF RESIDENTS FROM THE MUNICIPALITIES NEAR THE RESERVE

**INTEGRATION**  
Legado das Águas and local and regional communities

**PROMOTION**  
of economic activities linked to social and environmental development

**STRENGTHENING**  
of infrastructure and public services

In accordance with the article written by B. Lorraine Smith, the main concepts of regenerative economy include value generation through the strengthening of local communities. This is exactly what Legado das Águas has done since it began its entrepreneurial journey in 2012, in Vale do Ribeira, an innovative business model aimed at environmental asset management.

Legado das Águas' strategy to promote social initiatives was designed in a harmonic endeavor, such as the effect of a pebble thrown in a lake. At the beginning – the first wave, initiatives were concentrated in the three cities where the Reserve is inserted: Juquiá, Miracatu and Tapiraí. More recently – the second wave, we launched other initiatives in neighboring municipalities, such as Piedade and São Lourenço da Serra. "In 2018, eleven projects were developed in these five cities, in addition to initiatives undertaken to integrate and create leaders in various sectors of operation of Legado das Águas to act in social efforts," explained Simone Conte, social responsibility consultant of Legado das Águas.

## RESPONSIBLE COMMUNITIES

These initiatives particularly focused on public management, education, tourism fostering, leadership training, and entrepreneurship and income generation encouraging also had the support of the Votorantim Institute and various technical and financial partners who contribute to the execution of Legado das Águas' social projects in Vale do Ribeira. "One of the goals of our work is to promote the development of these communities, helping them become self-sustainable and enabling them to transform the environment where they live," explained Michelle de Oliveira, senior sustainability analyst at the Votorantim Institute.

The following pages present the initiatives conducted in 2018.

## integration LEGADO DAS ÁGUAS AND LOCAL AND REGIONAL COMMUNITIES

### COMMUNITY ENGAGEMENT PROGRAM - JUQUIÁ, MIRACATU AND TAPIRAÍ

In 2018, the Community Engagement Project, held in partnership with the Votorantim Institute and executed by the Elos Institute, engaged five community groups from the cities of Juquiá, Miracatu and Tapiraí on developing six training modules through 16 workshops aimed at strengthening community leaderships. The highlights included the "Trilhando Sonhos" (Trailing Dreams) group, which revitalized the Beira Rio area in Juquiá; the "Líderes Miracatu" (Miracatu Leaders) group, which began structuring a School Nursery in the Mono neighborhood and implemented a vegetable garden at the elderly home Lar do Idoso, in the central area of Miracatu; and the "Sonhalizadores" group, which held an ornamental planting initiative at the Tapiraí portal.



### FIRST ENVIRONMENT SYMPOSIUM OF TAPIRAÍ

The First Environment Symposium of Tapiraí was aimed at encouraging the integration between the city and Legado das Águas through the dissemination of good conservation practices to protect the Atlantic Forest, implemented at the Reserve. The event coordinated by the environmental education department engaged 2,000 students and nine schools, involving technical presentations and visits to Exposição Floresta Viva (Living Forest Exhibition), by photographer Luciano Candisani. The initiative was the result of a partnership between Legado das Águas, the Tapiraí Municipal Department of Education, Ribeirão da Anta Neighborhood Caboclo Association, Tapiraí's Municipal Tourism Council (COMTUR), Manacá Institute, Butantan Institute and Companhia Brasileira de Alumínio (CBA).



### LEGADO DAS ÁGUAS BIOCONSTRUCTION WORKSHOP

Workshop to promote the construction and use of dry toilets in the facilities installed and operating at Legado das Águas. The activity, organized by the Reserve's Works and Maintenance team, was attended by 12 people, including entrepreneurs, public authorities and local leaders from the cities of Juquiá, Miracatu, Piedade and Tapiraí, as well as representatives of other Legado das Águas' areas of operation.



### DIALOGUE WITH PUBLIC AUTHORITIES

Event organized by Legado das Águas, in partnership with Votorantim S.A., the Votorantim Institute and Sebrae, to present some of the initiatives developed by the Reserve at Vale do Ribeira. During the event, we strengthened the ties with representatives of the cities of Juquiá, Miracatu, Piedade, Registro and Tapiraí.

# Promotion of Social and Environmental Development Economic Activities

total investment in social projects

**R\$ 1.5 million**

THE MAIN GOAL OF LEGADO DAS ÁGUAS' SOCIAL INITIATIVES IS TO PROMOTE THE ENGAGEMENT OF INTERNAL, LOCAL AND REGIONAL STAKEHOLDERS WITH SOCIAL PROJECTS INSPIRED BY THE STANDING FOREST. AND, THEREFORE, CREATE A POSITIVE INTERACTION BETWEEN SOCIETY, THE ENVIRONMENT AND BUSINESSES TO CONSERVE THE ATLANTIC FOREST AS AN OPPORTUNITY FOR SUSTAINABLE DEVELOPMENT AND SHARED VALUE GENERATION

## ReDes PROGRAM - JUQUIÁ AND TAPIRAÍ

In order to promote economic activities focused on social and environmental development, Legado das Águas supported for the third consecutive year the Casa do Mel (Honey Home) project, promoted by the Regional Beekeepers' Association (APIVALE), from Juquiá; and the Family Farming project, promoted by the Rural Family Producers Association (ARCPHPN), from Tapiraí, in the scope of the ReDes Program, a partnership between Legado das Águas, the Votorantim Institute, the Brazilian Development Bank (BNDES) and the Multilateral Investment Fund of the Inter-American Development Bank (IDB – Fumin), implemented by Instituto Meio. The initiative aims to foster sustainable development by providing technical and financial support to strengthen inclusive production chains capable of generating income.



### ReDes PROGRAM IN JUQUIÁ - CASA DO MEL PROJECT (APIVALE)

APIVALE held several activities through the ReDes Program, highlighting the remodeling of Casa do Mel's physical infrastructure, the delivery of honey boxes with commitment terms and rules of use, and the partnership with the Juquiá City Government to issue the Municipal Inspection Service (SIM) seal, which will allow the association to regulate beekeepers' formal sale. The project generated revenue of R\$187,025.00 and income of R\$105,922.00, directly impacting 30 beneficiaries in 2018.



### ReDes PROGRAM IN TAPIRAÍ - FAMILY FARMING PROJECT (ARCPHPN)

ARCPHPN made important progress to promote its development and autonomy through the Family Farming project: the association used the project's direct financing line to hire an internal manager and an agricultural engineer to provide technical assistance to its farmers; implemented administrative and financial management processes; entered into a commercial proposal with the Sorocaba CEAGESP to sell its members' products; and acquired crates to transport their production. The project generated revenue of R\$215,680.80 and income of R\$83,052.52, directly impacting 15 beneficiaries in 2018.



### VOLUNTEER CHALLENGE: MIRACATU

In 2018, we held another edition of the Volunteer Challenge, an initiative promoted by Votorantim to encourage volunteer work among investee companies' employees. Legado das Águas chose Escola Alvorada, a school in Miracatu (São Paulo). The initiative to renovate the school included painting the sports court, electrical repairs, installing swings, volleyball and soccer nets, painting library lockers, cleaning gutters at the sports court and installing wooden partitions at the library. The initiative engaged 35 people, including representatives of the community, the city hall (including the mayor) and Legado das Águas.

### FIRST SEEDLING AND SEED TRADING FAIR: TAPIRAÍ

Legado das Águas participated as guest speaker at the First Seedling and Seed Trading Fair of Tapiraí. The initiative engaged the Reserve's environmental education and nursery areas, which spoke about the production of Atlantic Forest plants. The event was one of the highlights of Feira de Profissões (Careers Fair), promoted by Escola Cel. João Rosa, with the support of Tapiraí City Government and participation of Ribeirão da Anta Neighborhood Caboclo Association, among other organizations and local leaders.



# strengthening THE OFFER OF INFRASTRUCTURE AND PUBLIC SERVICES

## PUBLIC MANAGEMENT SUPPORT (AGP) PROGRAM - DEVELOPING THE TOURISM PLAN IN JUQUIÁ, MIRACATU AND TAPIRAÍ

Moving ahead with the activities to promote sustainable tourism in Vale do Ribeira, Legado das Águas held Plano de Turismo Ano II (Year II Tourism Plan), under the AGP Program, a partnership between the Reserve, the Votorantim Institute and the Brazilian Development Bank (BNDES), implemented by Consultoria Turismo 360°, in partnership with Miracatu and Juquiá city governments, and COMTUR of Tapiraí.

The projects' goal was to implement the initiatives defined in a joint effort with the players involved in drawing up the Regional Integrated Tourism Plan, conducted with industry entrepreneurs and public authorities in 2017.

We executed technical assistance activities to register enterprises in Cadastur, a system for the record of individuals and corporations who work in the tourism sector; as well as activities related to the engagement and strengthening of Municipal Tourism Councils (COMTURS); training workshops on topics such as legislation, safety standards, indicators, development and financing in tourism projects and the diagnosis by the Tapiraí Municipal Tourism Council to subsidize initiatives to empower its members.

The project's highlights also included an exchange between the Tapiraí City Council and the Socorro COMTUR – a reference in the state of São Paulo for its performance, development and results – and the Familiarization Famtour – an interaction and learning experience between tourism operators and the tourist trade of Juquiá, Miracatu and Tapiraí.

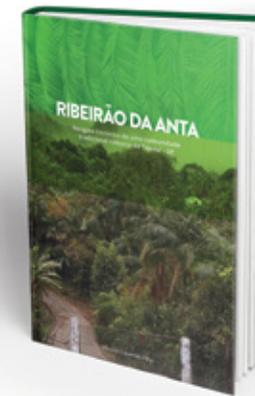


## PUBLIC MANAGEMENT SUPPORT (AGP) PROGRAM - MIRACATU MASTER PLAN

In order to strengthen the provision of infrastructure and public services through its social efforts, in 2018, Legado das Águas implemented another project under the umbrella of the Public Management Support (AGP) Program in partnership with the Votorantim Institute and Miracatu City Government, establishing the city's Master Plan with the participation of the players involved. The Miracatu Master Plan, which will be implemented by Risco Consultoria, was presented in a public hearing and filed for approval by the City Council. The Plan, which addresses an old structural need of the municipality, counted with the important engagement of the population and public authorities to hold 11 local workshops in rural and urban strategic areas. The workshops were attended by 220 representatives of the civil society, with an average of 20 people per workshop.

## REVITALIZING URBAN PUBLIC AREAS IN TAPIRAÍ

Following one of Legado das Águas' operational goals, i.e., restore the Atlantic Forest in urban centers, the Reserve revitalized a square in Tapiraí (São Paulo). Thanks to this project, the city gained several native plants from this biome! The initiative engaged 30 people, including representatives from Legado das Águas, the city's Environment Secretariat, the City Council and Vale Vivo.



## VOTORANTIM PARTNERSHIP FOR EDUCATION\* (PVE): JUQUIÁ, SÃO LOURENÇO DA SERRA AND TAPIRAÍ

In the wake of the initiatives in celebration of the 100 years of Votorantim, which chose education as symbol to celebrate this milestone and expanded social investments in the area to one hundred Brazilian cities, in 2018, Legado das Águas increased its reach through the Votorantim Partnership for Education Program from one to four municipalities: Juquiá, São Lourenço da Serra, Tapiraí and Piedade (which remained until the completion of Cycle 1). The Votorantim Partnership for Education Program (PVE) contributes to improve public education by developing four annual on-site cycles and distance-learning inter cycle activities. These efforts focus not only on training school managers (principals and pedagogical coordinators) and technical managers from the Departments of Education, but also on engaging civil society members and several local players with educational activities.

Most notably, the theater group of the Tapiraí Social Assistance Reference Center (CRAS) developed the project "Você é mais que uma estatística" (you are more than statistics), which promotes leadership initiatives focused on local children and adolescents. The project was among Brazil's top 11 finalists in PVE's national ranking, and one of the 40 finalists in Prêmio Criativos da Escola (Creative People in School Award), an initiative between the Alana and Votorantim institutes.



\*as of January 2019, the program was renamed to *Parceria pela Valorização da Educação (Partnership for the Appreciation of Education)*

## RIBEIRÃO DA ANTA CABOCLO COMMUNITY

Consolidating the relationship built since 2014 between Legado das Águas and the Ribeirão da Anta Caboclo Community, one of the 2018 highlights was the publication 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 Caboclo Community in Tapiraí - SP)* held at Legado das Águas to give greater visibility to the community. They signed a partnership and services agreement that enabled the acquisition of baskets; visits by environmental education and ecotourism groups at Legado das Águas, promoting integration with the community; and the installation of an acclimatization yard for Atlantic Forest plants that are supplied to the Association in pots for consignment sale.

It is also worth mentioning the participation of a representative of the Association as guest speaker in two events, the First Environment Symposium of Tapiraí and the Legado das Águas' Technical Meeting. The latter is held annually to offer the Reserve's research and operation areas an opportunity to share experiences.

## OUTDOOR ENVIRONMENTAL EDUCATION WORKSHOPS

In partnership with the Municipal Departments of Education of Juquiá, Miracatu and Tapiraí, and the Butantan Institute, Legado das Águas' environmental education department held 16 outdoor workshops on topics such as Water, Biodiversity and Atlantic Forest, Energy and Solid Waste, which were attended by 630 basic education students from Tapiraí, Escola Alvorada, in Miracatu, and Escola da Serraria, in Juquiá. ✿

