

Integrate to develop

Over the past eight years, Legado das Águas' main goal in the municipalities where it operates – Juquiá, Miracatu and Tapiraí – was to get closer to the community and invest in actions to strengthen municipal bodies. "Since the creation of Legado das Águas, we communicated our intent to become an integrated part of the territory, striving to act in a sustainable manner, while making social investments and respecting the local reality," said Daniela Gerdenits, Social Responsibility consultant at Reservas Votorantim. This goal translated into the promotion of programs and projects aimed at creating a positive social impact, integrating and engaging various social players such as public agencies, associations, communities, NGOs and companies.

Legado das Águas supports municipal leaders and the civil society to foster territory development

The Legado das Águas Social Initiatives program has five major investment goals, the first tree, with the support of the Votorantim Institute:

- Promotion of economic activities through the ReDes program;
- Institutional strengthening with programs supporting public management (Public Management Support Program - AGP);
- Program for the Appreciation of Education (PVE);
- Engagement of local and regional people and institutions;
- Integration and engagement with Legado das Águas' internal community and employees.

In addition to the projects already in progress, a work plan was implemented in 2019 to support the municipalities, involving the departments of education, the environment, tourism and culture, as well as the children and adolescents municipal councils. According to Daniela Gerdenits, in the coming years we will also continue to focus on strengthening entrepreneurship in the region, "seeking partnerships to help empower local players, thus contributing to local social and economic development without losing sight of the goal to preserve the Atlantic Forest."



Photos: Eliza Carneiro/Turismo 360

THE PARTNERSHIP FOR THE APPRECIATION OF EDUCATION WAS A HIGHLIGHT IN JUQUIÁ

Improving education in public schools is the goal of the Partnership for the Appreciation of Education (PVE) Program. The program operates in several Brazilian municipalities to provide training to managers of education departments, directors and pedagogical coordinators of schools as well as mobilize the civil society. PVE has been implemented in Juquiá for the past four years as an initiative of Legado das Águas in partnership with the Votorantim Institute and the City's Department of Education. The program directly benefited 2,121 municipal school students.

"We consider PVE a great ally in the search for quality education for all people," declared José Mendes Cruz Junior, Secretary of Education for Juquiá. "The considerations and studies launched during the educational process were essential to better care for the network's students and monitor learning." For Frineia Rezende, executive manager at Reservas Votorantim, the continuity of the PVE is essential to help educators and the community realize the importance of the ongoing effort to improve public education. "Improved management benefits everyone and the impact goes beyond classrooms, bringing more quality of life and development to the municipality," commented her.

PUBLIC MANAGEMENT SUPPORT PROGRAM (AGP)

In 2019, the highlights of the partnership celebrated between Legado das Águas, the Votorantim Institute and the Brazilian Development Bank (BNDES), that is, the Public Management Support Program (GPA), included the implementation of initiatives in Juquiá and Miracatu, such as specific training and the production of publicity materials, arising from the Integrated Regional Tourism Plan (PTIR), and the preparation of the first Participatory Master Plan in Juquiá.

Visible results

Legado das Águas' social performance helped improve the management of municipalities and the quality of life of their inhabitants. Here are some of the examples:

- Help municipalities develop municipal plans. The plans were necessary not only for the development of the municipalities, but also to help them comply with legislation. A concrete result of this support, based on initiatives started in 2016, was the obtaining of the certification of **Municipality of Tourist Interest (MIT)** by the three municipalities where Legado das Águas is located. By becoming an MIT, the municipality receives funds from the State Government to develop tourism, investing in sectors such as infrastructure and environmental conservation;
- Help develop and manage pedagogical planning in partnership with the education department of Juquiá through the Partnership for the Appreciation of Education (PVE) program, investing in team building and impacting their practices inside and outside the classroom;
- More than R\$200,000 in income generated by small producers (honey and family farming) thanks to ReDes projects;
- Local traders' testimonials on increased profit after the implementation of actions learned in the training sessions and assistance offered by the Public Management Support Program focused on tourism;
- Technical assistance and establishment of partnerships with the municipalities to support and enable initiatives that foster their development.



INTEGRATED REGIONAL TOURISM PLAN (PTIR)

Created in 2017 as one of the concrete results of the Public Management Support Program (AGP), the Integrated Regional Tourism Plan is a guiding instrument for Municipal Tourism Councils (COMTURS) and entrepreneurs linked to the tourism chain regarding planning, qualification, management and project implementation initiatives. We present below the most relevant initiatives carried out by the Integrated Regional Tourism Plan (PTIR) in 2018 and 2019:

- 10 certification programs with the participation of more than 250 people.
- 46 entrepreneurs assisted.
- 28 Municipal Tourism Council (COMTUR) meetings.
- 1.100 professional photos produced for image banks to be used in promotional materials.
- 13 presentation or promotional materials produced for businessmen and local entrepreneurs.
- tourist destination trademarks developed for Juquiá and Miracatu.

Adopting the slogan *Encontre suas raízes (Find Your Roots)*, the Miracatu population chose the trademark out of three proposals prepared by



photos: Eliza Carneiro/Turismo 360

consulting firm Turismo 360 Consultoria. The idea was inspired by ecotourism activities – which allow a connection with the wild, such as trails and waterfalls – as well as by the culture and the way of life in Vale do Ribeira. An example of this cultural rescue is Banarte, an association with 40 members that maintains the local crafts tradition using banana tree fibers, with a monthly production of approximately 2,000 pieces.

In 2019, the consulting firm's support helped leverage the Association, an initiative that was crucial to its survival, as the Association had almost closed in the previous year. By adopting credit card sales, disclosing their work on social media and promoting guided tours, Banarte saw its revenues triple, according to its president, Leila Alves.

The support to the Integrated Tourism Plan changed the scenario. We noticed that everyone in the city is valuing regional traditions; they are excited about the growth possibilities.

Leila Alves, president of Banarte, a traditional craft association

Another relevant project in 2019 was Legado das Águas' support drafting the first **Participatory Master Plan of Juquiá**, an instrument that will establish the guidelines for the 2020-2030 municipal plan. A detailed diagnosis was devised based on the participation of the population in ten workshops with 267 representatives of the urban and rural communities, as well as meetings and hearings. On December 16, the Plan was unanimously approved by the City Council.

ReDes FOR LOCAL DEVELOPMENT

The ReDes (Networks for Sustainable Development) program in Vale do Ribeira is a partnership celebrated between Legado das Águas, the Votorantim Institute and Brazilian Development Bank (BNDES).

In order to generate income for local entrepreneurs, Legado das Águas has been contributing resources to the Program since 2016, thus encouraging the development of two entities.

One of the projects supported is *Mel do Vale*, an initiative of the Regional Association of Beekeepers (APIVALE) of Juquiá. Bringing together 45 producers from 14 municipalities, APIVALE began to implement the initiatives proposed in the 2018 project after an incubation period. In 2019, production increased by 25% and two collective sales were made. "Our production has grown substantially and we expect it to grow even more. A fact that will add value to our product," celebrates Joaquim Coelho Filho, president of APIVALE. We expect honey production to reach 10 tons in the upcoming harvest, he said.

Another major project is the one carried out by *Associação Rural Comunitária de Promoção Humana e Proteção à Natureza de Tapiraí (Tapiraí Rural Community Human Promotion and Nature Protection Association)*, with 15 members growing various products, such as lettuce, cabbage, *mandioquinha (Arracacia xanthorrhiza)* and ginger. In 2019, four planting efforts and four qualification courses were carried out for the members. The products they cultivated began to be sold to Legado das Águas and Sorocaba's CEAGESP. Thanks to that initiative, there was a 70% increase in the Association's revenue and a 31% increase in members' income. "The annual production of ginger, our strongest product, has virtually doubled, from 15 to 30 tons," explained André França de Sá, president of the Association. "A lot has improved in comparison to last year, as our production has grown and sales to CEAGESP have increased our income."



PROMOTION OF EVENTS

Diálogos 2019 (Dialogues) – held by Legado das Águas, the event has the goal of bringing together representatives of governments and the civil society to disseminate the results of social initiatives, in addition to sharing experiences and strengthening engagement and partnerships. The second edition of the event included 22 participants from six municipalities of the Vale do Ribeira region. This meeting strengthened relationships and promoted synergistic initiatives of interest to all, mainly on the areas of tourism and entrepreneurship.

Desafio voluntário (Volunteer challenge) – 23 employees of Reservas Votorantim and guests carried out a volunteer initiative at *Lar de Idosos de Miracatu (Miracatu Elderly Home)*, which is the home to 22 senior citizens. In addition to enjoying recreational activities with the employees, such as board games and storytelling, the elderly visited the headquarters and nursery of Legado das Águas. The initiative had the purpose of offering activities to integrate all the participants and promote experiences that could add value to everyone's life. ■



Education for the *future*

Legado das Águas believes that only through engagement efforts can we succeed in long-term conservation. In support of this strategy, the Environmental Education program promoted several initiatives in the municipalities of Vale do Ribeira throughout 2019 to show the value of the Atlantic Forest and emphasize the role of all parties in the protection of this endangered biome. Acting on behalf of conservation is even more important for young people, because the standing forest encourages sustainable development in the region, thus creating more jobs in areas such as ecotourism. We present below the main environmental education activities developed in 2019.

Environmental Education in 2019:

- 11 topics addressed
- 37 events carried out
- Approximately 4,900 people affected
- 6 municipalities involved

Public assisted: Votorantim employees (Votorantim Energia, CBA and Legado das Águas), public agencies, students and the community in general

PARTNERSHIP WITH THE MIRACATU HEALTH SURVEILLANCE PROGRAM

In partnership with researcher Giuseppe Puerto of the Butantan Institute, Legado das Águas held in Miracatu a training program on venomous animals for the city's primary healthcare workers: nurses, nursing technicians and community health agents.

1st ENVIRONMENT SYMPOSIUM OF MIRACATU

In June, around 3,000 students participated in a three-day event of lectures and exhibitions at the 1st Environment Symposium of Miracatu, held by Legado das Águas in partnership with the Municipal Department of Education and the Mobilization Group of the Partnership for the Appreciation of Education (PVE). A few of Legado das Águas' partners, such as the Manacá Institute and the Butantan Institute gave lectures at the event. The Symposium also featured the *Floresta Viva* (Living Forest) exhibition by photographer Luciano Candisani. "The *Floresta Viva* project has the mission of producing photographic images capable of connecting people to the great biodiversity still present in large Atlantic Forest remnants, such as Legado das Águas and the other reserves in Vale do Ribeira. For me, it is a joy to see these images fulfilling their role of informing, educating and inspiring people to care for the forest," said Candisani. The symposium allowed students and the Miracatu community to broaden their knowledge on Atlantic Forest fauna, flora and biodiversity.



ECOTOURISM AT SENAC IN THE MUNICIPALITY OF REGISTRO

During the Tourism and Hospitality week, promoted by the National Service for Commercial Education (Senac) of the municipality of Registro, the lecture "Ecotourism in the Atlantic Forest focused on Legado das Águas" was given by William Mendes, manager of Public Use, Ecotourism and Sports of Legado das Águas. The *Floresta Viva* exhibition was held on September 16 and 20 at the event, receiving students and community members.



SOCIAL AND ENVIRONMENTAL INITIATIVES IN ALUMINIO

As part of the environmental calendar several activities were carried out across the year in partnership with Companhia Brasileira de Alumínio (CBA) on the following topics: Atlantic Forest and Biodiversity Day (May), Environment Day (June), and the Tree Week (September). Giuseppe Puerto, of the Butantan Institute, also presented a training program on venomous animals for company employees.



TAPIRS AND THE FOREST

On the International Tapir Day (April 27), a lecture on Brazil's largest herbivore was held in Tapirai for students of the Turvo neighborhood. The municipality has a highly preserved Atlantic Forest stretch, which makes it crucial to raise awareness among young people on the importance of the forest and biodiversity.

The lecture was given by Mariana Landis, of the Manacá Institute, a partner of Legado das Águas in the project for tapir monitoring and conservation in the Reserve.

TREE MONTH IN TAPIRAÍ

In September, we promoted an initiative for the planting of trees in partnership with the Municipality of Tapirai. Children from the municipal school system participated in workshops to create signs with messages of care for the environment that, later on, were installed at the entrances to the city, in addition to the planting of Atlantic Forest native species in those locations. The group *Centro de Convivência dos Idosos* (Center for the Interaction with the Elderly) also participated in the initiative.



DONATION OF SEEDLINGS

During the year, we maintained a partnership with the Olinto Marques de Paulo (OMP) Institute to carry out the *Árvore Generosa* (Generous Tree) program with the goal of raising awareness in people, especially children, through the donation of seedlings of Atlantic Forest species. Legado das Águas participated as a partner in environmental education activities held in several municipalities, such as the planting of seedlings in the Tree Month in Tapirai and the Tree Week in Aluminio.

THE HISTORY OF BUTTERFLIES

In celebration of the World Water Day in March, biologist Laura Braga held an art workshop and a lecture on the natural history of butterflies and their ecological importance at Escola Serraria. She also explained how research on the species is conducted. ■