

# **RIO+20 REPORT THE BRAZILIAN MODEL**

SUSTAINABILITY REPORT  
OF THE ORGANIZATION OF THE  
UNITED NATIONS CONFERENCE  
ON SUSTAINABLE DEVELOPMENT



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RIO+20 REPORT THE BRAZILIAN MODEL



*"Brazil is very proud to receive Rio+20, to have managed to hold this Conference in an organized manner and ensured the broadest possible participation in all the conferences that have taken place, both in terms of the different countries involved and in that which concerns all the debates in which people desired to participate."*

*"We have demonstrated that an emerging nation is capable of holding a meeting with world-class standards and that this country has the political responsibility of constructing a document together with the most diverse nations of this planet."*

**Dilma Rousseff**  
President of the Republic of Brazil

**RIO+20**  
**REPORT**  
**THE BRAZILIAN**  
**MODEL**

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OF THE ORGANIZATION OF THE  
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ON SUSTAINABLE DEVELOPMENT

**DILMA ROUSSEFF**

President of Brazil

**Antonio de Aguiar Patriota**

Minister of External Relations

**Izabella Teixeira**

Minister of the Environment

**ALEXANDRE GUSMÃO  
FOUNDATION**

**Ambassador José Vicente  
de Sá Pimentel**

President

**RIO+20 NATIONAL  
ORGANIZING COMMITTEE**

**Laudemar Aguiar**

National Secretary

**José Solla**

Deputy National Secretary

# **RIO+20 REPORT THE BRAZILIAN MODEL**

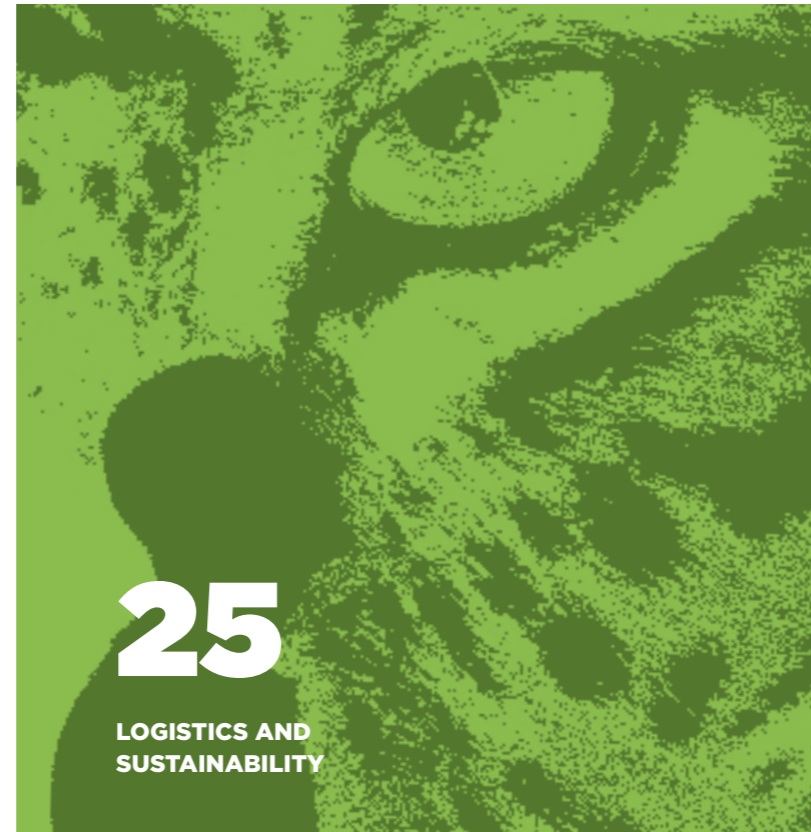
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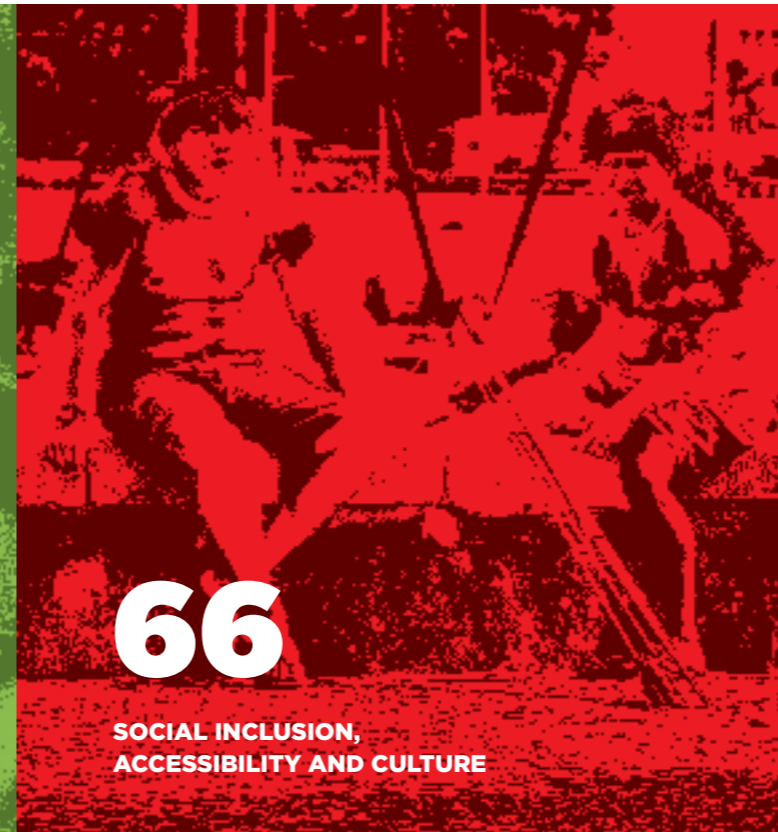
BRASÍLIA, 2012

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# EXECUTIVE SUMMARY

This report shows the major challenges faced in ensuring the sustainability of the Rio+20 organization in the environmental, social and economic frameworks, together with the outcomes of the initiatives taken to overcome those challenges

The *Rio+20 Report, the Brazilian Model* deals with the strategies and actions adopted by the National Organizing Committee of the United Nations Conference on Sustainable Development - NOC Rio+20. Coordination of the participation of various Brazilian entities by the Office of the Chief of Staff of the Presidency of the Republic, the ever present support of the government of Rio de Janeiro and the readiness of the government of the State of Rio to unite its efforts with those of the federal government, were elements of essential importance to incorporating the best sustainability practices into the logistical organization of the Conference. Equally important to the success of the event was the invaluable partnership formed with the United Nations Development Program - UNDP Brazil.

The chapter on the environmental pillar describes the NOC Rio+20's nine-dimensional, transversal, multidisciplinary trajectory. Particularly noteworthy are the steps taken to measure, mitigate and offset greenhouse gas emissions, coupled with the unprecedented initiative of providing delegates with a digital tool designed to voluntarily measure and compensate for the emissions generated by individual air travel to the Conference. The first chapter of the report is completed by a description of how solid waste, water resources, energy, sustainable public sector procurements, sustainable construction, sustainable food, sustainable tourism and transportation were managed. Communication

for sustainability was the integrating factor in this nine-dimensional logistical organization effort, targeted at orienting participants and enhancing their awareness of the measures taken by the organization and their meaning to society.

Chapter two deals with the social pillar, discussing the positive legacy left by the Rio+20 organization in its efforts to bring the mega-event closer to the local population, involving youth from the recently pacified communities of Rio de Janeiro and transforming the Conference into a landmark in terms of the furthering of accessibility. In this framework, the NOC Rio+20 profited by the experience of recyclable waste pickers as environmental educators at the Conference and took full advantage of the potential of culture in strengthening and disseminating the best sustainable development practices. Equal emphasis should be given to two high impact

initiatives in terms of the participation of civil society in Rio+20: the Dialogues for Sustainable Development and the activities of the Socio-environmental Arena.

In its turn, the final chapter focuses on the economic dimension and presents the partnerships established by the Rio+20 organization with public and private entities, all of which reaffirmed their commitments to the principles and objectives of sustainable development through active involvement in the Conference. The task of initiating and developing partnerships generated the means required to construct a more ambitious and feasible vision of logistical organization.



Official photograph of the Rio+20 Conference, with heads of state and government received by President Dilma Rousseff.

# AGENDA FOR THE FUTURE

By pursuing consensus, the Rio+20 Conference created a new sustainable development agenda, defining an important point of departure for construction of the future we want

The United Nations Conference on Sustainable Development – Rio+20, held in the city of Rio de Janeiro from June 13 to 22 marked the 20<sup>th</sup> anniversary of another historic encounter: the United Nations Conference on Environment and Development – Rio 92. In 2012, debates were centered on two main themes: a green economy in the context of sustainable development and poverty eradication, and the institutional framework for sustainable development.

Fourth in a series of major United Nations conferences since 1972, Rio+20 renewed the political commitment to sustainable development founded upon an evaluation of the progress already achieved, still existent gaps and the treatment given to new and emerging themes. The moment could not have been more opportune: in these early years of the century, the world has been immersed in multiple crises in the context of the three pillars of sustainable development. In environmental terms, climatic phenomena are intensifying, aggravated by the loss of biodiversity and widening desertification; in the social context, unemployment and social inequalities are ballooning; and in the economic sphere, the economic-financial crisis has raised serious doubts regarding the current production model, intensive in its use of natural resources but seemingly incapable of eliminating poverty.

Since Rio 92, debates on sustainable development have underscored Brazilian foreign policy. Approved at the 64<sup>th</sup> session of the United Nations General Assembly in 2009, Brazil's proposal to host Rio+20 was a natural consequence of this priority, creating an opportunity for the world to meet once again in Rio de Janeiro to discuss the course of sustainable development over the next 20 years.



Minister Izabella Teixeira and Minister Antonio de Aguiar Patriota: just as occurred in 1992, the logistical organization of Rio+20 overcame the challenges of preparing the largest conference in United Nations history.

As President of the Conference, Brazil coordinated discussions, making it possible to build a consensus and adopt concrete decisions on the objectives of sustainable development. One of the major legacies of the Rio Conference, the final document entitled *The Future We Want* names the battle against poverty as the major current challenge and stresses that its eradication is an essential priority of development. The text also stresses the need for strengthening the United Nations Program for the Environment and creating a political entity to support and coordinate international actions aimed at achieving sustainable development.

In this context, the United Nations Member States committed themselves to investing in projects, partnerships, programs and actions over the next 10 years in the areas of transportation, energy, green economy, disaster reduction and environmental protection, desertification, climate change and other sustainability-related questions.

Rio+20 was fundamentally different from Rio 92, representing the conclusion of a long process of negotiation and signing of basic documents and conventions 20 years ago. With its eyes turned to the future, Rio+20 was a point of departure in the sense that it built a new sustainable development agenda. However, one must stress that logistical organization in both the 1992 and the 2012 Conferences more than coped with the enormous challenges faced during preparation of what was to be – each in its own time – the largest conference ever held in the history of the United Nations. Both events made enormous contributions to the strengthening of multilateralism by ensuring the tranquility required for member states, negotiators and participants to deliberate on the future we want.

**Antonio de Aguiar Patriota**  
Minister of External Relations

**Izabella Teixeira**  
Minister of the Environment

# INNOVATION, CREATIVITY AND INCLUSION: SYNONYMS FOR SUSTAINABILITY



The United Nations Conference on Sustainable Development – Rio+20 will go down in the history of UN conferences as a benchmark of operational sustainability. There is no doubt whatsoever that the results achieved by the organizers of the encounter will serve as a model for future conferences and major events throughout the world. As a partner of the Rio+20 National Organizing Committee – NOC Rio+20, the United Nations Development Program – UNDP is proud to have contributed to transforming these ideas and initiatives into reality.

Adoption of greenhouse gas emission compensation mechanisms was shown to be highly innovative and opportune. Based on an emissions inventory, mitigation measures were adopted, including use of biodiesel in generators, ethanol for public transportation and other alternative forms of energy and renewable materials. In the case of emissions that could not be reduced, the NOC Rio+20 used

innovative compensation instruments based on voluntary cancellation of Certified Emission Reductions (CERs) of the Clean Development Mechanism drawn from the Kyoto Protocol and targeted to projects carried out in Brazil. As a result, the emissions generated by organization of the event were fully offset.

In partnership with UNDP Brazil and the *Caixa Econômica Federal* (Federal Savings Bank), Conference organizers offered participants arriving in Rio de Janeiro by plane a voluntary compensation mechanism based on individual donations and cancellation of CERs, with the aim of enhancing their awareness of individually generated impacts. This was accompanied by an efficient solid waste management strategy designed to minimize the environmental and social impacts caused by generation, transportation and final disposal of solid waste produced during the Conference.

In addition to the savings generated by the procurement processes adopted in partnership with UNDP Brazil, introduction of green procurement criteria for Rio+20 related goods and services became a reference for our own procurement contracts based on competitive bidding procedures, constituting

an additional instrument for adding value to sustainability measures adopted for large events.

Finally, we are aware that sustainability also means inclusion and broad public participation. Viewed in this light, it is important to emphasize the relevance and significance attributed to the question of accessibility by the NOC Rio+20. As the most accessible conference ever held by the UN, Rio+20 stands as a benchmark for the future.

With this, it is our hope that the fruits of what we can term the “Brazilian model” will be reaped and replicated in our future conferences and other large-scale events throughout the world.

**Jorge Chediek**  
UNDP Resident Representative in Brazil  
UN Resident Coordinator in Brazil



*Empowered lives.  
Resilient nations.*

# MEMORY AND LEGACY OF THE RIO+20 ORGANIZATION



The Conference directly mobilized 5,000 persons, including Itamaraty employees, consultants and collaborators, aside from 1,600 contracted personnel, almost 25,000 civilian and military security agents and wide-ranging participation of civil society

In June 2012, Rio de Janeiro was the stage for the largest conference in the history of the United Nations, as indeed it had been in 1992, the occasion of the United Nations Conference on Environment and Development, Rio 92. Aware of the challenges involved in an event of such magnitude, the Brazilian government issued Decree no. 7,495, dated June 7, 2011, instituting the National Organizing Committee of the United Nations Conference on Sustainable Development – NOC Rio+20, an executive body linked to the Ministry of External Relations, over which I had the honor of presiding.

The event was attended by 191 delegations from United Nations Member States, two observer countries and eighty-five international organizations and specialized UN agencies. The participants included 80 heads of state or government, 7 vice presidents, 9 deputy prime ministers, 4 members of royal families, in addition to 487 government ministers. In national terms, Rio+20 received hundreds of authorities from the executive, legislative and judicial branches from the federal, state and municipal levels of government. Overall, the UN provided credentials to 45,763 participants at Riocentro. A more detailed breakdown shows 171,000

accesses to the Athletes’ Park, 135,000 to the Mauá Pier, 18,000 to the “Barra” Arena, 20,000 to the Citizenship Hall, 40,000 to the Museum of Modern Art – MAM, and 300,000 to the Socio-Environmental Arena and the Peoples’ Summit in Flamengo Park.

The NOC Rio+20 teams involving more than 500 professionals and reception volunteers were created in order to welcome authorities, delegations and Brazilian and foreign participants at the Conference hotels and Galeão, Santos-Dumont and Guarulhos airports, as well as the Galeão and Santa Cruz air bases. More than 3,000 landings and take-offs were registered between June 18 and 24. This reception service was extended to foreign journalists, with the aim of providing assistance upon entry into the country.

An official transportation system was set up to ensure trouble-free movement for delegations and accredited participants during the event, involving a total of 665 executive vehicles, including 89 armored cars, plus 213 security vehicles for official convoys. In addition to vans for persons with special needs, 359 buses were placed at the disposal of delegates, press representatives and other accredited participants.





The coordination of the Office of the Chief of Staff of the Presidency of the Republic, under the responsibility of Minister Gleisi Hoffmann, was fundamental to the task of logistical organization of the Rio+20 Conference.

Approximately 5,000 people, including diplomats and other Itamaraty employees, consultants, suppliers, drivers, interpreters and other contracted parties were involved on a daily basis in the various activities coordinated by the NOC Rio+20. An additional 1,600 persons were hired to provide the different services required by the Host Country Agreement formalized between the Brazilian government and the United Nations Organization. Almost 25,000 military and civilian security personnel were deployed to ensure the safety and tranquility of the participants. Particular mention should be made of the performance of the 718 professionals from the NOC Rio+20 itself.

This magnificent and highly successful joint effort would never have been possible without the coordination of the Office of the Chief of Staff of the Presidency of the Republic, providing assistance to the NOC Rio+20 in its logistical role, while organizing

the participation of the Federal Government in the Conference and other parallel initiatives through the offices of ministries, semiautonomous agencies and state-owned companies. The unrestricted cooperation of the city and state government administrations of Rio de Janeiro not only facilitated the mission of the NOC Rio+20, but also transformed into reality the vibrant vision of Rio de Janeiro embracing the Conference, while joyfully and spontaneously extending its warmest welcome to the Brazilian and foreign visitors who had come to debate the future we want.

One of the hallmarks of Rio+20 was the broad participation of civil society in official activities and in some 6,000 parallel events held all over the city. Riocentro alone was the setting for 488 parallel events and more than 280 bilateral meetings of Brazilian and/or foreign authorities. The United Nations granted credentials to 9,116 people to work exclusively at

## WIDE-RANGING PARTICIPATION

191

UN Member States sent official delegations to Rio de Janeiro

488

parallel events took place in Riocentro alone

571

thousand m<sup>2</sup> of overall area at Riocentro plus additional temporary construction

Riocentro, with an overall area of 571 thousand m<sup>2</sup> plus an additional 100 thousand m<sup>2</sup> of temporary construction built specifically for the event. By comparison, the area occupied by Rio+20 in Riocentro was double that used 20 years ago at Rio 92, when only three of the current five permanent pavilions existed.

This enormous level of involvement resulted from the decision to allocate various areas for events parallel to the official program held at Riocentro: Athletes' Park, with 45,000 m<sup>2</sup>, Mauá Pier, with 18,000 m<sup>2</sup>, Citizenship Hall, with 6,000 m<sup>2</sup>, MAM and its annex auditorium, all of which were constantly occupied both internally and externally, and "Barra" Arena, with more than 5,000 m<sup>2</sup> of internal area alone. Events were also held at alternative sites, including the 2012 Humanity initiative at Copacabana Fort, and the Kari-Oca at the Colônia Juliano Moreira, in addition to those organized by the Federal University of Rio de Janeiro, the Catholic University and the Federal Institute of Education, Science and Technology of Rio de Janeiro, among others.

In order to ensure internet access and connectivity during the Conference, an information technology and communications

infrastructure unprecedented in the history of the United Nations was installed. The data, voice and image transmission solutions connected Riocentro to all of the other official sites managed by NOC Rio+20, the Santos-Dumont and Galeão airports and 61 hotels, totaling 169 connection points. With 300 access points and 10 Gbps of bandwidth, the Riocentro wireless internet access network was the largest ever installed for an event in Brazil, with capacity for up to 30 thousand simultaneous users.

Indeed, Rio+20 surprised hundreds of thousands of participants not only in terms of its dimensions, but also in the innovations introduced into organization of the event. The greatest of these - I would emphasize - was the daring demonstrated in the effort undertaken to translate the concepts underlying the environmental, social and economic dimensions of sustainable development in the day-to-day activities of the organization and logistics of the Conference from the planning stage to its conclusion. From the very beginning, it was clear to us that areas had to be dedicated to these dimensions, the first step in establishment of the Sustainability, Accessibility and Social Inclusion and Partner Contact and Development Coordination areas.

As an intrinsic component of the records from Rio+20, one should also take due account of its more intangible legacy, not only for the United Nations, but also for future initiatives in Brazil, given the series of mega-events scheduled for the country in this decade, starting with World Youth Day in 2013, the World Cup in 2014, the XXXI Olympic Games and XV Paralympic Games in 2016.

Therefore, our purpose in this report is to leave a record of these efforts, with a view toward sharing the lessons of the unique experience it was to organize a conference like Rio+20, acknowledged as a resounding success by the United Nations, delegates, the press, partners and other participants.

**Laudemar Aguiar**  
National Secretary  
Rio+20 National Organizing  
Committee

# UNDER THE AEGIS OF SUSTAINABLE DEVELOPMENT



Two decades after the historic Rio 92 Summit, the task of organizing a United Nations event of even greater logistical complexity brought Brazil face to face with enormous challenges offset by excellent opportunities.

It was clear that every effort would be made to prepare for the Conference, a task entrusted to the Rio+20 National Organizing Committee. Instead of limiting organization efforts to business as usual, a decision was made to take full advantage of the opportunity of organizing the most unique of the mega-events scheduled to take place in Brazil this decade.

A significant number of Brazilian and foreign tourists will attend the final stages of the two largest sporting events in the modern world, the World Cup and the Olympic Games. On World Youth Day, religion and faith will be the guiding light of the encounter between Pope Benedict XVI and Brazilian and foreign Catholics. By its very nature, the Rio+20 Conference is quite different from the other events. Rio+20 is but one in a series of United Nations

conferences initiated in Stockholm forty years ago and designed to bring together representatives of all the nations of the world at widely separate moments of history with the task of delving deeply into long-term themes of sustainable development, based on the premise of balance among the economic, social and environmental dimensions of development.

In 2009, in response to the proposal submitted by former president Luiz Inácio Lula da Silva in 2007, the United Nations approved holding of the ten-day Rio+20 Conference with the presence of specialized opinion makers from all parts of the world in Rio de Janeiro: heads of state and government, high-ranking government authorities, members of royal families, international negotiators, legal experts, members of parliament, senior executives, union representatives, journalists, businesspersons, representatives of civil society and the scientific and technological community, among others. Intense debates on the future of the planet took place among government delegation members, observer countries and the nine major groups



President Dilma Rousseff and UN Secretary-General, Ban Ki-moon, during the closing session of Rio+20.

## Acting through the Sustainability, Accessibility and Social Inclusion and Partner Contact and Development Coordination teams, the NOC Rio+20 was able to manage Conference organization with enhanced efficiency

recognized by the United Nations: Business and Industry, Workers & Trade Unions, Women, Children & Youth, Farmers, Indigenous Peoples, Local Authorities, NGOs and the Scientific & Technological Community.

Brazilian experience in implementing the concept of sustainable development was widely disseminated internally and throughout the international community, underscoring the progress achieved in poverty eradication and social inclusion, presenting national technological innovations and reaffirming our unyielding commitment to reinforcing balance among the environmental, social and economic dimensions. Many other countries, UN agencies and organizations, foreign entities and companies were also given the opportunity to display their sustainable development initiatives, activities and policies.

In order to validate a more ambitious vision of the Rio+20 Conference beyond negotiations, exhibitions and parallel events, logistical organization of the event required incorporation of the concepts of sustainable development underlying the Rio de

Janeiro debates. Following this line of thought, Sustainability, Accessibility and Social Inclusion and Partner Contact and Development coordinating staffs were created, with the objective of broadening the positive impacts of these initiatives on the local community, while analyzing and proposing measures to reduce and/or offset socio-environmental impacts rooted in Conference activities.

The environmental pillar of Conference organization would certainly be subject to internal and external scrutiny, particularly as regards measures related to climate change and waste management during the event. As a matter of fact, the first question raised in the initial press conference on the work of the Rio+20 National Organizing Committee was targeted to greenhouse gas emissions. Waste was another subject that required special attention, particularly considering that Law no. 12,305/10 had recently been promulgated, raising this question to a position of importance on the national agenda. This was followed almost immediately by the process of elaborating regulations on the question led by the Ministry of

## The composition of highly skilled teams made it possible to insert sustainability themes into the logistical organization of the Conference

the Environment. Analysis of sustainability measures for large-scale events in Brazil and abroad prior to Rio+20, such as Rock in Rio IV, the 2011 New Year's festivities, the 2012 Carnival, the most recent sessions of the United Nations Framework Convention on Climate Change and the 4<sup>th</sup> United Nations Conference on the Least Developed Countries in 2011, confirmed that the NOC Rio+20 was right on target when it decided to give special attention to this question.

One of the first guidelines for Sustainability Coordination was to define goals and targets, develop strategies to achieve the desired results and define the profile and number of specialists required, and only then contract specialized professionals to join the team. By following this course of action, the NOC Rio+20 was able to count on the participation of skilled professionals already aware of its objectives and targets and prepared to contribute to execution of the adopted strategy, suggesting and implementing best practices for the local reality and for the official Conference spaces under our responsibility.

Nine areas were selected for the Sustainability Coordination team

to focus its efforts: greenhouse gas emissions, solid waste management, water management, energy, transportation, sustainable construction, sustainable public sector procurements, sustainable tourism and sustainable food. Parallel to these activities, measures in the area of communications were taken with the purpose of providing information to delegates, participants, suppliers and the public in general with respect to the team's activities.

Internally, the Sustainability Coordination team developed a broad, transversal, multidisciplinary approach to implementing its strategy, working closely with the other NOC Rio+20 coordination teams. Another basic concern was to link the proposed actions to national characteristics and Brazil's position in multilateral debates on sustainable development. Based on these premises, constant close contact was maintained with the Ministries of External Relations and of Environment, the organs jointly responsible for the Rio+20 National Commission.

Procurement notifications were modified to include terms of reference that would ensure that contracting operations comply with guidelines requiring maximum possible incorporation of more sustainable

products and services into the logistics of the Conference – with particular attention to the need for instruments holding the selected companies accountable for compliance. Adopting a transversal approach, specialists in nine different areas of Sustainability Coordination aided staff, suppliers, partners, managers and contract inspectors, workers and volunteers.

More detailed information on the work of the Sustainability Coordination team is available in the first chapter of this report, *The Environmental Pillar: Multidisciplinary Strategy*. There is no doubt that the main lesson learned in this area is that of the fundamental importance having a well-structured, active and integrated sustainability team at the very start of the planning process.

The experience of working in the social area in the framework of a large-scale event is not new to Brazil. The social projects focused on young people in vulnerable high risk communities in Rio during the 15<sup>th</sup> Pan-American Games in 2007 were one of the major successes hailed by the organizers at the close of that event.


One of the possibilities raised during the early days of the Ministry of External Relations' Logistics Working Group during the still embryonic



Teams with monitors and volunteers were ready to assist delegates and other participants at Rio+20.



Image control center at the official plenary session of Rio+20.



The ample spaces and services at Riocentro, Athletes' Park, "Barra" Arena and Mauá Pier were available to more than 4,000 Brazilian and foreign journalists working in the press coverage of Rio+20.



2007

Former president Luiz Inácio Lula da Silva submitted to the UN a proposal to hold Rio+20

2009

The General Assembly approved the Rio+20 Conference in Brazil

2011

NOC Rio+20 was formally created by the Brazilian Government

stage of the NOC Rio+20 was to follow the path tread in 2007. After being unable to come to an agreement with the Ministry of Justice to produce something along the lines of the earlier experience, a decision was made jointly with the United Nations Development Program in Brazil and the UN Volunteers programme to adopt a similar volunteer-based approach, later shown to be highly successful.

The accessibility of the physical spaces and Conference-related services was another subject raised by the working group at the end of 2010, since Rio+20 had the potential to ignite a debate within Brazilian society on the still existent grave failings in this area that mark the country's daily activities. One detail caught our attention at that time: the Niteroi Association of the Handicapped - Andef, one of the largest organizations of its kind in both Latin America and the world is located in a municipality bordering on Rio de Janeiro. Given the needs of this significant and poorly served portion of the population of Rio de Janeiro, we were convinced that Rio+20 would be in a position of anticipating some of the questions that would be raised regarding the re-equipping and adaptation of the city, as one of the main legacies of

the event for the preparatory stage of the 2016 Paralympic Games.

Unable to advance due to personnel shortages, the NOC Rio+20 was forced to await its formal creation in order to begin inserting these social questions into the Rio+20 logistics agenda as of July 2011. The concept of sustainability was also placed before society through the work of the Accessibility and Social Inclusion Coordination team, which organized its tasks in four dimensions: Sustainable Communities, Culture+20, the Volunteer Program, and Accessibility.

As regards the first two dimensions, taking advantage of recent measures implemented by the public authorities to gradually resume control of parts of the city that had been dominated by armed gangs, it became evident that the situation represented an opportunity to foster social inclusion through community development and enhanced individual and collective awareness of Conference themes in the areas in which Pacification Police Units had been installed. Another equally important social initiative was the Rio+20 Volunteer Program, conceived of by the NOC Rio+20 as a means of prioritizing participation in the event by low income youth

from the recently pacified Rio de Janeiro communities. There is no doubt that, by vigorously furthering the rights of persons with special needs, the NOC Rio+20 boosted public awareness of this aspect of the sustainable development social dimension, offering logistical accessibility solutions unparalleled in the organization of previous United Nations conferences.

A more detailed account of this magnificent effort to strengthen the sustainable development social dimension through practice and example can be found in chapter two, "The Social Pillar: Positive Legacy". The chapter also describes initiatives that are distinctly social in nature undertaken by the Sustainability Coordination team, together with the cultural events that received decisive, direct support from the NOC Rio+20. The importance of the role played by culture in consolidating the concept of sustainable development and best sustainable practice is gradually being recognized.

Execution of this ambitious and expensive set of initiatives targeted at ensuring the sustainability of Conference organization demanded that the NOC Rio+20's capacity for action be guaranteed. At the same time, it was considered equally



The Secretary-General for Rio+20, Sha Zukang, and public and private sector leaders following the press conference announcing more than 700 volunteer commitments obtained during the Conference.

Selection of official partners for the event took due account of such criteria as corporate responsibility, supplier relations and analysis of the life cycle of products

important to achieve greater agility in this entire process, particularly in light of the well-known difficulties and red tape that would have to be coped with during the procurement and contracting stages.

Budget resources would be enough to organize the event itself. Adaptations to the original planning and cutbacks in non-essential activities and initiatives could be made if funding came to be considered insufficient. After detailed analysis, in December 2011, the originally requested budget of BRL\$ 200 million was granted to the NOC Rio+20 in the form of a special credit. A share of these funds was in fact returned to the National Treasury upon completion of the NOC Rio+20's work.

We had, however, been concerned that funding would be insufficient to provide the structures and services required for an event with the stature of a United Nations conference or that budget restrictions could lead to interpretations that sustainability initiatives had been relegated to positions of secondary importance. For this reason, a plan was elaborated to develop partnerships based on concession of varied levels of benefits in exchange for support for the organization, including sustainable

products and services. Based on an international technical cooperation agreement with the United Nations Development Program Brazil, this system was designed to provide private and public organizations and companies based in Brazil with the opportunity to cooperate with organization of Rio+20.

The criteria used to identify the commitment of potential partners to sustainable development were corporate social responsibility, product and service life cycles and supplier relationship management. At the same time, on creating the Partner Contact and Development Coordination team in June 2011, the NOC Rio+20 was careful to clarify that it was seeking partnerships and not looking for sponsors.

Given that normal funding deadlines would occur in the following month or, at most, in August, several negotiation processes were initiated in the earliest stages of activity, an intense effort was made as it became possible to complete several negotiation processes early on. Normally rigorous rules, deadlines and procedures were altered by many of the partner companies and suppliers to adapt to the needs and schedule of the Rio+20 National Organizing Committee, even though



many had already defined their activities for 2012 when contacted to join the National effort.

Sustainability has already been recognized by leaders of the business segment as essential for fostering competitiveness. In the case of state-owned companies, adoption of sustainable practices is expected, desired and increasingly demanded by Brazilian society, generating important advances over the last twenty years, both in social and environmental terms. Sectors that are particularly sensitive due to the socio-environmental nature of their activities have had to demonstrate an even greater and decisive commitment to sustainable development.

It was especially gratifying to note that the companies and organizations contacted responded quickly and positively to the invitation to negotiations and later to the NOC Rio+20's public requests for proposals, thus confirming the analyses and expectations established in the pre-selection process. A contrary reaction would certainly have caused serious concern, denoting a lack of interest or, at best, a lukewarm reception to the concept – a phenomenon that, fortunately, never occurred.

The following step was to reaffirm the commitment of the partner organizations and companies to the principles of sustainable development previously identified in the Conference engagement process. Once the pre-selection process had been finalized, we made a point of constantly encouraging our partners to reflect on and participate actively in Rio+20 debates and activities.

As a result, our partners became participants, exhibitors, speakers, debaters, observers and collaborators during Rio+20, announcing their technologies, experiences and best practices, exchanging know-how and information with third parties, providing services and running programs by themselves or jointly with other organizations at Riocentro, in other official spaces managed by the NOC Rio+20 and during other events parallel to the Conference. In this context, most of the partners fostered activities and reflections on sustainable development themes and Rio+20 itself among their employees – sometimes including even employee families –, suppliers and the communities in which they operate.

Overcoming the challenges of sustainable development in the next twenty years will require changes in

## Changes in production and consumption standards will be a determining factor in achieving the objectives of sustainable development in coming decades

The logistical organization of Rio+20 ensured that the member states, delegates and participants would have the conditions required for deliberations and negotiations.

The symbolic monument of Rio de Janeiro received special lighting as a tribute to Rio+20.



production and consumption standards, transition to more sustainable standards at speeds that will vary according to the intensity of each sector's engagement. It was in this spirit that the NOC Rio+20 joined forces with the public and private sectors, stimulating renewal of the political commitment to sustainable development at the same time in which it discharged its responsibility for organizing Rio+20. The main objective of developing the partnerships was achieved and far exceeded the material contribution of each partner to organization of the event.

Constructing the architecture of this partnership program was only possible with the inestimable support of UNDP Brazil, the institutional partner of the United Nations system and the right arm of the Brazilian organization, together with the Office of the Federal Attorney General, which provided a dedicated team of highly competent professionals to act as legal consultants to the NOC Rio+20.

The International Technical Cooperation Project "Partnerships for the Organization of the United Nations Conference on Sustainable Development- Rio+20" was promptly evaluated and endorsed by the Brazilian Cooperation Agency, a specialized entity that operates

within the Itamaraty structure. An essential part of the entire process, the project ensured the feasibility of the partnership development effort which, in its turn, sustained the support provided to the NOC Rio+20 by UNDP Brazil during the process of Conference organization.

The federal attorneys facilitated preparations for Rio+20, providing the support required for ensuring the legal security of the administrative acts taken during organization of the Conference by the Contract and Procurement Coordination area and the Legal Counsel of the CNO Rio+20, whose tireless and dedicated teams deserve much praise. All of them rendered impeccable legal advice and issued opinions on the contracts formalized with 40 companies, each of which had its own details and legal specificities.

The proactive and critical role played by the Office of the Chief of Staff and the Social Communications Secretariat of the Presidency of Brazil must also be acknowledged in relation to the partnerships formed with state-owned companies and federal joint-capital corporations. The NOC Rio+20's efforts to attract and develop these partnerships gained added momentum with the involvement of the two

mentioned entities charged with providing advisory services directly to the president of Brazil.

Chapter Three, "*The Economic Pillar: Commitment and Engagement*", introduces the Rio+20 partner organizations, stressing their commitment to the sustainability of their businesses and their participation in the debates on Rio+20 themes.

Publication of this report meets the objectives of leaving a record of the internal work of the NOC Rio+20, while sharing the experience acquired in guaranteeing the integrity and sustainability of the logistical organization of Rio+20, the first of the mega-events to be held in Brazil during the current decade. Throughout this report, we have sought to demonstrate the importance of adopting a multidisciplinary strategy from the very first stages of the initial project and, in this way, ensuring the feasibility of successful tools and measures designed to reduce and offset socio-environmental impacts, while moving forward toward the future we all desire.

**José Solla**  
Deputy National Secretary  
Rio+20 National Organizing  
Committee



## **LOGISTICS AND SUSTAINABILITY**

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Taking a systematic and wide-ranging approach, organization of Rio+20 acted in nine dimensions, seeking to integrate discourse into practice by mitigating the environmental impact of the Conference from its planning stage through to disassembly.

# MULTIDISCIPLINARY STRATEGY

One of the primary lessons drawn from the task of organizing Rio+20 is that the concept of sustainable development must be incorporated into the effort from the very start of the process

Ever since its inception, the Rio+20 National Organizing Committee – NOC Rio+20 sought to employ a multidisciplinary approach designed to strengthen the activities involved in logistical organization of the Rio+20 Conference, focusing on sustainable development.

Faced with the challenge of reducing or offsetting the socio-environmental impacts of the Conference, a Sustainability Coordination team was set up to propose new initiatives and processes for the regular work involved in organizing the event, while encouraging employees, partners and suppliers to use more sustainable products and services. Overall goals were defined and targeted at management of greenhouse gas emissions, solid waste,

water, energy the official transportation system, sustainable construction of temporary facilities, sustainable public sector procurements, incoming tourism and food distribution to participants. The next step was to elaborate a strategy and form a team of specialists with the profile and number of members needed to cope with the challenges specific to the city of Rio de Janeiro and the reality of each of the official conference sites under the NCO Rio+20 management. The varied approaches mirror the main efforts of this team of specialists designed to improve the labor force, substitute inputs, reduce waste and greenhouse gas emissions and bring greater efficiency to the use of natural resources.



This chapter covers the measures taken in the context of the nine dimensions by the NOC Rio+20 Sustainability Coordination team, allied with the communications strategy undertaken to promote sustainability among participants, suppliers, workers and volunteers.

One of the main lessons learned from organization of Rio+20 was the crucial character that must always be attributed to incorporation of the concept of sustainable development at the start of the project. To achieve adequate integration of this principle into practical logistical activities, the concept must be disseminated among the members of the different work teams. Without this internal work, coherence may be lost and the final outcome of the organization imperiled in terms of the desired balance among the environmental, social and economic pillars.

Although there is a certain emphasis on the environmental aspects of sustainable development in this chapter, the measures taken by the NOC Rio+20 should be understood within a systematic and inclusive framework that takes into account all stages of the process of logistical management of the event. The steps of planning and holding the event, assembly and disassembly of the official sites managed by the NOC Rio+20 must all be viewed in this context. As the name of the Coordination team suggests, the impact of its actions went well beyond the environmental sphere, reinforcing responsibilities in the social field and suggesting changes in business practices, mainly among the companies selected as suppliers of products and services for logistical organization of the Conference.

During her visit to Athletes' Park, President Dilma Rousseff met with Rio+20 volunteers and familiarized herself with the spaces conceived according to the principles of sustainable construction, such as the Rio de Janeiro Pavilion, in the background.



The Brazilian government has founded its strategy of greenhouse gas emissions management on internationally recognized scientific standards and methodologies, with due respect for national characteristics.

## MANAGEMENT OF GREENHOUSE GAS EMISSIONS

The actions undertaken by the NOC Rio+20 to mitigate and offset greenhouse gas emissions generated by the organization of the Rio+20 Conference were aligned with Brazil's position in debates on climate change and had the support of the Ministry of Foreign Relations' Division of Climate, Ozone and Chemical Safety. The model utilized ensured transparency and environmental integrity in the mitigation and compensation processes, respecting the principle of "common but differentiated responsibilities", as put forward in the Declaration of Rio on Environment and Development, dated June 1992.

On offsetting organization-generated emissions, the NOC Rio+20 decided to do so through cancellation of Certified Emission Reductions (CERs), carbon credits<sup>1</sup> originating in Brazilian projects registered with the Executive Board of the Clean

Development Mechanism (CDM) of the Kyoto Protocol, after approval by the Interministerial Commission on Global Climate Change, created in 1999 as the Designated Brazilian National Authority. The CER cancellation process was monitored directly by UNDP Brazil to ensure the transparency and environmental soundness of the compensation processes.

**Measurement and mitigation**  
Estimates of GHG emissions from Rio+20 organization activities were based on internationally recognized scientific standards and methodologies, with due respect for national characteristics<sup>2</sup>. An initial estimate was undertaken prior to the event (*ex ante*), complemented by a new measurement after the Conference (*ex post*).

In both cases, the estimates were developed jointly with specialists from the NOC Rio+20 Sustainability Coordination team, with the guidance of the Ministry of Foreign

<sup>1</sup> One ton of carbon dioxide (CO<sub>2</sub>) corresponds to one CER.

<sup>2</sup> Methodologies based on the 2<sup>nd</sup> Brazilian Inventory of Anthropogenic Emissions by Sources and Removals by Sinks of Greenhouse Gases not Controlled by the Montreal Protocol. Available at: <<http://www.mct.gov.br/index.php/content/view/328762.html>>.

Relations in defining the following sources of emissions:

- Use of fuels in official Conference sites managed by the NOC Rio+20;
- Use of fuels in land vehicles in the organization fleet;
- Use of electrical energy in official Conference sites managed by the NOC Rio+20;
- Disposal of waste generated in official Conference sites managed by the NOC Rio+20.

Estimates of emissions by the NOC Rio+20 generated a tremendous amount of work due to the need for resolving a series of uncertainties rooted, for example, in fuel consumption, generator use and electricity demand.

Local emissions identified in the *ex post* inventory were approximately 60% less than in the *ex ante* survey. Part of this reduction can be credited to the fact that there

was a 57% cutback in generator fuel consumption estimates in the official Conference sites under the authority of the NOC Rio+20 and a 61% decline in the volume of fuel consumed by the land vehicle fleet. At the same time, one should stress that the NOC Rio+20 took great care to avoid underestimating emissions during its *ex ante* inventory.

### EX ANTE ESTIMATE AND EX POST INVENTORY OF GHG EMISSIONS IN THE OFFICIAL SPACES MANAGED BY THE NOC RIO+20 AND IN RIO+20 HOTELS (IN tCO<sub>2</sub>e)\*

LOCATION	EX ANTE	EX POST	VARIATION	REASONS FOR VARIATION
Riocentro	2,983	942	-68%	More efficient use of generators / Use of B20 / Reduction in energy consumption
Athletes' Park	265	159	-40%	
Mauá Pier	133	73	-45%	
MAM	59	8	-86%	
"Barra" Arena	26	33	27%	Increase in energy consumption
Citizenship Hall	21	22	5%	
MAM Auditorium	9	22	142%	
Hotels	736	699	-5%	95% occupancy in hotels
<b>Total</b>	<b>4,232</b>	<b>1,957</b>	<b>-54%</b>	

Note: Includes fuel consumption from stationary sources, solid waste and electrical energy.

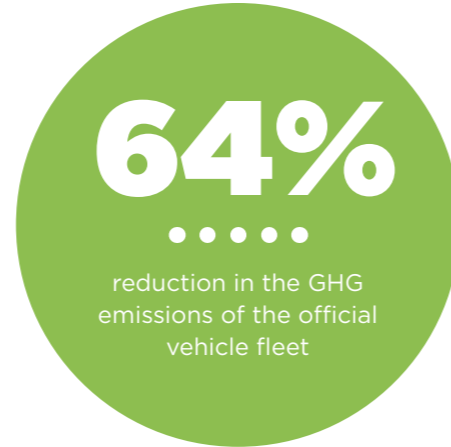
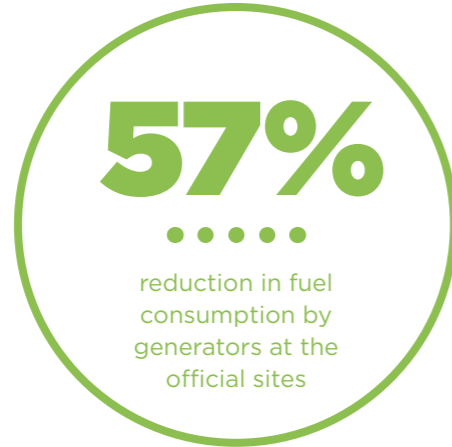
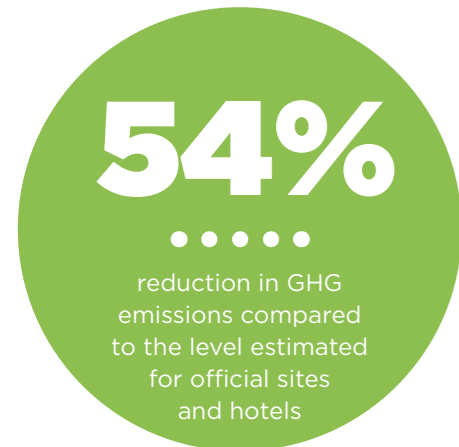
\*Greenhouse gases are methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) and sulphur hexafluoride (SF<sub>6</sub>), the emissions of which can be measured individually, converted and expressed using the carbon equivalent concept (CO<sub>2</sub>e).

### EX ANTE ESTIMATE AND EX POST INVENTORY OF GHG EMISSIONS FROM THE RIO+20 FLEET OF LAND VEHICLES (IN tCO<sub>2</sub>e)

VEHICLES	EX ANTE	EX POST	VARIATION	EXPLANATION
Gasoline E20	63	45	-28%	Extensive use of biofuels / 61% average reduction in the volume of fuel consumed in relation to the forecast volume
Diesel B5	361	106	-71%	
Ethanol	1	0,47	-60%	
<b>Total</b>	<b>425</b>	<b>151</b>	<b>-64%</b>	



## MITIGATION OF RIO+20 ORGANIZATION GHG EMISSIONS



Moreover, Rio+20 GHG emissions mitigation processes benefited from the characteristics of the Brazilian economy: wide ample supply of hydrated alcohol (ethanol), historically used to fuel the country's vehicle fleet, and a clean power grid matrix, with more than 80% originating in renewable sources.

Other successful mitigation measures, particularly in the case of methane, were channeling of organic waste into composting and disposal of non-recyclable solid waste in landfills equipped to capture methane gas for reuse. Thus, it was possible to avoid methane emissions from these types of residues.

For security reasons, fixed generators were used to provide an uninterrupted energy flow at the official spaces managed by the NOC Rio+20, particularly at Riocentro, while using the Brazilian energy grid as backup. The alternative of using B20 diesel

(20% biodiesel) for the official sites managed by the NOC Rio+20 helped reduce emissions in the *ex post* inventory. With respect to biofuel use, official land transportation during Rio+20 was an example of successful GHG emissions mitigation. The volume of ethanol consumed accounted for approximately 50% of all the fuel used by the official fleet, without ignoring the fact that Brazilian gasoline in general is marketed with a blend of between 20% and 25% ethanol, while vehicle diesel contains 5% biodiesel.



.....  
Final preparations of the Rio+20 Conference organization were discussed at a coordination meeting of the federal, state and municipal governments at the Palácio da Cidade, in Botafogo, Rio de Janeiro.

.....  
Meeting once again, now at Rio+20: Senator Fernando Collor de Mello and the Canadian Maurice Strong who, in 1992, were the President of the Republic and the Secretary-General of the Rio 92 Conference.

DONATIONS AND VOLUNTARY CER CANCELLATIONS			
OFFICIAL SUPPLIER	CDM PROJECT ACTIVITY SECTOR	GAS MITIGATED	CDM VOLUNTARY CER CANCELLATION CERTIFICATE
Novo Gramacho - Gás Verde	<b>Waste management &amp; treatment and Energy generation</b> Recovery and burning of decomposition gases and use in electricity production, in São Paulo. CDM Project Activity Reference no. 0373.	CO <sub>2</sub> and CH <sub>4</sub>	CDM20521, 27/10/2012
Tractebel Energia - GDF Suez	<b>Energy generation</b> Electrical and thermal energy co-generation, avoiding methane emissions from timber biomass waste, in Santa Catarina. CDM Project Activity Reference no. 0268.	CO <sub>2</sub> and CH <sub>4</sub>	CDM20522, 27/10/2012
Estre	<b>Waste management &amp; treatment</b> Recovery and burning of decomposition gases from solid waste, in São Paulo. CDM Project Activity Reference no: 1134.	CH <sub>4</sub>	EU40421, 14/11/2012
Plantar	<b>Reforestation &amp; forestry</b> Reforestation as a renewable source of wood for large scale charcoal production, in Minas Gerais. CDM Project Activity Reference no. 2569.	CO <sub>2</sub>	CDM20518, 27/10/2012
Rima	<b>Metallurgy &amp; magnesium production</b> Conversion of SF <sub>6</sub> to SO <sub>2</sub> in magnesium production, in Minas Gerais. CDM Project Activity Reference no: 2486.	SF <sub>6</sub>	CDM20519, 27/10/2012
Vallourec & Mannesmann do Brasil	<b>Energy generation</b> Reuse of gas from blast furnaces to produce thermoelectric energy for the production of seamless steel pipes, in Minas Gerais. CDM Project Activity Reference no. 0143.	CO <sub>2</sub>	CDM20520, 27/10/2012
Rio de Janeiro city and state government and Haztec	<b>Waste management &amp; treatment and Energy generation</b> Recovery and burning of decomposition gases and use in electrical energy production, in Rio de Janeiro. Haztec granted the CERs from this project to the Rio de Janeiro state and city governments, which later donated them to the NOC Rio+20. CDM Project Activity Reference no. 0008.	CO <sub>2</sub> and CH <sub>4</sub>	NL28963, 07/09/2012

Correct channeling of compost waste and non-recyclable solid waste into landfills to obtain methane gas resulted in total mitigation of the emissions from this source

**Unprecedented initiative**

The Rio+20 GHG emission compensation strategy, considered unprecedented in mega-events in Brazil, occurred in two stages within the CDM framework of cancellations of CERs issued by the Kyoto Protocol for Brazilian projects:

- (A) compensation of local GHG emissions associated with organization of Rio+20, done directly by the NOC Rio+20, a voluntary initiative undertaken by the Brazilian government; and
- (B) a voluntary compensation tool for GHG emissions generated by participant and delegate air travel (see box, pages 34 and 35).

For the first stage of the compensation strategy (A), the NOC Rio+20 established a voluntary target of

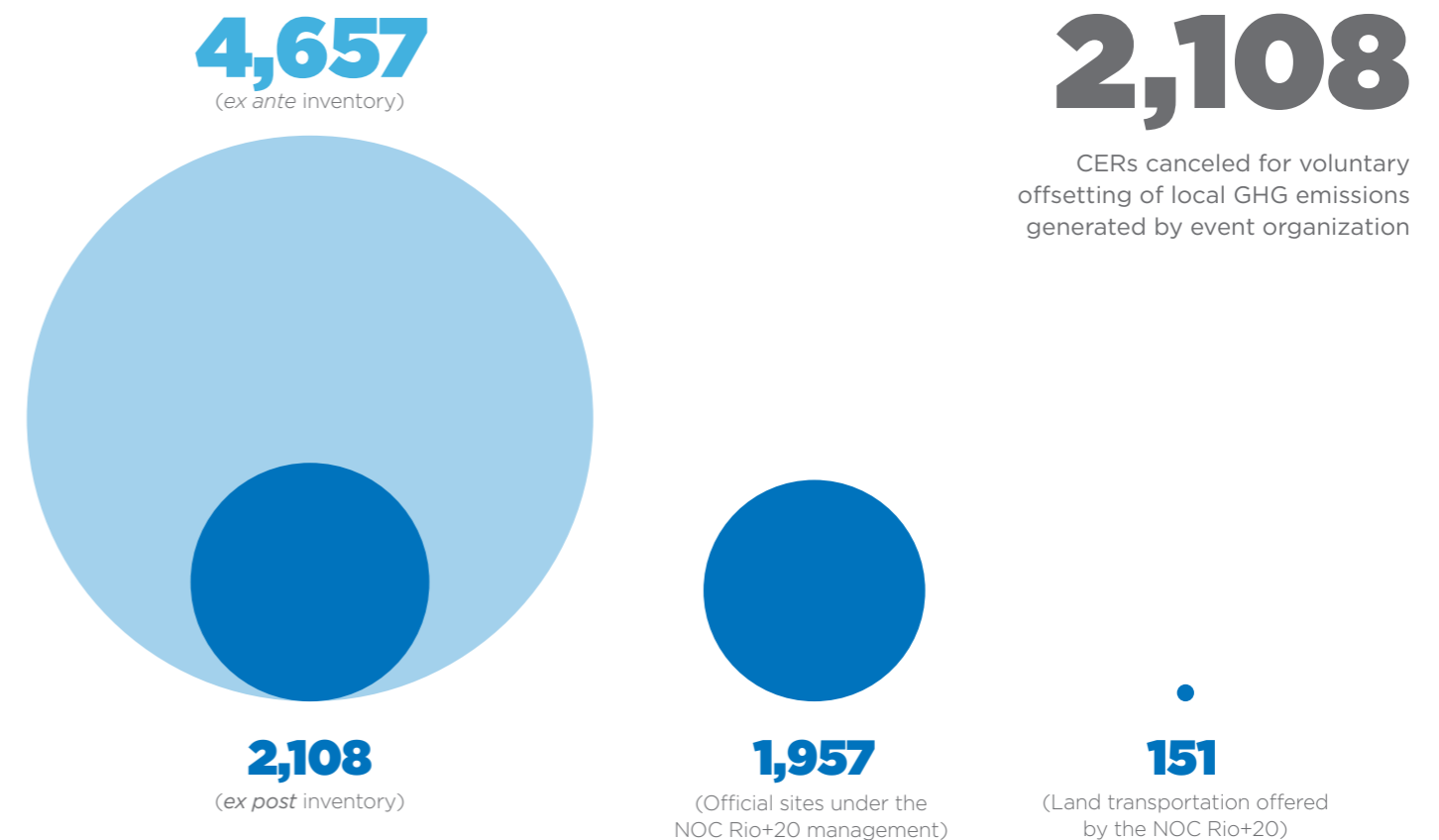
obtaining donations of CERs issued by the CDM Executive Council for projects originating in Brazil, in an amount sufficient to work comfortably and with security in relation to the final outcome. To establish this target, the NOC Rio+20 selected large-scale United Nations events, such as the recent sessions of the Conference of the Parties of the United Nations Framework Convention on Climate Change and of the Meeting of the Parties to the Kyoto Protocol. The rationale behind the decision was that of ensuring - before the event was held - that the entire universe of potential local GHG emissions would be completely offset. This strategy enabled the NOC Rio+20 to be sure that local emissions from Rio+20 would be offset by the voluntary Brazilian initiatives even if attendance were greater than expected.

Once the *ex post* inventory had been carried out, it was confirmed that the Brazilian government would have more than enough credits to offset local GHG emissions generated by Rio+20 organization, with UNDP Brazil as external partner in the process of verifying the cancellation of the donated CERs. This was made possible thanks to donations from the seven Brazilian-based companies listed below: Novo Gramacho - Gás Verde, Tractebel Energia - GDF Suez, Estre, Plantar, Rima, Vallourec & Mannesmann do Brasil and Haztec (acting through the city and state governments of Rio de Janeiro)

managed to guarantee a sufficient amount of credits within the scheduled time period (see table alongside this text).

Each donating company was designated an official Rio+20 CER supplier. The variety of sectors, locations and gases mitigated by official suppliers confirm the extent and success of the CDM in Brazil. The process of canceling the donated CERs with CDM was directly monitored by UNDP Brazil, thus ensuring that the Brazilian strategy would be marked by efficacy, transparency and environmental integrity.

**LOCAL GHG EMISSIONS AT RIO+20 VS. CER CANCELLATIONS (IN tCO<sub>2</sub>e)**



# VOLUNTARY COMPENSATION



The joint efforts of the NOC Rio+20, UNDP Brazil and CAIXA made it possible for participants to offset the emissions generated by their air travel rapidly and effectively

The compensation of GHG emissions generated by Rio+20 organization could not include emissions caused by participants' air travel, since this was not the Brazilian government's responsibility. However, through a partnership established with UNDP Brazil and the Caixa Econômica Federal - CAIXA (Federal Savings Bank), it was possible to offer a digital tool to official and institutional delegations to compensate these emissions voluntarily.

This voluntary compensation tool enabled participants to make donations via debit or credit cards of the amount necessary to compensate their respective GHG emissions generated by air travel to Rio de Janeiro. The donation to compensate 1 tCO<sub>2</sub>e was BRL 10.00 (ten reais), equivalent to US\$ 5.00 (five US dollars).

A group of 30 volunteers was trained especially by the NOC Rio+20 Sustainability Coordination team to approach delegates and other participants in the Riocentro, Athletes' Park and the "Barra" Arena and ask if they would like to compensate their air travel. Since this was a pioneering initiative, the objective was to raise individual and public awareness of this part of the indirect emissions associated with the event.

To cover a total expected demand of 50 thousand participants, official Rio+20 CER suppliers were requested to reserve an additional volume of Rio+20 CERs for potential donors sufficient to cover the final outcome by a comfortable margin. The necessary volume was ensured even before the Conference began. During the event, the Brazilian government sent information on the Brazilian strategy together with an invitation to the head of each delegation to participate in the voluntary initiative of offsetting GHG emissions generated by delegate air travel.

The donated resources are being administered by UNDP Brazil in order to cancel additional CERs issued by official Rio+20 CER suppliers. Each donor received an electronic confirmation message from the Caixa. After the cancellation process was completed at the level of the CDM Executive Council, each donor received a nominal certificate from the NOC Rio+20 and UNDP Brazil certifying the environmental integrity of the voluntary compensation.

The NOC Rio+20, UNDP Brazil and CAIXA teams were able to overcome the operational difficulties caused by the very limited time available for implanting this unprecedented tool as the second stage (B) of GHG emissions compensation strategy at Rio+20 (see previous page). The results attained and the public and institutional recognition generated lead one to conclude that this aspect of the GHG compensation strategy can be considered one of the main legacies left by Rio+20 and Brazil for other events, no matter what their dimensions and category, with great potential to be replicated in future United Nations conferences and meetings.



The Executive Secretary of the United Nations Framework Convention on Climate Change, Christianiana Figueres, compensated the GHG emissions of her entire delegation.



The rapid and effective digital tool created specifically for Rio+20 allowed for voluntary compensation of the GHG emissions generated by the air travel of the official delegates.

During the federative Dialogues, Minister Ideli Salvatti compensated the GHG emissions of her air travel to Rio de Janeiro.



Although a resident of the city, the Deputy Mayor of Rio de Janeiro and municipal Secretary of the Environment, Carlos Alberto Vieira Muniz, made a point of contributing to the success of this unprecedented initiative.



Solid waste bins made of green plastic utilized the educational signage at Athletes' Park, following the standard defined in the Rio+20 Solid Waste Management Plan.



## SOLID WASTE MANAGEMENT

The strategic planning done by the NOC Rio+20 and the support of diverse partnering institutions were fundamental to proper management of the waste generated at Rio+20. Shared experiences led to joint development of an effective system which took into account the reality in Rio de Janeiro.

In order to manage solid waste, the Sustainability Coordination team prepared the "Rio+20 Solid Waste Management Plan - PGRS Rio+20" and managed its execution in the official Conference spaces under the administration of the NOC Rio+20: Riocentro, Athletes' Park, "Barra" Arena, Mauá Pier, Citizenship Hall, the Museum of Modern Art and the MAM auditorium.

The Urban Environment Department of the Ministry of the Environment, the Rio de Janeiro Urban Cleaning Utility - COMLURB and the Environmental Education Management Sector of the Rio State Environmental Institute - Geam/Inea contributed to preparation of this plan while making it feasible for recyclable waste pickers and their cooperatives to participate as environmental educators. A total of 114 volunteers, 14 monitors, 69 environmental educators and 22 cooperatives formed a team of essential importance for transforming monitoring activities into practice (read more about the Volunteer Program and the waste picker educators in the chapter on accessibility and social inclusion).

The aforementioned plan was based on Brazil's National Solid Waste Policy, instituted by Law no. 12,305/10, following a management model that consolidated the hierarchical order of non-generation,

reduction, reuse, recycling, treatment and adequate final disposal. Analysis of the peculiarities of the official sites managed by the NOC Rio+20, federal, state and municipal legislation and the Rio de Janeiro reality led to adoption of a strategy of simplified selective collection revolving around four basic types of waste: recyclable; non-recyclable; organic; and batteries and cell phones. Going beyond holding of the event, waste generation during assembly and disassembly of the different structures was also taken into account.

Whenever possible, the disposal bins used at Rio+20 were labeled in Portuguese and English and played an essential part in orienting proper segregation of the solid waste produced by Rio+20. Blue

## WASTE MANAGEMENT

**286 t**

Total waste generated until disassembly (17 t/day and 0,3 kg person on average)

**52 t**

Total recyclable waste taken to collection cooperatives

**22**

Total number of collection cooperatives of recyclable waste pickers benefited from the PGRS+20

## Specific training for volunteers and waste picker educators complemented the PGRS+20

bins and transparent bags were used for recyclable solid waste; grey bins and dark-colored bags were used for non-recyclable waste<sup>3</sup>. Compostable waste from some kitchens was collected in plastic drums designed specifically for this purpose.

The destinations of the main waste flows were:

- Recyclable waste to collection cooperatives for recycling;
- Non-recyclable waste to landfills;
- Compostable waste to fertilizer production;
- Batteries and cell phones to recycling of their components.

<sup>3</sup> Donated by Braskem, the trash bins used at Rio+20, squeezes and conference bags given to participants were made of green plastic obtained from sugarcane ethanol (see page 127, third chapter).

The NOC Rio+20 oversaw delegation of responsibilities for adequate collection and disposal of the generated waste. A partnership with the *Instituto Doe Seu Lixo* proved to be efficient in the collection of recyclable material in all the official spaces managed by the NOC Rio+20. Non-recyclable waste was sent to the Seropédica Waste Treatment Plant in the Rio de Janeiro metropolitan region, and compostable waste was channeled to the Vide Verde company for use in fertilizer production. The Ambiente Limpo company, another NOC Rio+20 partner, provided special orange bins for batteries and cell phones and channeled this material to recycling facilities.

In addition to elaboration of the PGRS Rio+20, specific coordinating activities were carried out with those persons directly involved in solid waste management, together with training for volunteers and waste picker educators. The NOC Rio+20 notified the administrators and organizers of the official Conference sites with regard to the concepts

embedded in the PGRS Rio+20, so that they could be presented and discussed at technical meetings. Guidelines on the theme were also included in the Exhibitor's Manual, in the Terms of Reference for competitive procurements and other documents related to food and beverages, lodging, cleaning and temporary facilities. The PGRS Rio+20 included a contingency provision by which the NOC Rio+20 mapped the processes involved for purposes of identifying and correcting management failings.

The following table and graphs show some of the major outcomes and indicators obtained by the solid waste management team during Rio+20 from June 13 to 24, 2012 and during the stages of assembly and disassembly of the official Conference sites managed by the NOC Rio+20.

**WASTE GENERATED IN THE OFFICIAL SITES MANAGED BY THE NOC RIO+20 FROM JUNE 13 TO 24 (KG/SPACE/TIME)**

OFFICIAL SPACES	NUMBER OF EVENT DAYS	TOTAL WASTE (KG)	PER CAPITA GENERATION - TOTAL WASTE (KG/PERSON)
Riocentro	10	93,311	0.62
“Barra” Arena	10	6,118	0.34
Athletes’ Park	12	39,098	0.23
Museum of Modern Art	12	1,072	0.03
MAM auditorium	10	1,417	0.36
Mauá Pier	12	21,797	0.16
Citizenship Hall	10	4,989	0.25

Note: Athletes’ Park, the MAM and the Mauá Pier were open to the public until June 24. Does not include the assembly and disassembly periods of the official sites managed by the NOC Rio+20.

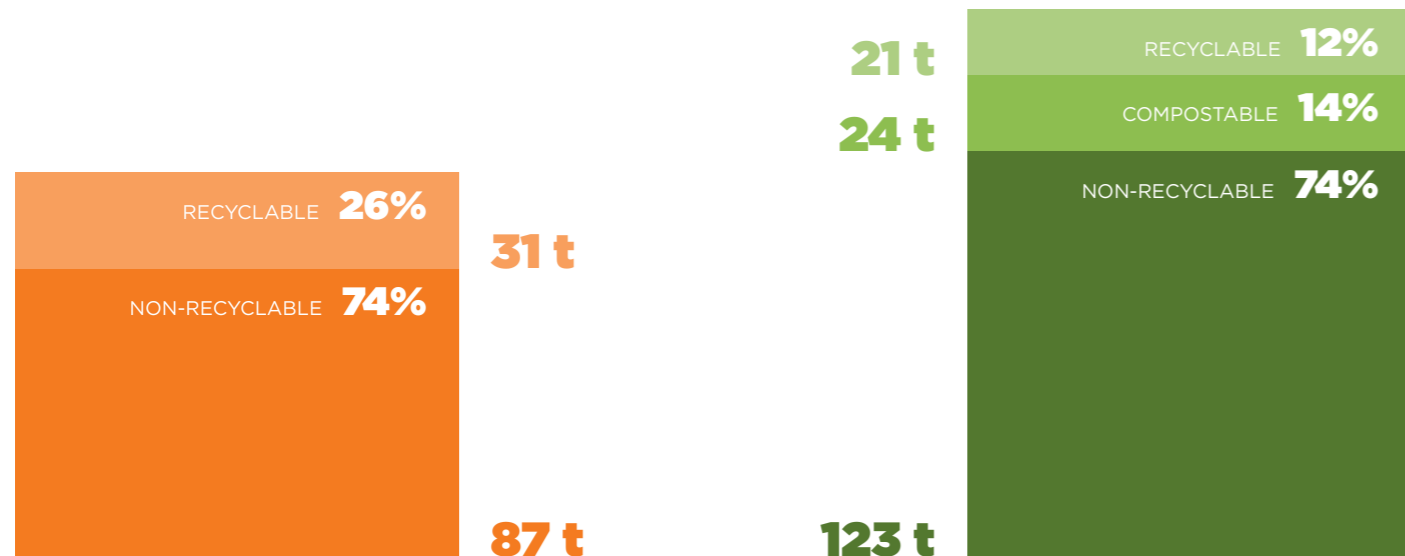


Following a vibrant debate at the Socio-environmental Arena, recyclable waste pickers received a donation of selective collection trucks from the Minister-Chief of the General Secretariat of the Presidency of the Republic, Gilberto Carvalho.

**WASTE MANAGEMENT**

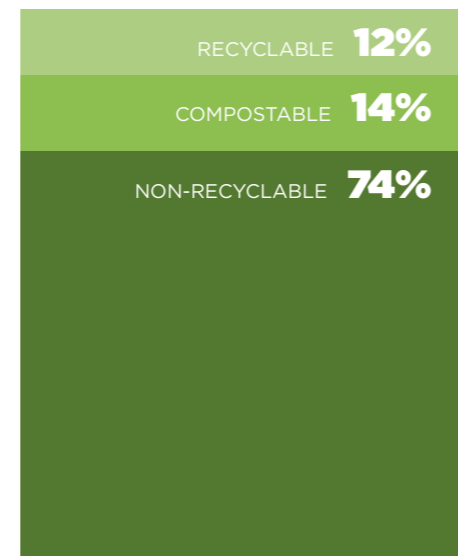
**ASSEMBLY AND DISASSEMBLY**

Waste collected at official sites managed by the NOC Rio+20



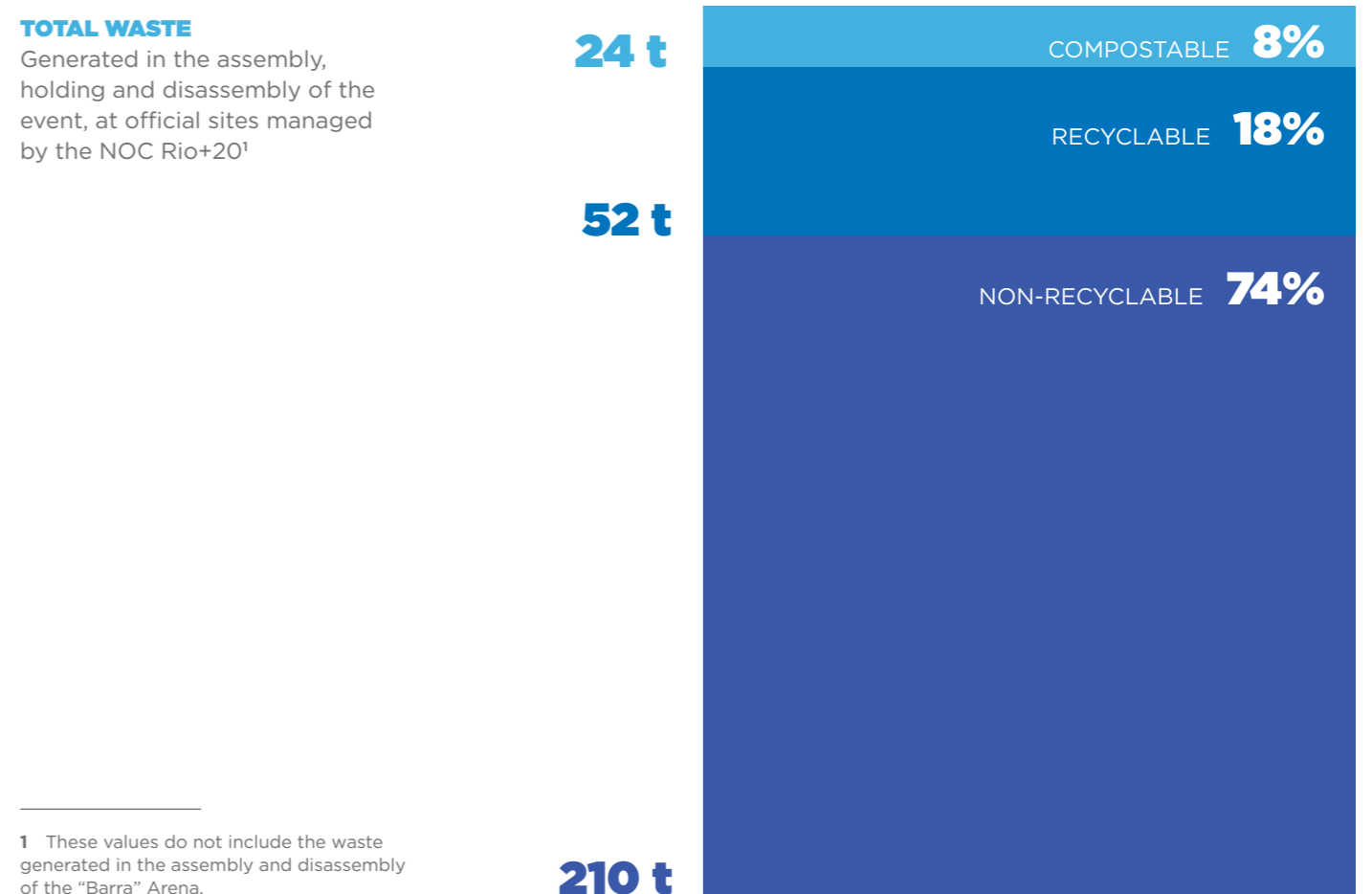
**DURING THE CONFERENCE**

Waste collected at official sites managed by the NOC Rio+20



**TOTAL WASTE**

Generated in the assembly, holding and disassembly of the event, at official sites managed by the NOC Rio+20<sup>1</sup>



<sup>1</sup> These values do not include the waste generated in the assembly and disassembly of the “Barra” Arena.

# SUSTAINABLE DISASSEMBLY



The vests used by the Rio+20 volunteers were transformed into purses by handicraft artists belonging to *Comércio Justo e Solidário* network.



The waste generated by disassembly of the Conference sites became raw material and a source of income for organizations of social interest

As part of its planning, the NOC Rio+20 mapped disposal of specific waste materials generated by disassembly of the official sites under its responsibility, including polyvinyl banners, carpets and fabrics.

Created in 2003, Rede Asta is a network consisting of approximately 50 groups with more than 700 craftsmen, the first Brazilian direct door-to-door sustainable product marketing system. At the invitation of the NOC Rio+20, this organization took on the task of collecting materials with no cost to the event, with the objective of manufacturing and direct sale of cushions, purses and furniture linings. At the end of the Conference, approximately 4,000 m<sup>2</sup> of canvas discarded at the Riocentro, Athletes' Park and Mauá Pier were donated to Rede Asta and the Onda Carioca NGO to be transformed into new products. Parallel to this, approximately 400 vests used to identify Rio+20 volunteers were transformed into purses by Rede Asta.

Onda Carioca was founded in 2005 to defend the interests of Rio de Janeiro beach kiosk owners and soon became a nonprofit organization oriented to sustainability measures. Operating since 2010, its Sewing the Future project uses tarpaulins to make such items as sunshades, bags and giveaways.

The Padre Navarro Association, a cooperative that works with COMLURB, has helped lift more than two thousand people from the depths of extreme poverty since 2000, providing them with income, food and the possibility of employment. At the conclusion of Rio+20, the Association received 400 kg of carpeting removed from the Athletes' Park facilities. The recyclable materials received are then channeled to industries in São Paulo, Minas Gerais and Paraná.

**+** FOR FURTHER INFORMATION [www.asta.org.br](http://www.asta.org.br), [www.ondacarioca.org.br](http://www.ondacarioca.org.br) and Associação Padre Navarro: +55 (21) 3891-6767



A plastic-wood plant was set up at Athletes' Park to recycle post consumption plastics generated as waste during the Conference, transforming it into urban furniture, such as park benches and flower stands.



In all official Conference sites managed by the NOC Rio+20, there were sharp variations in the quantity of waste generated, as well as in the ratio of recyclable, non-recyclable and compostable waste. This was mainly due to the peculiarities of each space, such as the type of contract, the agents involved, the level of commitment to waste management and even the type of event held.

In the case of recyclable solid waste, the results obtained in three official sites demonstrated the importance of priority investments in educational communication with the public, coupled with training of janitorial personnel in order to ensure the best outcomes.

Finally, one of the major challenges associated with mega-events in Brazil was overcome. Waste management at Rio+20 was marked by

Rio+20 was the first mega-event in Brazil in which a solid waste management plan served as the foundation for an adequate treatment of the issue

the impressive quality of deliveries, showing very high use levels of the materials turned over to waste picker cooperatives, with low levels of contamination and in safe and healthy working conditions.

The end result of this joint effort goes far beyond a sense of mission accomplished in solid waste management at the official sites managed by the NOC Rio+20 and generation of income and social inclusion for the waste pickers of recyclable materials. According to reports received after the event, the cooperatives have signed new commercial contracts and registered significant growth as a result of the exposure and credibility gained by their partnership with the Rio+20 organization.



The United Nations stressed to the Brazilian government that RioCentro was organized as the best meeting site of the UN in recent years.

### SUSTAINABLE PUBLIC SECTOR PROCUREMENT

Federal Decree no. 7,746, published on June 5, 2012 to regulate sustainable public procurement, consolidated the already ongoing efforts of the Rio+20 National Organizing Committee to purchase sustainable products and services for the Rio+20 Conference. Before the decree, there had been no single legal instrument on sustainability criteria for public procurement.

The concept of sustainable public procurement is based on the potential impact of standards for a government's purchase of goods and services on production and consumption patterns, in order to promote sustainable development. In Brazil, government purchases amount to 16% of the country's gross domestic product.

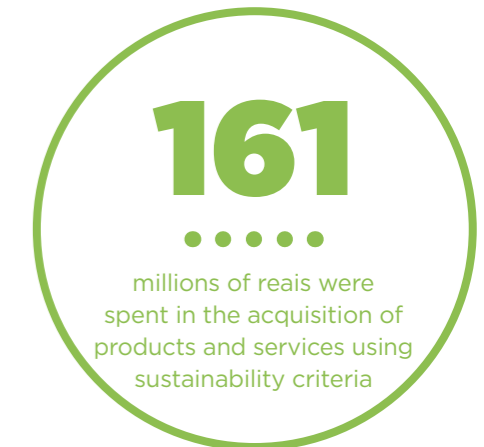
The Sustainability Coordination team, with support from the Procurement and Contract Coordination team, included sustainability criteria and clauses in the procurement of products and services for Rio+20. The economic dimension emphasized support for local production, while environmentally, preference was given to more sustainable materials, waste management, energy efficiency and the reduction of greenhouse gas emissions. In the social dimension, the focus was on creating new jobs and social inclusion. The main goal was to engage suppliers in reducing the socio-environmental impact of their activities, both before and during the event.

When the Sustainability Coordination team was directly involved in establishing selection criteria for suppliers, the technical team was in a position to produce more consistent sustainability clauses. This was the case, for

example, in six terms of reference for international tenders administered through UNDP Brazil for generators, containers, tents, partitions, a production company and civil construction work in the Athletes' Park.

Of the NOC Rio+20's 62 product and service procurements, worth a total of BRL 175 million, 50 (80%, worth BRL 161 million), included sustainability criteria. The NOC Rio+20 was responsible for one of the largest sustainable public procurement processes ever undertaken by the Federal government.

## SUSTAINABLE CONTRACTS



Many specialists monitored compliance regarding sustainability and accessibility demanded in contracts. A Technical Assessment Commission was created for this task

### Support to inspection

With interaction between the Sustainability, Procurement and Contract and the Accessibility and Social Inclusion Coordination teams, the NOC Rio+20 set up a system to assure supervision at every stage of the event, from assembly to disassembly, as teams monitored compliance with and sustainability and accessibility requirements and criteria.

In addition to suggesting and recommending sustainable development measures, which were formalized into terms of reference and sustainability clauses, the NOC Rio+20 also created a Sustainability and Accessibility Assessment Commission, responsible for providing technical support.

The instruments most used to fill in contractual gaps and make up for weak points were technical reports, used to orient both suppliers and inspectors. These reports were especially useful in the more environmentally sensitive contracts, particularly those involving the use of wood and diesel fuel.

The Technical Assessment Commission analyzed thirty-three contracts signed by the NOC Rio+20, worth a total of BRL 125 million. Twenty-four technical reports were issued to the managers responsible for each of them, in order to ensure the sustainability of the materials or services contracted. The use of biofuels, for example, was a priority for the entire fleet of vehicles used at the Conference, as well as for electric power generators at the event.

In this dimension, the main lesson learned was the need to have sustainability experts working together with the procurement and contract team. Since advanced planning is fundamental for greater sustainability, the terms of reference and contracts for product and service procurement must be drafted in consultation with these experts, and interacting with each specific team.

## CONSUMPTION OF WATER RESOURCES

12.6

.....  
million liters of water consumed at Rio+20 sites

29.3

.....  
liters of water: average per person water consumption during Rio+20

160

.....  
thousand liters of potable water consumed more sustainably during Rio+20

### WATER RESOURCES

The NOC Rio+20's strategy for sustainable water consumption at Rio+20 was based on conserving water through rational use, while assuring the volume and quality required by the official Conference sites managed by the NOC Rio+20. Its recommendations on consumption were drafted to follow the principles of the country's National Water Resources Policy (Law no. 9,433/97) and Environmental Policy (Law no. 6,938/81).

The NOC Rio+20 took the following measures to prevent waste and save water:

- analysis of the sites to correct or minimize potential deficiencies;
- identification of water-saving practices;
- creation of synergies and conceptual alignment among all players;
- training for volunteers; and
- compilation of data to create indicators.

The strategy for rational water use was included in terms of reference for tenders, in guidelines, guidebooks, handouts and contracts for Rio+20 participants, exhibitors, suppliers and partners. This guidance took into consideration the local reality, the market and economic feasibility. The principle of minimal environmental impact was implemented in a multidisciplinary approach reflected, for example, in the management of greenhouse gas emissions, water consumption and solid waste management.

To minimize the use of disposable cups, the NOC Rio+20 provided participants with 50 thousand 700-ml squeeze bottles manufactured by Braskem using sugarcane-based bioplastic as a renewable raw material. Additionally, for individual consumption, cups made from corn starch and sugarcane bagasse were provided at drinking fountains holding 20 liter bottles, as well as bottles of mineral water with a lower plastic content. This was complemented by mobile drinking fountains supplied by CEDAE, the state water utility. Around 160,000 liters of drinking water were consumed during Rio+20.



.....  
CEDAE water dispensers distributed 350,000 cups of drinking water at Athletes' Park.

## The NOC Rio+20's strategy for sustainable water consumption at Rio+20 was based on conserving water through rational use

With respect to water consumption by toilets, 650 water-saving devices were installed in the temporary facilities of official sites managed by the NOC Rio+20, in sinks used by food and meal suppliers and in the more than 190 bathrooms, including self-closing taps and valves, aerators, vacuum toilet bowls and double-flow flushing mechanisms.

Regarding water conservation, two of the official sites managed by the NOC Rio+20 had rainwater harvesting systems with a storage capacity of 690,000 liters, for flush toilets and watering gardens.

For the disposal of wastewater, the sanitary systems contracted by the NOC Rio+20 included portable sewage tanks which were emptied by the supplier, who was also responsible for transporting the effluent to a wastewater treatment

plant under the terms of the company's environmental operating license. This system was used for toilet effluents and for waste water from the restaurant tents.

The total capacity of the portable sewage tanks was 66,050 liters, while the used-fat tanks installed in the restaurant tents had a capacity of 3,500 liters.

During Rio+20, a total of 12.6 million liters of water were consumed, for an average of 29.3 liters per person. An estimated 4.3 liters per person were saved by the procedures adopted, for a total savings of 1,890,000 liters for the approximately 430,000 people in attendance.



## REAL TIME MONITORING

Another innovation at Rio+20 was the monitoring of water consumption in partnership with CEDAE, the state water and sewage utility. An option on the official Rio+20 web page "Track Rio+20 water consumption" allowed users to monitor water consumption at the Riocentro, Athletes' Park and MAM in real time throughout the event.

Considering an average consumption of 200 liters per inhabitant per day for the city of Rio de Janeiro, the savings would be equivalent to the supply for 2,368 four-person families, or a one-day supply for 36% of all four-person households in the district of Jacarepaguá in Rio de Janeiro, which had 6,522 households in the 2000 Census.

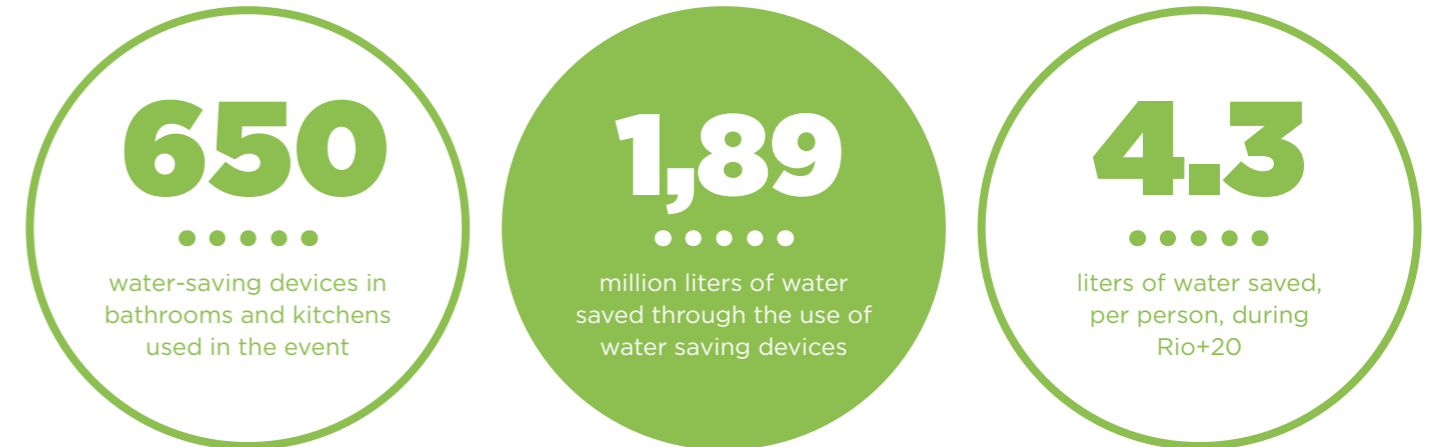
To raise participant and supplier awareness about the rational use of water in food preparation, they were provided with information about best practices in commercial kitchens. In addition, around 1,600 stickers with information about the water saved by those devices were posted in all the event's bathrooms.

### Cleaning and hygiene

Best water consumption practice is complemented by the conscientious use of chemical hygiene products and disinfectants, which may pose environmental and public health hazards when not disposed of correctly. For this reason, the use of detergents, disinfectants, cleaners, grease removers, waxes, alcohol and air fresheners certified by the Ministry of Health, and in proper quantities, was recommended to suppliers.

A survey done by the NOC Rio+20 among suppliers showed that 75% used biodegradable or natural cleaning products. However, none of the cleaning products were 100% plant-based and/or biodegradable. With respect to water savings, only 33% of the suppliers used running water to defrost food. In 67% of the kitchens there was some kind of water-saving device, such as flow reduction valves or aerators, and in 55%, dishwashers were used only when full.

## CONSERVING WATER THROUGH RATIONAL USE



### DRINKING WATER

MEANS OF CONSUMPTION	RIO+20
Water dispensed from reusable/returnable containers (20-liter bottle)	31%
Water consumed in recyclable or biodegradable containers (corn- and sugarcane-plastic cups, low-plastic bottles, green-plastic squeeze bottles and mobile dispensers)	69%

Obs.: The volume of water in drinking fountains supplied by mains water is not included in this sample.

### WATER CONSUMPTION IN TOILET FACILITIES

FLUSH SYSTEM	TAP (AVERAGE CONSUMPTION)	AVERAGE CONSUMPTION FLUSH + TAP (l/USE)	PERCENTAGE AT RIO+20
Conventional coupled tank (6 l/flush)	Hydro-mechanical, regulated for 7 seconds, with aerator 0.10 l/second	6.7	1.7 %
Reduced Volume double flow (3 and 6 l/flush)	Hydro-mechanical, regulated for 7 seconds, with aerator 0.10 l/second	5.2	47.2 %
Reduced volume (0.3 l/flush)	With sensor and aerator (estimated 7 seconds usage) 0.10 l/second	1.0	13.8 %
Chemical <sup>1</sup>	—	—	37.3 %

<sup>1</sup> Toilets with no flushing mechanism, only a tank to hold the sewage. They provide a gel alcohol dispenser for hygiene purposes.



Walking the talk: in the Sustainable Development Dialogues, the panel discussion on energy took place at Riocentro, a space that received electricity from generators using B20, used highly efficient equipment in terms of energy consumption, and was delicately lit by energy saving lamps.

### ENERGY

Brazil's energy matrix makes the world's greatest proportional use of renewable energy. It was therefore fitting, in line with sustainable development principles, that the NOC Rio+20 made use of energy-efficient solutions in a strategy that integrated both demand and supply.

All contracts for temporary structures and constructions stipulated the use of equipment certified to the highest levels of efficiency under Inmetro's (Portuguese acronym for National Institute of Metrology, Quality and Technology) Brazilian Labeling Program, for example, for air conditioning and latest-generation LED (light emitting diode) and fluorescent lighting.

Just as with electricity consumption, Rio+20 brought no increase in natural gas consumption. Average daily consumption was calculated

based on utility bills. Multiplying the total of these bills by the number of days of the event, it was possible to estimate consumption associated with the Conference. However, the calculation did not include the assembly and disassembly phases for the official sites administered by the NOC Rio+20. Liquefied petroleum gas (LPG) consumption was only estimated for Riocentro and the MAM annex auditorium. For purposes of calculation, the LPG energy base was assumed to be identical to that of natural gas (= 4.4 GJ).

In addition to the technology solutions, the NOC Rio+20 provided suppliers and those responsible for official venues with guidance on efficient energy use (electricity and fuels). It also monitored services, such as temporary constructions, catering services, containers and B20 diesel-powered generators (see box) by means of reviews and the terms of reference in calls for tenders. However, these measures were restricted in order to keep costs down and to be served by local suppliers.

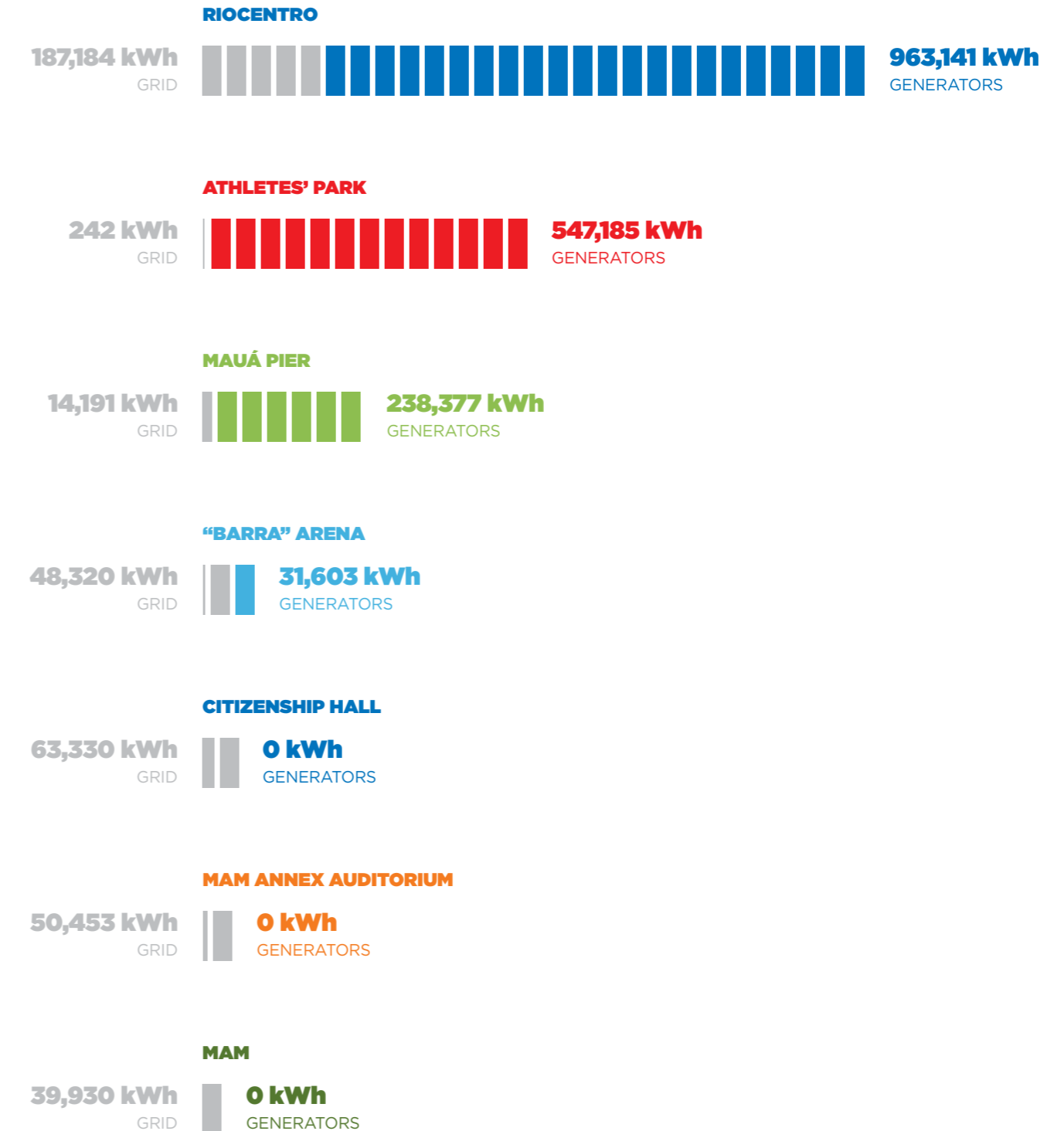
Exhibitors at Rio+20 also received the Exhibitor's Manual with practical recommendations to encourage rational energy use. A team of volunteers reporting to the Sustainability Coordination team was trained to identify waste in the official venues administered by the NOC Rio+20.

Most of the official sites managed by the NOC Rio+20 were powered by the city's energy grid, which uses 85% renewable sources, due to the share provided by hydroelectric plants.

After an energy planning exercise undertaken at each Conference location, the NOC Rio+20 presented the permanent site administrators with guidelines for specific interventions at each facility, with practical recommendations for making them more sustainable.

With respect to ground transportation, the energy efficiency strategy in place prioritized the use of ethanol in light vehicles (additional information in the section on Transportation).

### TOTAL ELECTRIC POWER CONSUMPTION AT EACH OFFICIAL SITE



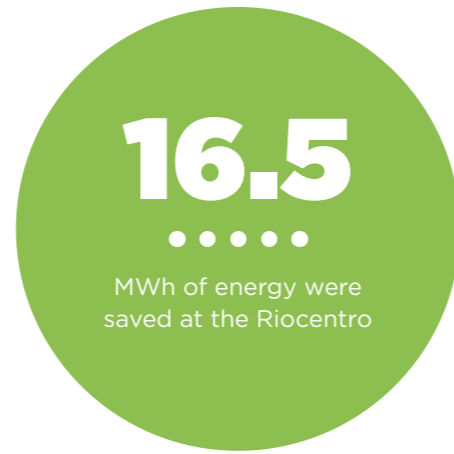
Note: At the Riocentro, the event's security considerations required a failsafe, uninterrupted power supply. At Athletes' Park, virtually no grid power was available. There was no significant generator power consumed at the MAM, the MAM annex auditorium or the Citizenship Hall.

**Energy conservation**

The energy conserved was not measured directly, but was estimated by comparing expected vs. actual consumption. The calculation of the energy conserved compares conventional technologies and those employed at Rio+20, enabling estimates for power and consumption reductions. Thus a total of 160 hours (16 hours for the 10 days of the event)

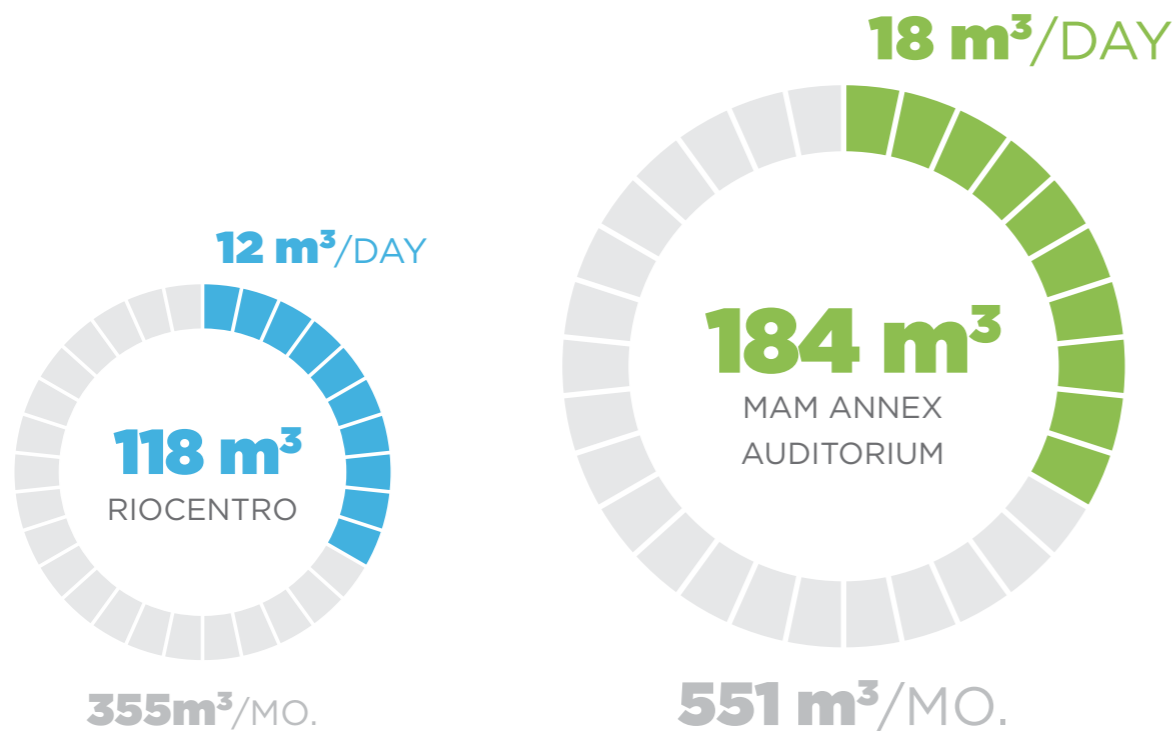
was considered, with a load factor of 0.5 (compressor cycle) for the air conditioning equipment.

Following this logic and using conservative estimates, it was only possible to calculate the amount of energy conserved under the direct influence of the NOC Rio+20 at Riocentro, where savings were estimated at 16.5 MWh.



**NATURAL GAS CONSUMPTION**

In the two official sites managed by the NOC Rio+20 (Riocentro and the MAM annex auditorium) supplied with natural gas



ENERGY CONSERVED DURING RIO+20 - RIOCENTRO						
ITEM	CONVENTIONAL		RIO+20		REDUCTION	
	W	ITEM	W	QUANTITY	POWER (kW)	CONSUMPTION (kWh)
4x32 bulb	128	LED	54	381	28.2	4,511
2x32 bulb	64	2x28 bulb	56	1,921	15.4	2,459
250 mixed bulb	250	HIT 150 bulb	160	87	7.8	1,253
Split 18000, Seal C	1,880	Split 18000, Seal B	1,755	828	103.5	8,280
<b>Total</b>				<b>3,217</b>	<b>154.9</b>	<b>16,503</b>

**MORE SUSTAINABLE ELECTRIC POWER**

Due to the nature and scale of the event and the security measures in place, power generators were installed to meet the needs of Rio+20. Fueled preferentially by B20 diesel oil, these generators were the main source of energy at Riocentro and Athletes' Park.

This option had to be approved by the ANP (National Petroleum, Natural gas and Biofuels Agency) and the INEA (the State Environment Institute), which specifically authorized and granted the environmental license for the use of fuels not in compliance with general market specifications (at the time of Rio+20, type B5, i.e., containing 5% biofuel). Partnerships with the BR Distribuidora and Petrobrás assured both the fuel supply and expert technical consultations.

The generators burned a total of 334,000 liters of B20 diesel oil, and generated 1,780 MWh or 85.6% of the electric power consumed at Rio+20. The rest of the Conference's power was fueled by a further 200,000 liters of B5, readily available on the Brazilian market.

A pioneering measure for an event the size of Rio+20, the use of B20 resulted in a 280,000-liter reduction in fossil diesel consumption, enough for a bus to drive more than 800,000 kilometers or equivalent to a journey to the moon and back.

**FUEL CONSUMPTION BY GENERATORS (IN LITERS)**

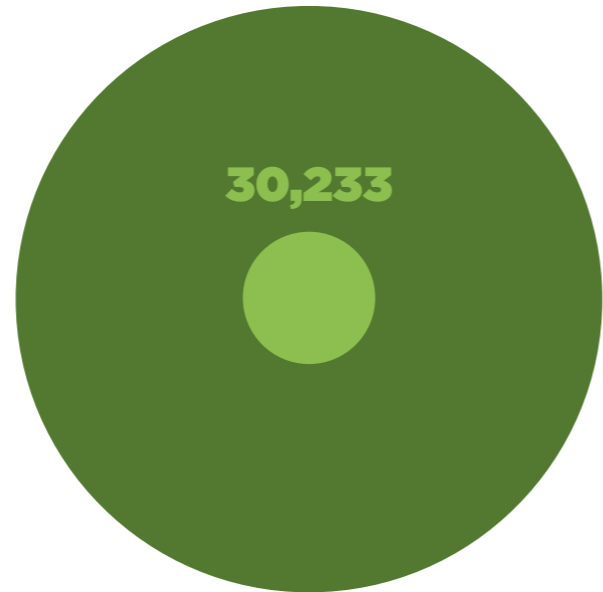
**DIESEL B5  
DIESEL B20**

**288,942**



RIOCENTRO

**133,923**



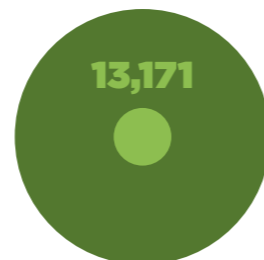
ATHLETES' PARK

**7,735  
1,746**



"BARRA" ARENA

**58,343**



MAUÁ PIER



Coordination among the federal, state and municipal spheres guaranteed the success of the measures implemented by the organization of Rio+20.



**SUSTAINABLE CONSTRUCTION**

In the construction sector, the NOC Rio+20 made specific recommendations aimed at ensuring sustainable services from suppliers, in particular with respect to materials and processes. Technologies, methods, accessibility solutions, materials and construction processes were proposed in the document Guidelines for More Sustainable Temporary Buildings, provided to suppliers and those responsible for assembling the Conference facilities.

All NOC Rio+20 contracts mandated the use of certified wood and reusable, natural materials. It also stipulated bioclimatic architectural concepts that would reduce the need for artificial air conditioning and lighting. A number of simplified cradle-to-grave analyses also helped in the choice of some materials.

These recommendations were communicated not only in documents, the terms of reference for tenders and the Exhibitor's Manual, but also in face-to-face meetings with most of the suppliers, partners, and

organizers of side events supported by the NOC Rio+20, such as the People's Summit.

Nine groups of suppliers responsible for the assembly of the Conference infrastructure and thirty-three exhibitors were monitored throughout the process. Suppliers were selected based on their capacity to provide all the infrastructure required by exhibitors, in order not to have to assemble their own stands. The exhibitors chosen to be monitored were the ones not using that system, namely those who provided their own infrastructure. This enabled the NOC Rio+20 to analyze the entire physical infrastructure for the event, regardless of its origin.

Compliance with sustainability guidelines was monitored by paper work and by technical inspections, during the assembly stage (for suppliers); during the Conference (exhibitors); and the disassembly stage, with a view to gauging the reuse of materials and waste generation.

During the Conference, volunteers trained by the Sustainability Coordination team helped to monitor the stands. A survey to assess the thermal comfort of facilities was also conducted among members of the public.

Rio de Janeiro can have very hot days even in June, the beginning of the winter, together with many dark, rainy days. The NOC Rio+20's experience shows that investing in building design to maximize indoor comfort, thus reducing the need for air conditioning and lighting, may be one of the best ways to develop more sustainable structures for future events. For this reason, studies, computer simulations and calculations are recommended so that during each season the most appropriate materials can be used for temporary structures, such as canvas for tents or steel for containers, with a view to retaining more or less heat in the indoor environment, as well as determining the ideal size and positioning of openings, to save even more energy.

### Monitoring suppliers

The system adopted for the flooring at the Riocentro generated excessive use of wood, which could have been economized. This was one of the major challenges in monitoring the sustainability of NOC Rio+20's actions in the organization of the event.

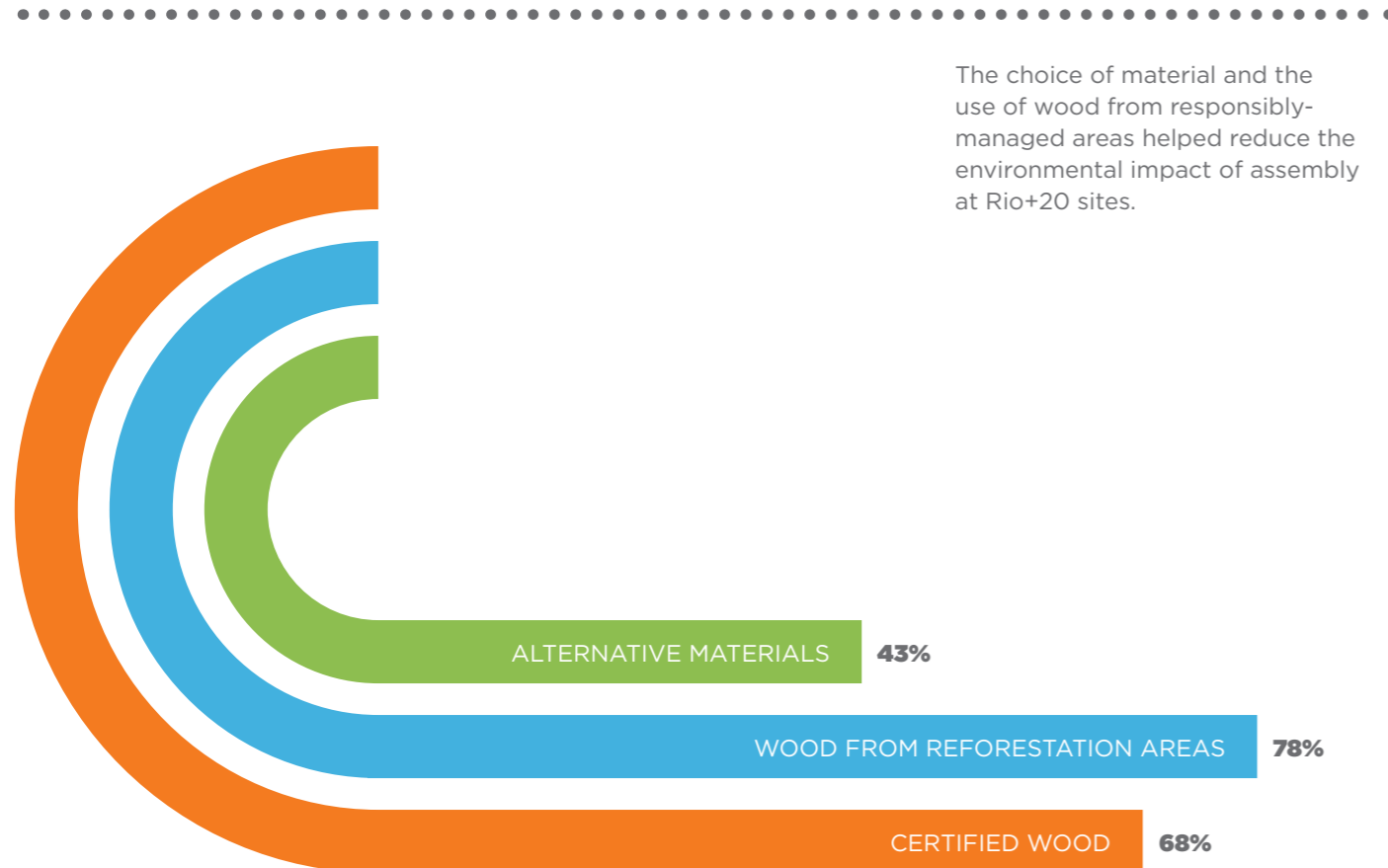
The tented area used in the event totaled 18,350 m<sup>2</sup>, prioritizing systems with low waste generation and a fully reusable flooring structure. These measures saved approximately 1,100 m<sup>3</sup> of wood.

Furthermore, the environmental impact of the use of more than 2,000 m<sup>3</sup> of wood at in the Riocentro was mitigated by the fact that this timber came from reforestation areas. Around 50% of the wood was certified, one of the contractual obligations.

Wood was not used to raise the floor level at Athletes' Park, the Mauá Pier and "Barra" Arena. In these cases, carpet was laid directly over the ground. Instead of wooden partitions, an octagonal system was used.



## TENTS AND PARTITIONS



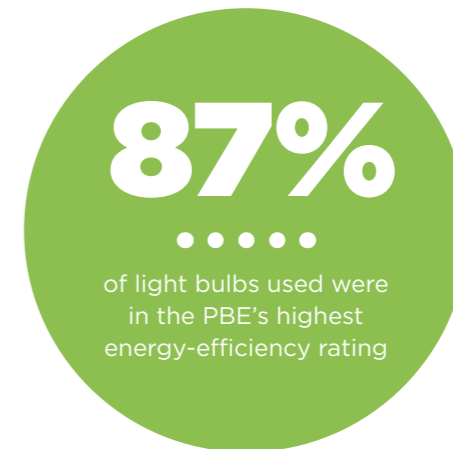
The choice of material and the use of wood from responsibly-managed areas helped reduce the environmental impact of assembly at Rio+20 sites.

## ACTIONS BY SUPPLIERS



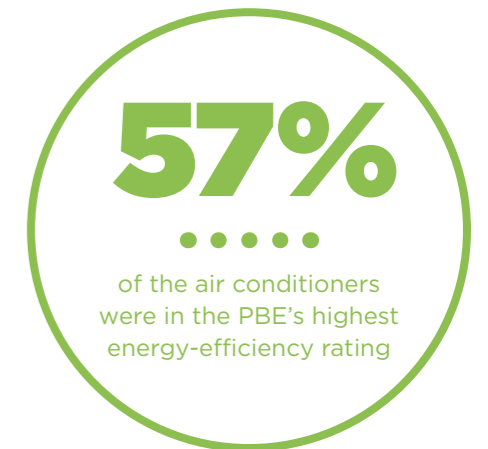
These measures saved approximately 400 m<sup>3</sup> of timber at the official sites managed by the NOC Rio+200.

The furniture and fittings for all the spaces at the Riocentro and the civil-society spaces (Mauá Pier, Citizenship Hall, Athletes' Park, "Barra" Arena, MAM and the MAM annex auditorium) were rented with the stipulation that any wood used must be of certified origin, but without any specific guidance on the use of more sustainable or fair-trade materials. In terms of sustainability,



the advantage of that furniture was the fact it could be reused, since they were rented. Some of the structures were also recyclable, as long as they were adequately disposed of at the end of their life span.

Another key aspect in temporary structures and partitions was use of carpets made from PET bottle fibers in more than 100,000 m<sup>2</sup> of official sites managed by the NOC Rio+20. At that stage of assembly, the NOC Rio+20 recommended the use of glue with little or no formaldehyde,



to preserve the health of those working in the installations.

In the spaces occupied by civil society organizations, the NOC Rio+20 recommended the use of T5 tubular fluorescent lamps. Some 700 of these were installed, in addition to 1,300 compact fluorescent lamps. In Riocentro, 1,000 LED (light emitting diode) and 500 tubular fluorescent lamps were installed.

Suppliers were encouraged to use low environmental-impact material and technologies in the facilities. The coverage and outcome of those efforts were monitored by the NOC Rio+20

One of the suppliers of container toilets used natural lighting, which saved the equivalent of 120 light bulbs not being turned on during the day. If all had opted for natural lighting, around 540 more light bulbs would have been turned off for at least six hours a day.

The three suppliers of container toilets used class A economic light bulbs (classified by the Inmetro Brazilian Labeling Program /PBE), fluorescent bulbs and LED bulbs (for lighting above mirrors). None of them informed the exact number of bulbs used, but it is estimated that there were approximately 340 fluorescent bulbs and 130 LED bulbs. Incandescent (non-economic) bulbs were used in individual chemical toilets.

With respect to ventilation, only one of the container toilet providers supplied units with air conditioning. The others used natural ventilation, equivalent to the non-use of approximately 57 units.

The two main signage suppliers were monitored. Although other suppliers had been contracted, these two were the most significant in terms of the volume of material supplied. Both used sheeting made from recycled PVC, which reduces the

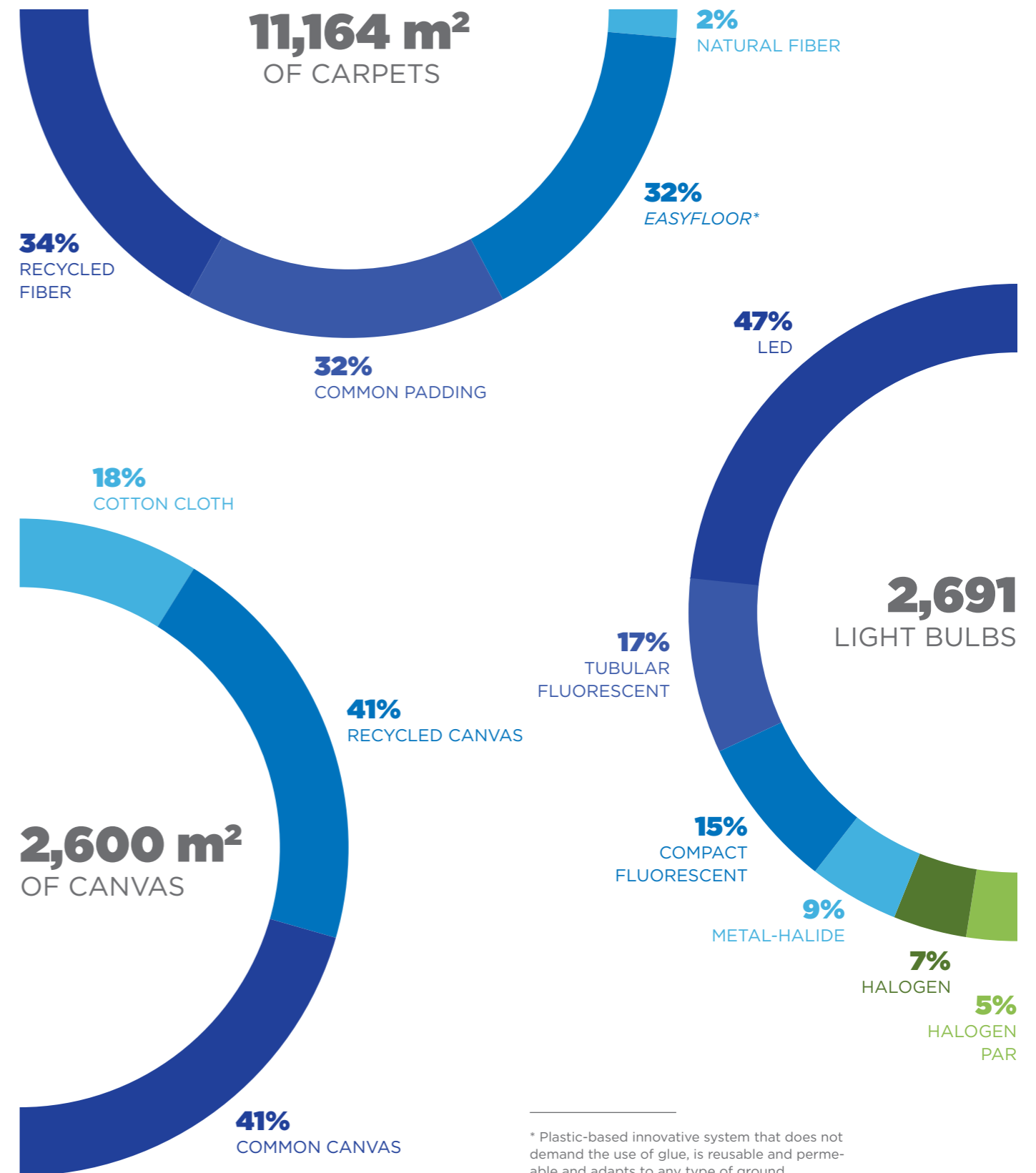
use of virgin PVC by 50%, to install 1,100 m<sup>2</sup> of banners in the spaces occupied by civil society organizations and approximately 1,500 m<sup>2</sup> of banners at Riocentro.

These suppliers also used conventional adhesive vinyl (with a percentage of PVC). This product could have been replaced with PVC-free or polyolefin-based adhesive vinyl, which also does not use PVC and has a manufacturing process that requires less thinner, although these products are not readily available in the market.

Around 25 liters of water-based ink was used to print the banners. At the Mauá Pier, Athletes' Park, Barra Arena and the MAM annex auditorium, approximately 20 liters of water-based ink were used to print banners. The ink used for printing at the Riocentro was *Eco Solvente*, although some researches question whether this is in fact a more environmentally sound product, for which reason the NOC Rio+20 considered it to be a conventional ink.



## MATERIALS USED





The Green Passport was launched in English, Spanish and Portuguese, and made suggestions to participants as a guide for more sustainable tourism.



**GREEN  
PASSPORT**  
SUSTAINABLE TOURISM  
FOR A LIVING PLANET

### SUSTAINABLE TOURISM

Rio+20 Conference was the first mega-event to be held in Brazil this decade. The strategy developed for sustainable tourism had two goals: to sensitize the hotel sector and to make suggestions for participants.

Towards the first goal, the NOC Rio+20 prepared and distributed the Sustainability Guidelines for the Hotel Sector. In addition to guidance on implementing viable sustainability management systems, the document suggested short-term measures for sustainability in hotel services and processes including, for example, lower water and energy consumption, greenhouse gas emissions and solid waste generation.

Although the guidelines were well received, it was not possible to measure their impact due to the sector's autonomy and the lack of a specific mandate for the NOC Rio+20. For years, this sector has had very high year-round occupancy rates, irrespective of the realization of Rio+20 Conference. Therefore, compliance seemed to depend more on cutting costs and increasing profits, as a result of lower consumption of natural resources, such as water.

Due to lack of time before the beginning of the Conference, the decision was taken to use existing official publications to persuade participants to be more responsible and sustainable. In this context, the partnership between the NOC Rio+20, the Sustainable Rural Development Department of the Ministry of the Environment and the Tourism and Environment Program of the United Nations Environment Program in Brazil (UNEP) was essential for integrating these ideas into the Conference organization.

Launched on the eve of Rio+20 Conference by the Ministry of the Environment and the Ministry of Tourism, the *Passaporte Verde* (Green Passport) program was the main tool used by the NOC Rio+20 to disseminate the concept of sustainable tourism, focused mainly on individuals and their actions. Around 50,000 trilingual copies of the Green Passport (English, Spanish and Portuguese) were handed out in kits for participants. The same material was also distributed to the Rio+20 hotel network and included in the official Conference application (see box).

## ON THE GREEN PASSPORT PROGRAM



Smart phone and tablet apps showed the localities featuring activities related to sustainable tourism during the Conference.

New technologies helped spread information and stimulate responsible tourism through the State of Rio de Janeiro

An initiative organized by the International Task Force for the Development of Sustainable Tourism, the Global Green Passport Campaign is based on sustainable consumption and production policies. The Brazilian government was represented by the Ministries of Tourism and the Environment, which in conjunction with UNEP Brazil and the French Ministry of Ecology and Sustainable Development decided to develop the idea and disseminate it globally to meet the goals proposed by the international task force.

At Rio+20, the Green Passport content was made available on the official application for smartphones and tablets with information and images of the cities of particular interest in terms of ecological tourism in the state of Rio de Janeiro, in addition to the daily Rio+20 program, local attractions associated with sustainable development and general information. The application proved useful in promoting sustainable tourism, in addition to providing information on the weather, local culture and transportation in the city of Rio de Janeiro and other cities in the state.

## TRANSPORTATION

The focus of the sustainability measures in transportation for the Conference was in the following actions: use of biofuels and alternative fuels in the official fleet, mass transportation and non-motorized transportation. Thus the fleet of vehicles used to transport authorities, guests and accredited participants during Rio+20 was powered by diverse fuels, prioritizing renewable and alternative varieties.

When defining the sustainability guidelines for the official Conference transportation system, the NOC Rio+20 benefited from the fact that the Brazilian energy matrix is one of the cleanest in the world. Based on renewable energy, this matrix was decisive in mitigating the greenhouse gas emissions associated with the event. In the transportation area, the Brazilian market is characterized by an abundant supply of ethanol, E20-25 gasoline (gasoline with a 20 to 25% blend of ethanol), B5 biodiesel (fossil diesel with a 5% blend of vegetable oil) and flexible fuel vehicles.

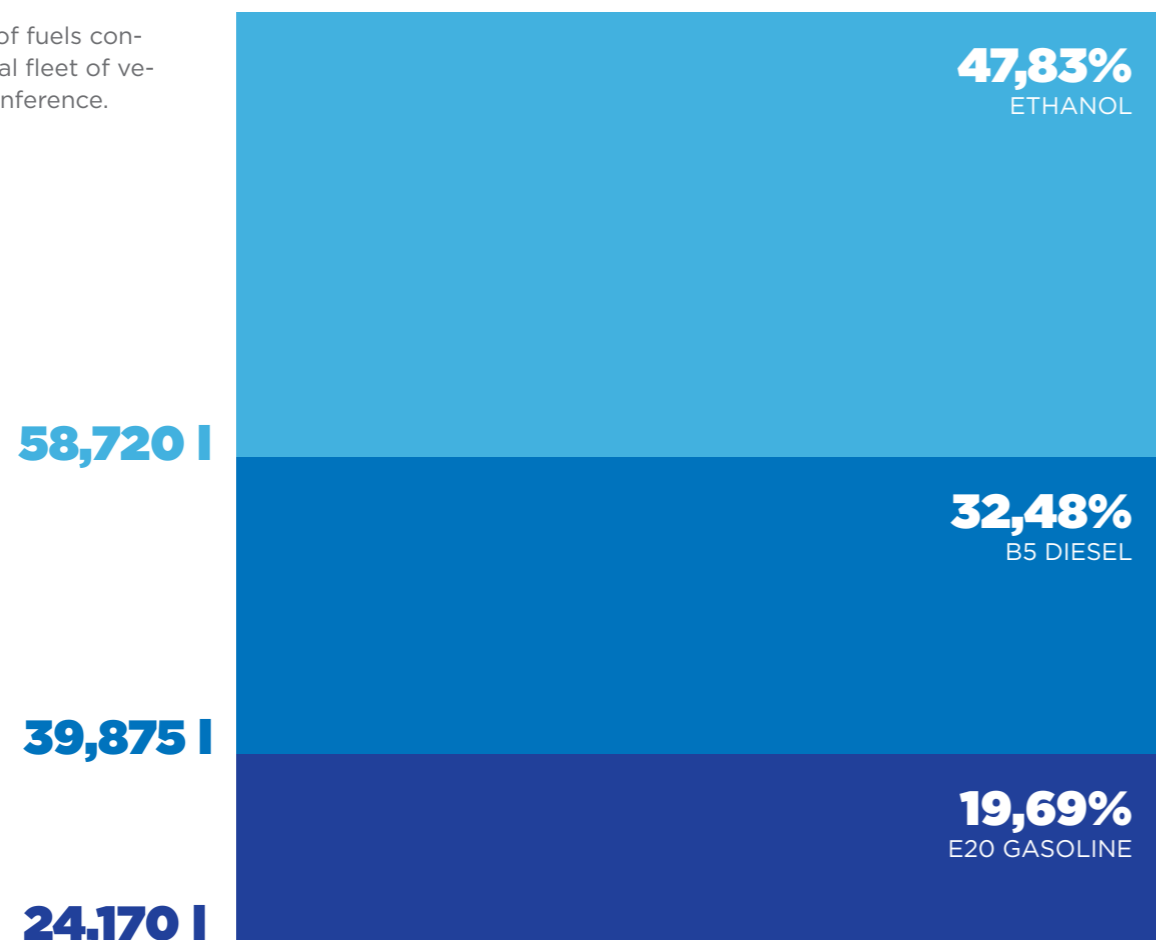
To reduce vehicle use by individuals, mass transportation was beefed up and new bicycle racks were installed around the official sites

One of the major challenges of the organization of Rio+20 was ensuring a reliable and efficient transportation system for all the participants that could be used at any time, following the concept of sustainable development that guided the debates.



## FUEL CONSUMED IN TRANSPORTATION (IN LITERS)

Percentage shares of fuels consumed by the official fleet of vehicles at Rio+20 Conference.



Virtually all of the 878 vehicles in the official motorcades were powered by flexible fuel engines, prioritizing the use of sugarcane ethanol (see box) which, as recognized by the Intergovernmental Panel on Climate Change (IPCC), does not heighten the greenhouse effect. The other nearly 400 official vehicles were powered by biodiesel and E20 gasoline (with a 20% blend of ethanol). This was the case with imported armored and other gasoline-powered vehicles in the fleet, a number of which were loaned to the NOC Rio+20.

Overall, around 48% of the fuel consumed by the official fleet was ethanol, reducing the Conference's greenhouse gas emission coefficient. Moreover, the use of E20 resulted in further mitigation of these gases due to the blend of ethanol in conventional gasoline.

The NOC Rio+20 also used a special scheme to replace individual motorized transportation with collective transportation wherever possible. Most of the 359 buses in the official Rio+20 transportation system were powered mainly by B5 diesel. However, a number of vehicles using a variety of cleaner alternative fuels were included in the fleet with support from the Rio de Janeiro

State Transportation Department and the National Association of Automotive Manufacturers - ANFAVEA, looking to showcasing the diversity of options currently available or programmed for the near future. The official transport system also included electric cars, ethanol-powered buses, sugarcane-based diesel-powered buses, hybrid electric buses (electricity/B5), hybrid diesel/natural gas buses (NG/B5) and second generation ethanol-powered vans. More than 121,010 rides were made by passengers on the circuit between the Riocentro and hotels in only ten days.

With respect to mass public transportation, the Rio de Janeiro subway system (Metro), which connects the south of the city with the downtown area and Barra da Tijuca, was a key element in the Conference transportation system, as well as one of the cleanest. Special bus lines were laid on to integrate the Arcoverde metro station in Copacabana and the General Osório metro station in Ipanema with the official Rio+20 transportation system, facilitating access to the Riocentro for users. The Metro also handed out 10,000 tickets to participants at the People's Summit and gave free access to the members of indigenous groups participating in the Conference.

The NOC Rio+20 also installed bicycle racks around the official Conference facilities to encourage the use of this healthy, non-polluting form of non-motorized transportation. Such initiatives at the Rio+20 Conference simply expanded the existing structure for bicycles in the city which, even though it could be improved, is one of the best for cyclists in Latin America, with 600 rental bicycles and 60 bicycle parking racks from the BikeRio project and around 240 km of bicycle lanes.

The NOC Rio+20 also attempted to extend the bicycle rental system and the use of the bicycle taxi service which exists in the city to all the official Conference sites run by the NOC Rio+20. It is recommended that major investments be made in non-motorized transportation solutions for upcoming mega-events to be held in Brazil. This would reduce disruptions to traffic and expenditure on public transportation.



# LOWER EMISSIONS WITH SUGARCANE ETHANOL



State-of-the-art technology and high-performance with Brazil's E20 gasoline.

Biofuels stand out as a concrete, renewable energy alternative, with high yields and less pollution

Brazilian law mandates a mixture of ethanol with gasoline varying from 20% to 25%. The main purpose of the measure is to reduce potentially harmful emissions, including greenhouse gases.

In 2007, the Intergovernmental Panel on Climate Change (IPCC) concluded that the balance of GHG emissions in the life cycle of sugarcane ethanol as it is produced in Brazil is zero, because all the CO<sub>2</sub> emitted is reabsorbed by photosynthesis during the growth process of plants. In 2010, the US Environmental Protection Agency – EPA confirmed this conclusion by facilitating imports of sugarcane ethanol. On that occasion, the EPA announced that Brazilian sugarcane ethanol makes a significant contribution to reducing GHG emissions, compared to gasoline, classifying it as an “advanced biofuel”.

Also noteworthy is the fact that E20-E25 gasoline does not require any adaptation of engines or parts in vehicles not equipped with flex-fuel technology. Neither does Brazilian gasoline jeopardize the performance of high technology vehicles, such as the BMW 750i and BMW 550i models loaned to the NOC Rio+20 by the BMW Group to transport authorities and special guests during the Conference. In fact, these and other high technology models have a more sustainable performance in Brazil than abroad, producing lower emissions because of the 20 to 25% ethanol blend in the gasoline.

The world has seen much recent progress in environmentally sustainable technologies. Within this context, biofuels, particularly ethanol, stand out as highly productive, cleaner, renewable alternative for reducing greenhouse gas emissions.

## SUSTAINABLE FOOD



### SUSTAINABLE FOOD

The NOC Rio+20 realized that Rio+20 could also boost local demand for more sustainable food, through a conscious-consumption strategy for upcoming mega-events scheduled in Brazil later this decade.

In addition to holding meetings with suppliers to ensure conceptual alignment around the theme, the NOC Rio+20 drafted the document Sustainability Guidelines for Catering Companies to offer guidance on best practices.

Furthermore, the caterers participating in Rio+20 were inspected by the National Health Surveillance Agency (Anvisa) for compliance with sector-specific requirements, set forth in its handbook on best food-service practices. The main water supplier for the event was CEDAE, the state water and sewage utility.

The guidelines for sustainable food proposed by the NOC Rio+20 also oriented product and service procurement and relations with exhibitors, with a strong, permanent focus on waste prevention. As part of this approach, menus adopting the principles of inclusive gastronomy were encouraged at official sites managed by the NOC Rio+20.

Other important guidelines were the rational use of water (procedures and techniques to save and conserve water during food preparation); energy management (use of efficient equipment); solid waste management (trash sorting and grease disposal); and the use and handling of natural gas and LPG. Mitigation of greenhouse gas emissions was encouraged with recommendations to use electric stoves and equipment powered by renewable energy such as biodiesel and solar stoves.

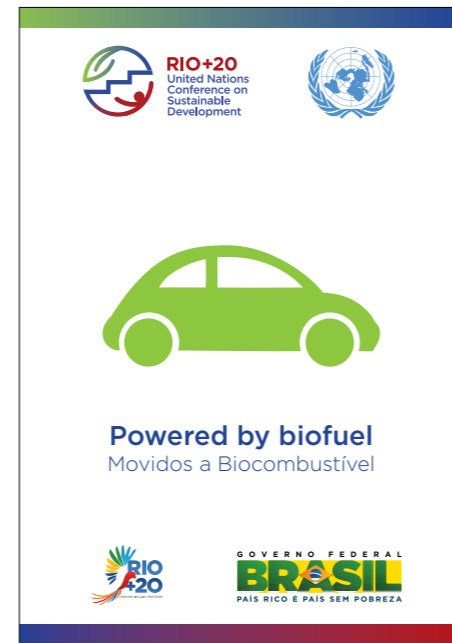
Providers were also encouraged to use biodegradable materials (for example, cups made from corn starch and sugarcane bagasse) and to separate compostable and greasy waste. A truck was parked at Athletes' Park to store all the oil used in food preparation. The Rio de Janeiro Associação das Baianas de Acarajé, Mingaus e Receptivos (Association of Bahia-style Food Professionals) worked to assure the correct disposal of some 90 liters of palm oil collected during the 12 days of the Conference and exhibitions, for the production of biofuel.

A number of alterations were observed in the internal procedures of caterers, through incorporation of sustainable practices into their

own work methods, even after the Conference.

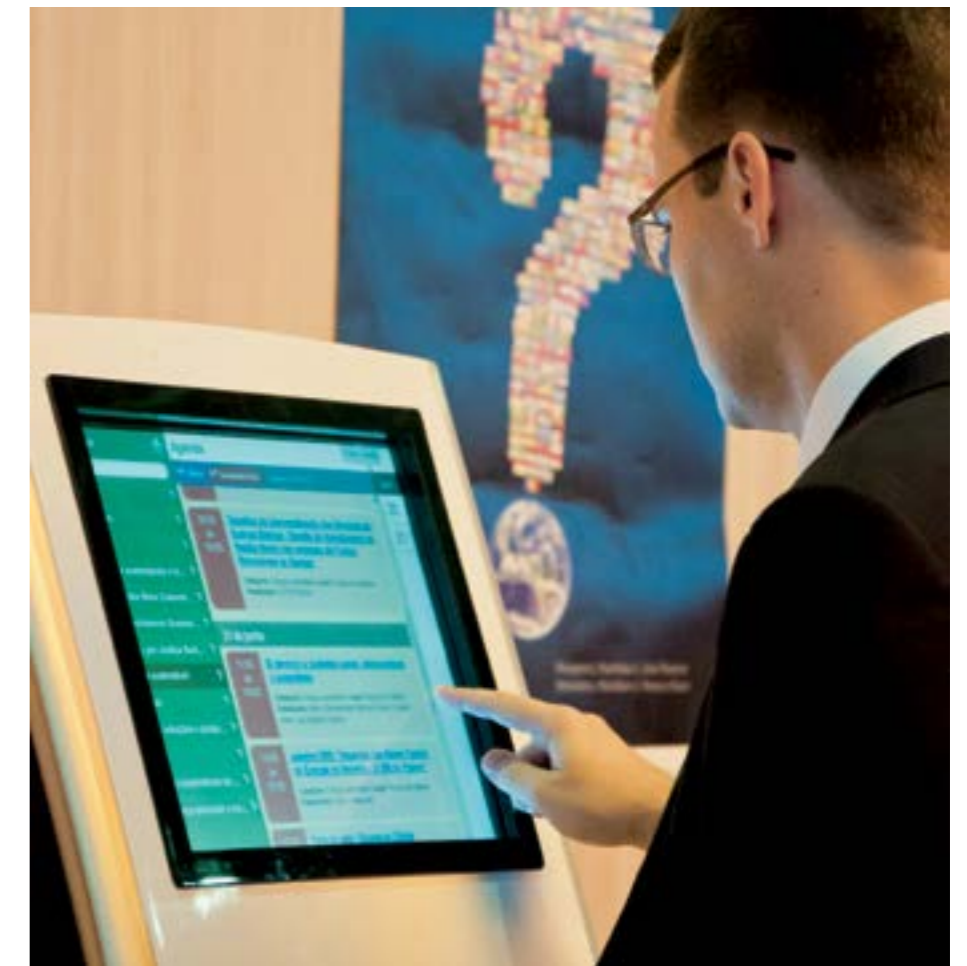
At RioCentro, initiatives to incorporate sustainability recommendations proposed by the NOC Rio+20 were supervised by the operator which had exclusive responsibility for contracting the other caterers at that closed site. As a result, the NOC Rio+20 was unable to fully monitor adoption of its recommended guidelines.

According to GL Events, the RioCentro concessionaire and parent company of the Top Gourmet catering service, 50% of the restaurants and snack bars at RioCentro offered natural or organic products, an example being organic vegetables and fruits produced in the nearby mountainous region of Rio de Janeiro state. There was also produce from small family farmers using low-impact agroforestry systems and manual harvesting.



Examples of the educational signage used in the spaces managed by the NOC Rio+20.

Information on sustainability in the organization of Rio+20 was available in electronic totems.



During the Conference, suppliers and service-providing companies were encouraged to adopt sustainable practices and enhance their methods

### COMMUNICATION FOR SUSTAINABILITY

In addition to organizing Conference logistics, the NOC Rio+20 had the mission of making participants aware of the sustainability measures incorporated into the Conference, in an educational process that would be part of the event's intangible legacy. Brazil's National Environmental Education Policy (Law no. 9,795/99) gave the legal reference for educating the diverse audiences visiting official sites administered by the NOC Rio+20 on the proper use of the waste management system, rational consumption of water and power, mitigation and compensation of greenhouse gas emissions and the advantages of using biofuels.

Signage in the official sites administered by the NOC Rio+20 and the official Rio+20 webpage were the main communication vehicles used by

the Sustainability Coordination team. The major challenge in publicizing the NOC Rio+20's sustainability measures was to do so without clashing with official communication campaigns administered by the federal government and the United Nations.

Analysis of sustainability benchmarks at other major events showed the strategic importance of effective communication with the public in facilities administered by the NOC Rio+20, so that planned actions and systems would be properly used. The option was for short statements that portrayed the complexity of themes, while conveying concepts and messages.

The sustainability communication strategy focused on biofuels, water savings (25% in sinks and 75% in urinals), multicultural menus, greenhouse gases, solid waste, the

Volunteer Program, economic prosperity, social inclusion and environmental protection.

The signage was manufactured using materials with minimal environmental impact and maximum sensory perception. The products were aligned with full life-cycle sustainability criteria, with part of the material being recycled and part reused.

Despite best efforts and the involvement of the Sustainability Coordination team, it was concluded that the installation schedule was too short and that the budget and, consequently, the volume of signage should have been much greater, considering the dimensions of the physical spaces and the importance of the content in order to effectively raise public awareness around sustainability measures at the UN's largest Conference ever.

The content of communication for sustainability was made part of the following activities:

- Official documents – concepts of sustainable communication, such as the Exhibitor's Manual, the Sustainability Guidelines for Caterers, the Best Practice Guide for Hotel Management and Operation and the Guidelines for More Sustainable Temporary Buildings;
- Specific signage;
- Volunteer work – specific training for volunteers about the role of communication and signage for sustainability at Rio+20.

The team responsible for communication for sustainability interacted with the NOC Rio+20's other coordination teams to disseminate

sustainable measures and to leverage other like-minded initiatives, such as:

- Press office – dissemination of data on sustainability at Rio+20;
- Official website – inclusion of content on sustainability at Rio+20;
- Video totems – texts on sustainability actions and measures during the organization of Rio+20;
- Concept – orientation about the concept of communication for sustainability (particularly in the signage).



## **SOCIAL INCLUSION, ACCESSIBILITY AND CULTURE**

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The social face of the Conference extended beyond the limits of the official sites and left a legacy of inclusion to Rio de Janeiro. The activities of the NOC Rio+20 were marked by four dimensions: Sustainable Communities, Culture, Voluntary Personnel and Accessibility.

# POSITIVE LEGACY



The Rio+20 National Organizing Committee sought to innovate on the social front in comparison with previous United Nations conferences. With conclusion of the Conference, Rio+20 became an international benchmark in accessibility, creating parameters for future events. The NOC Rio+20 fostered a number of social measures reflecting its intention of bringing the event closer to the local population and ensuring a social legacy. For this reason, projects were not limited to the official sites managed by the NOC Rio+20, but rather were targeted to disseminating the concept of sustainability to society, giving support to initiatives to make the city of Rio de Janeiro more accessible, inclusive and sustainable.

Within the scope of the two major Rio+20 social themes and attuned with public policies on the poverty eradication and the promotion of inclusive economic growth, the

NOC Rio+20 Accessibility and Social Inclusion Coordination team prioritized participation of young people from Rio de Janeiro communities. Through programs aimed at the pacified communities, the Volunteer Program and employment of resources and technologies aimed at furthering accessibility, the National Committee believes it reached its goal of acting as a multiplying agent of the concept of sustainable development.

A number of partnerships were necessary to achieve these goals. Among these, UNDP Brazil and the UN Volunteers played a particularly noteworthy role, aiding the NOC Rio+20 during the phase of training and monitoring the young people included in the Volunteer Program, while the Caixa Econômica Federal opened bank accounts so they could receive the allowances paid to them.

This chapter provides an account of the activities undertaken by the NOC Rio+20 Accessibility and Social Inclusion Coordination team, organized in four dimensions: Sustainable Communities, Culture+20, the Volunteer Program and Accessibility.



The Socio-environmental Arena, the space for dialogue between the Brazilian government and civil society, received a public of 100,000 persons with live interactive transmission over the Internet.

Parallel to these items, the chapter also deals with other initiatives that aided in fostering sustainable development. Conceived by the Brazilian government, the Dialogues for Sustainable Development had the support of the UN and BNDES in an effort to place thirty concrete recommendations for furthering sustainable development before the heads of state and government present at the event. The consultations involved more than 63,000 persons from 193 countries, using a digital platform created specifically for the initiative, based on UNDP Extranet platform Teamworks.

During four days at Rio+20, 100 debaters and an average daily public of 1,300 people at Riocentro selected the recommendations of the Dialogues.

In its turn, the Socio-environmental Arena functioned as a space reserved for dialogues between the Brazilian government and civil society, bringing together high-level

national authorities with Brazilian and foreign invitees and members of the audience, with live interactive transmission over the Internet. The support given by Banco da Amazônia and Correios, the Brazilian postal service, was instrumental to making this initiative successful.

The NOC Rio+20 Sustainability Coordination team also fostered initiatives of a social nature rooted in collaboration with cooperatives of recyclable waste pickers and expansion of the Volunteer Program agenda, with the objective of strengthening specific measures related to the sustainable logistics of the event.

Finally, cultural events carried out by the Brazilian government in the framework of the Conference are also described, including those supported directly by the NOC Rio+20 with the aim of broadening dissemination of the concept of sustainable development.



Andef dancers brought a new awareness to the population on the potential of each individual, independently of physical limitations.

## SOCIAL PROJECTS

Two pilot projects were developed to promote social inclusion in Rio de Janeiro communities: Sustainable Communities and Culture+20. In support of these initiatives, the NOC Rio+20 and the United Nations Development Program in Brazil sought partnerships with organizations already working in Rio communities, with a view to fomenting workshops and cultural projects inspired by themes related to human rights and sustainability. In this framework, the support obtained through contacts and development of partnerships with public and private sector companies, as described in Chapter 3 of this report, was essential.

Partners were selected via requests for proposals posted on websites maintained by the Brazilian government and UNDP Brazil. The

institutions were responsible for presenting projects aligned with the goals of the NOC Rio+20 which, in its turn, submitted them to analysis in order to forecast the effectiveness of the proposed activities. The idea was to drive sustainable community growth through the organization of workshops and talks. Selection was based on assessment of the degree in which they observed the engagement mechanisms and forms of mobilization of the participants.

By sponsoring the projects Sustainable Communities and Culture+20, the NOC Rio+20 sought to encourage the participation of community members, creating a point of departure for promotion of social inclusion and sustainability in communities from the Rio de Janeiro state and stimulating reflection upon the significance of the Rio+20 Conference for the country.

## Partnerships with local organizations drove the tasks of social inclusion, engagement and mobilization in Rio de Janeiro communities

## SUSTAINABLE COMMUNITIES

The Sustainable Communities program sought to clarify and disseminate the objectives of Rio+20 Conference, as well as to raise public awareness of the themes addressed during the event. With support from the Rio de Janeiro State Government, preparatory activities for the Conference were organized in five communities in Rio de Janeiro: Babilônia/Chapéu-Mangueira; Cantagalo/Pavão-Pavãozinho; Cidade de Deus; Complexo do Alemão; and Rocinha/Vidigal, all of which have Police Pacification Units – UPPs in place.

Altogether, the NOC Rio+20 approved seven social inclusion projects under the program. These were elaborated by community representatives engaged as agents

of sustainable development in their own communities. The themes for the workshops included the background and goals of Rio+20 Conference, the impact of the issues addressed by the Conference on the general public and sustainable manners of furthering development in the participants' communities.

In addition to disseminating the goals of the Conference, the workshops helped train and mobilize the participants to engage in practical measures to foster sustainability on a local level. Contacts among project leaders, furthered by the NOC Rio+20, led to formation of networks and enabled an exchange of experience among people who, although living in different regions, frequently face the same challenges.

## SOCIAL PROJECTS FOSTERED BY THE NOC RIO+20

**ECO Rede, from the NGO Alfazendo Brasil** Based on lectures, conversations, debates, among other activities. Participants were encouraged to construct relationships among the themes addressed during Rio+20 Conference and their local reality.

**Bate-Papo Favelas (Favela Chat), from the Núcleo de Informação, Conhecimento e Atitude (Center for Information, Knowledge and Attitude)** Split into five activities, including a Mind Management Workshop to Guarantee Sustainable Entrepreneurship, the project was aimed at strengthening the process of self-awareness among the residents, leaders and communities involved.

**Surf Bus Ambiental, from the Instituto Natureza e Escolinha de Surfe da Rocinha (Nature Institute and Rocinha Surfing School)** This project fostered water sports. The workshop was developed by a

biologist and a teacher, with talks relating sustainability to surfing.

**Rio Sustentável (Sustainable Rio), from the NGO ManifestvsVisvs** This project reproduced the Rio+20 Conference in communities. The main actors were local public school students and community leaders, charged with spreading the concepts involved in sustainable development.

**Rocinha + Verde (Greener Rocinha), from the Rocinha Association, the Mundo da Arte (World of Art)** A program of ten workshops to increase residents' community awareness, addressing the themes debated at the Rio+20 Conference, together with aspects of sustainable agricultural production, in such a way as to make participants aware of the challenges involved in the production of food oriented by this guideline.

**Favela + Limpa (Cleaner Favela) – “Transforming Trash into Opportunity”, from the NGO Associação Brasileira de Pesquisa e Projetos em Educação (Entrelaces) (Brazilian Association of Research and Projects in Education)** Recycling workshops for residents of the Cantagalo and Pavão-Pavãozinho communities. Workshop participants produced a 5-meter high bust of Christ the Redeemer monument made from PET bottles, PVC and Tetra Pak packaging, glass, wood, iron and other materials.

**Recycling workshops, from the NGO Reciclart** Handicraft workshops based on recyclable material, with a view to contributing to the reduction of litter in public thoroughfares in the community and encouraging and mobilizing residents to dispose of trash properly.



Cultural initiatives in Rio de Janeiro communities had the support of the Conference Organizing Committee and served to leverage social inclusion

**CULTURE+20**

Through the Culture+20 project, the NOC Rio+20 and UNDP Brazil assumed the task of indicating proposals of artistic and cultural activities focused on Rio+20 framework, as instruments of social inclusion and community development. The Culture+20 project received initiatives in three segments: artistic expression; memory & photographic records; and cultural manifestation, with a total of 14 selected proposals.

The *Rocinha de Fênix+20* project gave visibility to a course held in that traditional community for



Citizenship Hall was a space for reflection and debate on the importance of culture as a strategic axis of sustainable development, having been the site of...

the last 20 years, with the aim of preparing professionals for the labor market with no cost for the students. A fashion show was organized on the Mauá Pier, with a clothes collection created by a student of fashion, based on the Sustainable Rocinha theme. This is one of the projects visited by the wife of United Nations Secretary General, Ms. Yoo Soon-taek, during her visit to Rio de Janeiro. The clothes were produced by the community group "Cabe+Um".



...Events such as the International Seminar on Culture and Sustainability and the Indigenous Cultures Seminar at Rio+20 (see photo on previous page) and manifestations of Brazilian cultural diversity.

**CULTURAL PROJECTS FOSTERED BY THE NOC RIO+20**

The cultural projects multiplied the ideals of Rio+20, enhancing the awareness of the populace on the importance of living in a sustainable manner

**CUCaA - Construindo Universo Cultural Através da Arte (Building a Cultural Universe Through Art) - Instituto Wark - IW** A project inspired by urban art as a vehicle for raising community awareness. Rocinha residents had the opportunity to bring objects for customization and restoration. Graffiti panels were also prepared.

**Rocinha de Fênix+20 (Phoenix Rocinha+20) - Casa de Arte da Rocinha** A fashion show organized by Rocinha residents in which young models from the community, trained in a local program, displayed the clothes produced by the group "Cabe+Um".

**Marcando a memória e a história da Rocinha pela Arte (Portraying the memory and history of Rocinha through Art) - Grupo Pró-Museu da Rocinha Sankofa Memória e História** An exhibition of photographs portraying the transformation of seven areas in the Rocinha community since the 1960s, inviting locals to reflect on the question of trash produced in the areas in question.

**Mostra Eco Periferia (Outskirts Eco Show) - Cooperativa de Reciclagem Eu Quero Liberdade (I Want Freedom Recycling Cooperative)** As a contribution to the discussion on environment, the show included exhibitions of photographs and visual art, feature and short films about the environment (followed by discussions) and workshops on the creation of sustainable art, the products of which were auctioned to finance other workshops in partnership with local institutions.

**Aldeia Global: É Tudo Nosso! (Global Village: It's All Ours) – Grupo Pensar Cultura** The themes addressed during Rio+20 were transmitted to the public through a multimedia exhibition (videos, photographs and audio). The material was produced by students and members of the Pensar Group and sought to show the importance of each individual in building a more just and respected society.

**Marco Infantil – Multi Arte Brasil Ltda.** In the *Lajão Cultural* – an area hitherto dominated by drug dealers –, recycled toys were assembled by children living in the *Ladeira dos Tabajaras* community. A totem was also built as a “Children’s Landmark”, symbolically driving the revitalization and maintenance of the square.

**Support to the Development of the Favela Museum** The Favela Museum is part of the Pavão-Pavãozinho and Cantagalo communities. The project was aimed at transforming these hillside favela communities into an integral museum space (base+territory), recognized as a Rio de Janeiro tourist monument. The idea was to strengthen the process of self-awareness among the residents about the concept of citizenship, promoting local culture and the socio-economic development of the populace.

**Grupo Corpo em Movimento (Body in Movement Group) – Associação Niteroiense dos Deficientes Físicos (Andef)** Five pairs of dancers (including wheelchair users) created a different image of the handicapped, raising awareness of each individual’s potential regardless of physical limitations.

**Projeto Imagem – Identidade: Entrelaces (Image – Identity Project: Links) – Associação Brasileira de Pesquisa e Projetos em Educação** The project was aimed at promoting talents from the Cantagalo and Pavão-Pavãozinho communities through an itinerant photographic exhibition during Rio+20.

**UltraPPasse – Instituto Plano e Ação Brasileiro (Ipab)** A performance and urban intervention workshop. Young people from communities with Police Pacification Units – UPPs prepared a show with theoretical classes, performance practices and lectures.

**Pintando o Sete com Portinari (Fun with Portinari) – Associação Dançando Para Não Dançar** In the current project, members of the Dance to Not Screw Up Association constructed images based on Portinari’s paintings and integrate them with music and ballet choreography. The main objectives of the initiative were to professionalize young people, stimulate cultural participation and combat social exclusion. The dance group has placed

five young girls from the Pavão-Pavãozinho, Cantagalo, Mangueira and Rocinha communities in specialized courses overseas, as well as in renowned Brazilian dance companies. This project was also presented to the UN Secretary General’s wife, Ms. Yoo Soon-taek.

**Nós Moradores na Foto (We Residents in the Limelight) – Dignitá Obras Sociais e Educacionais** A project in which adolescents and youngsters from the Babilônia and Chapéu Mangueira communities learned photography techniques. At the end of the course, the students took part in a photographic caravan through the streets of their communities, with exhibitions on citizenship and sustainability.

**Cia. Folclórica Brincantes – Espaço Logos de Cidadania Consciente** The company performed folk dances in educational institutions, community spaces and among other social groups. The objective was to promote knowledge and foster popular expressions.

**Coral Ecumênico Infanto-juvenil Boa Vontade (Goodwill Child and Youth Ecumenical Choir) – Legião da Boa Vontade (LBV)** Composed of boys and girls aged 7 to 14 years, the choir sang and played instruments targeted at such themes as environmental education and the culture of peace.



The measures adopted by the NOC Rio+20 transformed the Conference into a landmark in terms of accessibility.

The broad spectrum of accessibility resources furthered the rights of persons with disabilities, long defended by Brazil at the international level

## ACCESSIBILITY

Through its Accessibility and Social Inclusion Coordination team, the NOC Rio+20 sought to put into practice the Convention on the Rights of Persons with Disabilities, of which Brazil was one of the first signatories. The objective was to promote the rights of persons with disabilities, widely advocated by Brazil at the international level.

Following the appropriate guidelines and recommendations based on solid legal and political foundations, the NOC Rio+20 supported projects that generated positive impacts for persons with disabilities at all the

official sites managed by the NOC. The measures required installation of 1,380 meters of tactile flooring and 90 ramps, as well as the provision of 3,284 man/hours in services to facilitate access to the event contents.

The visually impaired had access to audio description resources, while persons with hearing impairments were provided with translations into Brazilian (Libras) and international sign language, coupled with real-time subtitles and informative captions made available at meetings.

Going beyond these facilities, the official page of the Rio+20 organization utilized accessibility and semantic resources based on the rules set down in the Electronic Government Accessibility Model – eMAG3.

These measures made the conference a benchmark in terms of accessibility and a reference for upcoming UN meetings and events, as well as other events to be held in Brazil. In fact, the Director of the Division of Conference Publications of the Department for General Assembly and Conference Management, Magnus Olafsson, stated at a seminar held during Rio+20 that his organization would seek to adopt the “Brazilian model” of accessibility.

# ACCESSIBILITY: ITS MEANING DURING THE RIO+20 CONFERENCE

IZABEL DE LOUREIRO MAIOR<sup>1</sup>



There were a number of important moments during the United Nations Conference on Sustainable Development – Rio+20, held from June 13 – 22, 2012. In addition to evaluating compliance with commitments, new agreements were undertaken with a view to powering conscious economic growth, shared responsibility for environmental protection, as well as social inclusion with poverty eradication. The final document mentioned persons with disabilities in five paragraphs, underscoring the need for safe and healthy environments and equality of access to education.

In an unquestionable innovation, Brazil proposed, planned, managed and met the challenge of adopting accessibility for persons with disabilities as a priority of the Rio+20 Conference. Innumerable obstacles were identified and overcome in the process of transforming this dream into reality, making it possible for other conferences to adopt a new standard for guaranteeing rights, dignity and effective participation to approximately one billion persons throughout the world with functional, physical, sensorial or intellectual impairments. Prior to this, this group,



Brazilian Sign Language was widely utilized as a form of communication so that hearing impaired participants could take part in the lectures.



At Rio+20, people who use wheelchairs participated in lectures on accessibility at the 2014 World Cup and 2016 Olympic Games.

corresponding to 15% of the world's population, was unable to participate in the debates and proposals on development, either in person or remotely (via Internet or closed circuit television).

It is my understanding that the Rio+20 Conference introduced new possibilities of social inclusion. In a coordinated manner that maintained a constant and direct dialogue with the National Secretariat, the presence of specialists in accessibility ensured that each area responsible for organizing the event was aware of the needs involved and the solutions available in the field of accessibility to communications (sign language interpreters, subtitles), information (data terminals, websites, tactile maps, material in Braille or accessible digital formats), together with other

assistance technologies utilized in the prepared physical environment, transportation and services provided to the public by volunteers trained specifically with this end in mind.

It is common knowledge that persons with disabilities suffer from a lack of accessibility in their day-to-day routines. Rectification of this reality requires serious and urgent investments, technical knowledge and budgetary funding. At Rio+20, decisions and procurement operations incorporated this logic, confirming the need to take full advantage of the constitutional legislation recently regulated by Decree no. 6,949/2009, promulgating the International Convention on the Rights of Persons with Disabilities and its Optional Protocol, together with Decree no. 5,296/2004, which regulated the

law that prioritizes assistance to the persons specified therein and the legislation that sets down general rules and basic criteria for fostering accessibility for persons with disabilities or limited mobility, as well as technical norms specifically focused on the question of accessibility. Compliance is mandatory and disobedience must be punished, inverting the current reality in which the disabled are jeopardized.

In conclusion, I consider the inauguration of the era of accessibility by the Rio+20 Conference to be extremely important, as a feasible fundamental requisite at large-scale internal and international events, both in Brazil and in the UN system. Accessibility is no longer an issue to be addressed in the distant future; it is an immediate and inalienable right of the disabled.

<sup>1</sup> Professor at the College of Medicine of the Federal University of Rio de Janeiro, she took part in the elaboration of the UN International Convention on the Rights of Persons with Disabilities and its Optional Protocol and coordinated elaboration of Decree no. 5,296/2004. She was Coordinator and National Secretary for the Promotion of the Rights of Persons with Disabilities from 2002 to 2010 and a consultant in accessibility to the Rio+20 National Organizing Committee.





**VOLUNTEER PROGRAM**

The Rio+20 Volunteer Program was idealized by the NOC Rio+20 in partnership with UNDP Brazil. To put the initiative into practice, agreements were undertaken with FIRJAN, the Rio de Janeiro State Federation of Industries, and the Rio de Janeiro State Education Secretariat, as well as institutions that work with disabled persons. The objectives were:

- to act as a bridge between diverse segments of Brazilian society and the event;
- to provide opportunities to young people to acquire experience in the holding of a large-scale international event and train them in teamwork;
- to encourage volunteer work.

The Volunteer Program selected 1,191 people to assist in the organization of activities, including secondary public school students in Rio de Janeiro State, students in the FIRJAN technical education system, university students from all over the country and persons with disabilities from the Fundação de Apoio à Escola Técnica do Rio de Janeiro (Rio de Janeiro Foundation for Support to

the Technical Secondary School) – Faetec, the Instituto Benjamim Constant – IBC, which promotes educational opportunities for the visually impaired, the Instituto Nacional de Educação de Surdos (National Institute for the Education of the Hearing Impaired – Ines and the Escola da Gente.

Among the university students, 26 were selected in light of their knowledge of Brazilian Sign Language (Libras). All received multidisciplinary training through workshops on themes related to human rights, active citizenship, environment and sustainability. Worthy of note was the presentation of the Andef wheelchair dance group “Corpo em Movimento” (Body in Movement), at the graduation ceremony of the 1,191 Rio+20 volunteers.

The NOC Rio+20 sought to encourage the participation of people with disabilities in the Volunteer Program. A total of 50 disabled persons joined the group, corresponding to less than 4% of the volunteers selected, a low number considering the percentage of disabled in the population (23.9%, according to the 2010 Census). This figure illustrates the challenge of fostering social

**VOLUNTEERS FOR SUSTAINABILITY**

Among the volunteers selected by the Rio+20 Volunteer Program, 110 provided support to specific logistical activities during the event. With this in mind, the group was trained for three specific activities: voluntary offsetting of greenhouse gas emissions (see chapter on the environmental dimension of the logistical organization of Rio+20), in which GHG emissions generated by domestic and international air travel by delegates and participants were calculated, with those involved being provided with a tool for voluntary compensation; application of a questionnaire to the public to evaluate participants’ perception of the sustainability activities proposed by the NOC Rio+20; and monitoring of the sustainability measures implanted during the Conference.

This group of volunteers was supported by 14 monitors with a background in environmental sciences. These monitors also received even more consistent specialized training and were charged with transforming the guidelines defined by specialists from the Sustainability Coordination team into rapidly and efficiently implemented practical activities.

The work done by the volunteers and monitors was essential to the development and scope of the measures taken by the NOC Rio+20 and was considered gratifying by all those involved, as attested by a satisfaction survey conducted primarily among the monitors.

inclusion and accessibility in Brazil, a difficulty that is not restricted only to the NOC Rio+20 activities. Frequently, disabled people refrain from applying for selection processes because of the diverse obstacles to accessibilities they must cope with or fear they will face.

Before working at the event, the volunteers took part in workshops on human rights, sustainability and the importance of volunteer work, in addition to a more practical module aimed at integrating the group and

familiarizing them with the objectives of the Conference. In preparing the workshops, the NOC Rio+20 and UNDP Brazil received assistance from federal authorities – the Ministry of Environment, the Human Rights Secretariat and the Secretariat of Policies for Women – , the State Education Secretariat; and sectoral associations such as FIRJAN, which offered SENAI installations for training of the young people involved.

A large part of the 1,191 vacancies was reserved for young people

from low-income families resident in Rio de Janeiro, with the objective of providing them with knowledge and professional experience to be utilized in their future projects.

Among the volunteers’ attributions, one should stress the monitoring of aspects related to accessibility and sustainability during the event and helping people with disabilities. The participants received orientation from NOC Rio+20 monitors and worked four-hour per day work shifts during the Conference.

# GLOBAL ENCOUNTERS FOR COMBATING POVERTY AND SOCIAL INEQUALITIES



The Socio-Environmental Arena occupied all the open area below the Rio de Janeiro Museum of Modern Art and the surrounding gardens, attracting more than 100,000 people

Conceived, managed and coordinated by the Ministry of Social Development and Combating Hunger, the Socio-Environmental Arena was a space established in the covered area and gardens of the Museum of Modern Art in Rio de Janeiro to promote dialogue between the Brazilian government and society at Rio+20. The goal was to disseminate successful Brazilian strategies in combatting poverty and promotion of social equality within a context of sustainable development.

According to fire department estimates, between June 16 and 22, more than 100,000 people visited the different spaces of the Socio-Environmental Arena. The Global Encounters Arena promoted two major debates every day, broadcast live and via Internet. The #SonoroBrasil Stage had a program centered on percussion and the revival of the roots of Brazilian music. Based on the concept "Brazil is a growing country that includes and protects", the Portinari+Brasileir@s Exhibition presented the advances of social inclusion in Brazil driven by public policy. The Socio-Biodiversity Square was an area in which Brazilian biodiversity products were commercialized. The Café+20 provided a meeting place for participants, offering organic products.

Beneficiaries of federal government programs, such as the Family Support Program and the Food Acquisition Program, PAA in the Portuguese acronym, sold their products in line with the declared goal of assisting people to build a sustainable future. The action sought to expand the dissemination of products and services from extraction-based enterprises associated with the different Brazilian biomes: the Amazon, the Caatinga, the Cerrado, the Atlantic Forest, the Pantanal, the Coastal Zone and the Pampa.

Some Rio+20 partner enterprises hoisted their flags around the Socio-Environmental Arena and Flamengo Park, where the People's Summit was held. In these two areas, SEBRAE installed the Entrepreneur's Fair, the Education Space and the SEBRAETec Green Technology Exhibition. The Caixa Econômica Federal set up a stand, three kiosks and a mobile bank agency. It also installed four ATMs and sponsored the concert given by musician Gilberto Gil in the auditorium next to the MAM. Correios, the postal service, set up an institutional stand to disseminate its *Ação EcoPostal* social initiative, in which four organizations benefiting from the program displayed and commercialized their products. Correios, the Brazilian postal service, also showcased its new electric car, which is undergoing tests in the state of São Paulo. Lastly, Banco da Amazônia organized a stand with products and services offered in the Amazon region in partnership with the federal government.



Successful Brazilian strategies for combating poverty and social inequalities were presented and discussed at the Socio-environmental Arena.

The Minister of Social Development and Combating Hunger, Tereza Campello, Coordinator of International Processes at the Vitae Civilis, Aron Belinky, and the General Director of FAO, José Graziano, discussed the results of Rio+20 as measured by philosopher Viviane Mosé.



# SUSTAINABLE DEVELOPMENT IN BRAZIL, 1992-2012



*The environment is not ornamental. It is part of our vision of growth and inclusion. This pavilion will show a little of what Brazil has accomplished in the cause of sustainable development in recent years, how Brazil has fulfilled its commitments and how we consider sustainability to be the principal axis of development. It is possible to make a country grow with respect for the environment. Today, 20 years after Rio 92, we are going to reinitiate this process."*



## DILMA ROUSSEFF

President of the Republic, on inauguration the Brazil Pavilion on June 13

With a privileged area of 4,000 m<sup>2</sup> in the Athletes' Park, in the period extending from June 13-24, the Brazil Pavilion presented the nation's public policies focused on environmental, social and economic sustainability for the public present at the Rio+20 Conference. The Brazilian Agency for Export and Investment Promotion - Apex-Brasil was responsible for planning the exhibition and carrying out the debate activities in that space.

The Brazil Pavilion followed the More Sustainable Temporary Building Guidelines required by the NOC Rio+20. Based on the concept of sustainability, construction is modular, reutilizing maritime containers circled around a central area with four stadium-type seating areas for 120 persons.

The Brazil Pavilion was a semi-open space that did not require air-conditioning even during fully occupied daytime events, thus sharply reducing electricity consumption. Considerable savings resulted from the use of containers, since they could be easily assembled and disassembled. Flooring, panels and other construction materials were collected after the event, thus reducing the quantity of solid waste left over. The *Doe Seu Lixo* Institute assumed responsibility for gathering the solid waste for recycling purposes, separating it according to the PGRS Rio+20. An elevator was installed, so that people who use wheelchairs and others with movement difficulties would have access to the second level.

A multimedia interactive exhibition with video was set up in the central structure, dealing with themes of relevance to sustainable development in Brazil since the Rio 92 Conference, while discussing the challenges that lie ahead in the coming years. The principal film was produced with audio in Portuguese and subtitles in Portuguese, Spanish and English, so that people with hearing deficiencies would be able to participate.

The exhibition was organized along five thematic axes: Innovation & Sustainable Agricultural Production; Social Inclusion & Citizenship; Energy & Infrastructure; Tourism, Large Events & Culture; and the Environment. Four other areas were created in the space around the Pavilion, dealing with innovation, sustainable technology and social inclusion, focusing on such programs as *Minha Casa, Minha Vida* (My House, My Life) and *Água Doce* (Freshwater). There was also an exhibition of products developed by Embrapa, including colored cotton, and the Socio-Biodiversity Fair, with a presentation of the typical fruits from different Brazilian regions.

**+** **ADDITIONAL INFORMATION** about the Brazil Pavilion at [www.pavilhaobrasil.rio20.gov.br](http://www.pavilhaobrasil.rio20.gov.br)



Panoramic view of the Brazil Pavilion with its nocturnal lighting.



Assembled in the external area of the Brazil Pavilion, the Socio-biodiversity Fair exhibited a great variety of fruits from different regions of Brazil.



Naturally colored commercial quality cotton, a Brazilian success in sustainability: generates income for families in the semi-arid region, does not require coloring agents and reduces use of water.



# ENVIRONMENTAL EDUCATORS



*This was a very important task for all of us, since a lot of information has gone out about the event, and many heads of state were there. With this, we have been able to put this theme before more people. I have worked as a picker for 20 years and I'm now in the Management of Environmental Education, monitoring the collective collection program at the Jardim Gramacho landfill. Participating in Rio+20 Conference has added even more to my experience."*



## ANDERSON DA CONCEIÇÃO

37 years of age, recyclable waste picker in the old Jardim Gramacho landfill



*Rio+20 Conference has given us the opportunity to show our work to other companies and to the society. The 69 pickers who worked at the event were able to show a little of what we do in all of the official sites and how society can collaborate in selective collection. We were very well received by the visitors, who paid close attention to our explanations. Never before had we been recognized as we were in this event. We were even interviewed by several newspapers, including some from other countries. We will keep the T-shirt "I am an environmental educator picker", as the starting point of a positive moment."*



## ELISABETE MENDES

41 years of age, environmental educator at the official events of Rio+20 Conference

The initiative was encouraged and supported by UNDP Brazil and the Environmental Education area of Inea, the Rio de Janeiro State Environment Institute, through its Selective Collection Program, which calls for inclusion and training of pickers in other areas related to solid waste management.

The environmental educators participated in training carried out by the NOC Rio+20 Sustainability Coordination team, and also received specific training at Inea.



Recyclable waste pickers oriented the public on how to identify the different types of waste.

A very original, innovative and truly valuable idea from the NOC Rio+20 Sustainability Coordination team, with significant social impact. It is for this reason that one can define the 69 recyclable waste pickers as environmental educators. Considering the enormous challenges involved in communicating waste management measures at mega-events, these individuals performed an important service in raising public awareness during Rio+20. The work consisted of orienting visitors and suppliers regarding the collective selection system, indicating which bin should be used for each type of waste, while highlighting the importance of proper sorting.

## THE SOCIAL PILLAR

# SUSTAINABLE DEVELOPMENT DIALOGUES



The Sustainable Development Dialogues, a Brazilian initiative supported by the United Nations, took place from June 16 to 19, 2012, in the framework of the United Nations Conference on Sustainable Development - Rio+20.

Conceived by the Brazilian government, the Dialogues are viewed as the first opportunity for representatives of civil society to present recommendations to heads of state and government at a United Nations conference, particularly in an inclusive and participatory manner.

Ten key areas of the sustainable development agenda were discussed:

(1) unemployment, decent labor and migrations; (2) sustainable development as a response to economic and financial crises; (3) sustainable development for combating poverty; (4) the economics of sustainable development, including sustainable standards of production and consumption; (5) forests; (6) food and nutritional security; (7) sustainable energy for all; (8) water; (9) sustainable cities and innovation; (10) oceans.

In Rio de Janeiro, the Dialogues were the high point of a consultation process that began in April 2012, with the participation of more than 12,000 people on a digital



Sessions of the Dialogues at RioCentro received an average of 1,300 people.



All debates were transmitted live, with the support of hidden caption services and translation to Libras and International Sign Language.

platform created specifically for the initiative, based on UNDP Extranet platform Teamworks (www.riodialogues.org).

Organized in a manner similar to a social network, the digital platform was an opportunity for wide-ranging and open discussions. Each theme of the Dialogues was discussed in a specific virtual space, in which the debates were coordinated by three professors or researchers from internationally renowned universities and research centers.

In this digital platform, participants were allowed to propose and support concrete recommendations for furthering sustainable development, with the end objective of pre-selecting ten of them for each one of the Dialogue themes. Of the more than

850 recommendations submitted, those receiving the largest support in the Dialogues digital platform were transferred to an open page (<http://voteriodialogues.org>). Independently of being registered on the digital platform, anyone at all can vote for his/her preferred proposals. More than 63,000 persons from 193 countries cast 1.4 million votes on the open site.

During the final stage of the Dialogues, held in the main Riocentro plenary session hall, which was later occupied by the heads of state and government of the countries represented at the Conference, 100 recommendations formed the foundations for discussions. The Dialogues had the participation of 100 debaters in ten panels, each of which was dedicated to a specific theme. The debaters were chosen by the Brazilian government, after consulting more than 40 nongovernmental organizations in Brazil and abroad. This process was marked by concern with distributing invitations in a balanced manner according

to sex, geographic region, areas of interest, interest groups, etc.

The Dialogues were opened by the Minister of External Relations of Brazil, Ambassador Antonio de Aguiar Patriota and by the Co-Executive Coordinator of the United Nations for Rio+20, Elizabeth Thompson, and were closed by the Minister of the General Secretariat of the Presidency of the Republic, Gilberto Carvalho and by the Co-Executive Coordinator of the United Nations for Rio+20, Brice Lalonde. The sessions of the Dialogues were attended by an average public of 1,300 people. All debates were transmitted live, with caption services and translation to Libras and international sign language. These discussions are available on the United Nations Department of Public Information site (<http://webtv.un.org>). During each session of the Dialogues, those attending had every opportunity to participate, by voting on recommendations of their preference and also through questions and substantive contributions to the discussions.



Of the 100 recommendations in debate, ten were chosen by an open vote on the Internet.

At each session, the public had ample opportunity to participate.





Roundtable "Looking at the way forward in implementing the expected outcomes of the Conference" during the High-Level Segment of Rio+20.



President Dilma Rousseff and the Prime Minister of India, Manmohan Singh.

## Thirty recommendations were chosen by the Dialogues and taken to the heads of state and government at the roundtable discussions during the high-level segment of the Conference

The ten sessions were moderated by ten internationally renowned journalists, suggested and invited by the Secretariat of Social Communication of the Presidency of the Republic.

Of the one hundred recommendations generated by the digital platform, thirty were chosen by the Dialogues (three per team; one by open voting on the Internet, one by the vote of the public present

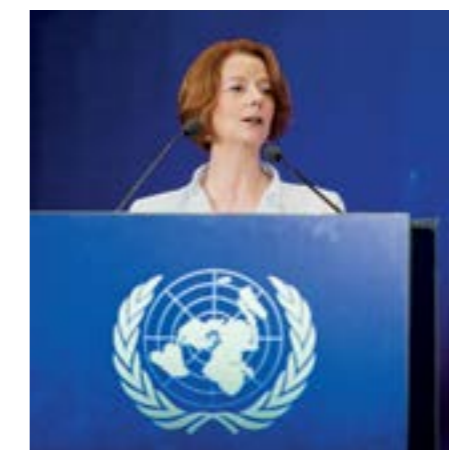
at Riocentro and the final one by the debaters) and presented by the *rapporteurs* of the Dialogues (chosen from among the debaters) to the heads of state and government who participated in the roundtable discussions during the High-Level Segment of the Conference.

Many participants and authorities at the Conference recognized that the Dialogues represented a step forward in the effort to increase the participation of civil society in the Conference, mainly because they made it possible to include

Clockwise: Wen Jiabao, Prime-Minister of China; Armando Emilio Guebuza, President of Mozambique; François Hollande, President of France; Anote Tong, President of Kiribati; Julia Gillard, Prime-Minister of Australia; Michel Joseph Martelly, President of Haiti.

the concerns and proposals of civil society in the results of the event in an efficient and innovative manner. At the moment, the Brazilian government and UNDP are examining how the Dialogue formula and its digital platform can be utilized after Rio+20.

A list of themes and participants, with their respective recommendations, as well as additional information on the Dialogues for Sustainable Development, can be obtained on the United Nations site: <http://uncsd2012.org/sddialoguedays.html>.



# CULTURE, THE NEW SUSTAINABILITY PLATFORM

The themes and ideals of sustainability guided the elaboration of an official cultural event agenda during the Conference

Disseminating and achieving sustainability through cultural actions. This is yet another initiative, which in years to come will increasingly figure alongside the other three pillars of Sustainable Development – economic, environmental, and social. This advance will help drive a change in public consciousness of man's relationship with the planet, as well as encourage access to culture, using it as a means of interdisciplinary communication.

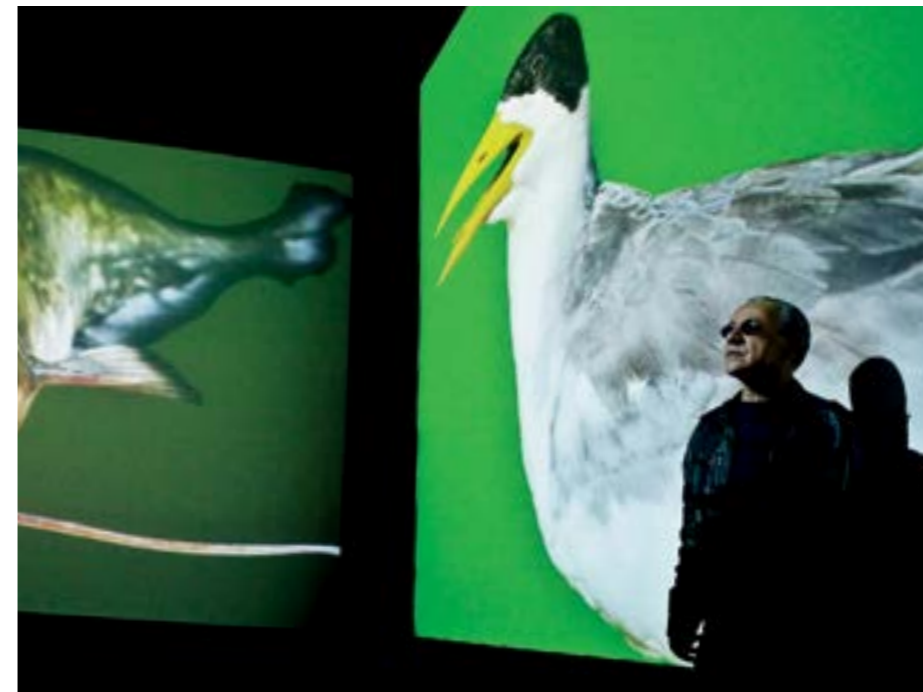
Based on this understanding, the NOC Rio+20 incorporated or aided in incorporating a number of cultural events that enhanced perceptions and awareness of the themes and ideals debated at the conference into the official programming.

## **CITIZENSHIP HALL: SOCIO-CULTURAL CENTER IN THE HEART OF RIO**

Occupying almost 6,000 m<sup>2</sup> of Citizenship Hall and supported by the NOC Rio+20, Culture Rio+20 was a multicultural space which the Ministry of Culture offered the city of Rio de Janeiro and visitors between June 14 and 22, as an opportunity to reflect on and discuss the importance of culture as a strategic axis of sustainable development. Centered on the themes aired at Rio+20, there were

seminars, music shows, exhibitions, workshops, audiovisual shows, gastronomy events and other cultural manifestations revolving around sustainability and the diversity of Brazilian culture.

The “International Seminar on Culture and Sustainability”, organized in partnership with the United Cities and Local Governments organization – UCLG, was held on June 19. The objective was to discuss the importance of culture for sustainable development, based on a vision that embraces creative economy, ethnic, social and religious diversity, local particularities and the right to cultural expression. Participants in the opening discussion were the acting Minister of Culture, Vítor Ortiz, the UCLG president and mayor of Istanbul, Turkey, Kadir Topbas, the Unesco Assistant Planning Director, Hans d’Orville, and the Rio de Janeiro Municipal Secretary of Culture, Emilio Kalil.



••• Concert *Quero o meu futuro* (I want my future), with Brazilian conductor João Carlos Martins, at the Rio de Janeiro Botanical Gardens.

••• Gala Concert *Chico Rei*, by Brazilian composer Francisco Mignone, at the Rio de Janeiro Municipal Theater.



••• Sensorial video installation, *Brasil Cerrado*, by artist Siron Franco, at the Museum of Modern Art of Rio de Janeiro.

**600**  
 .....  
 m<sup>2</sup> of MAM area prepared for the “Brasil Cerrado” video installation

**180°**  
 .....  
 stage simulated an enormous embrace during the spectacle *Brazil for Beginners*

**6**  
 .....  
 thousand m<sup>2</sup> for cultural manifestations and debates in the Citizenship Hall

The story of those who helped develop the society, economy and culture of Brazil was presented during the Cultural Gastronomy exhibition

The sensorial photographic exposition “*No Coração do Mundo*” (At the Heart of the World) enabled visitors to experience the essential energy of the forest, its secrets and discoveries through images by photographer Marcos Lopes, portraying the Yawanawa tribe from Acre during the Yawa Festival. Conceived as an insertion of the forest and its inhabitants into the urban setting, the exhibition offered visitors a multi-sensorial, multidisciplinary and educational experience in the form of a passage through a tunnel covered by vegetation.

The National Library Foundation presented part of its own and partners’ huge physical and digital collection, with works related to Conference themes and collections on botany and travel, as well as samples of products from the Cultura Viva program.

The space reserved for the exhibition “Burning Garlic” showed the cooking utensils – called “tralhas” – used by Brazilian cow herders on their cattle drives. The objective of the Cultural Gastronomy show was to present a sample of the history of the people who helped develop the society, economy and culture of Brazil. Approximately one thousand meals were served to visitors during the event.

Cinema was also present in Citizenship Hall, with the projection of the film *Xingu* by Cao Hamburger, narrating the saga of the Villas-Bôas brothers, and the documentary *Paralelo 10*, by Sílvio Darin, which records the return of explorer José Carlos Meirelles and anthropologist Terri de Aquino to the Acre region to contact isolated indigenous groups.

Additional information about the complete programming prepared by the Ministry of Culture at <http://www.cultura.gov.br/riomais20>.



Visual artist Siron Franco utilized sounds, images and sensations in his alert on the Cerrado (Savannahs).

“BRASIL CERRADO” VIDEO INSTALLATION

One of the main cultural attractions at Rio+20 occupied the main hall of the Museum of Modern Art from June 12 to 24. This was the sensorial video installation “*Brasil Cerrado*”, created specifically for the event by artist Siron Franco at the invitation of the Minister of Environment Izabella Teixeira, with support from the NOC Rio+20, Volkswagen, Coca-Cola Brasil and a Brazilian bank.

The free event covered an area of more than 600m<sup>2</sup>, distributed into four rooms and two giant panels. The video installation sought to show the visitor the beauty of Brazil’s Cerrado (Savannah) region and the urgent need to preserve it. The artist presented a new and beautiful world to the visitor in a creative and playful manner. Insects, flowers, birds, animals, textures, colors and smells of the Cerrado were presented in large high definition projections, sculptures, photographs and texts. The use of audio, the application of essences from the region and the presence of sensorial elements such as water and heat in varied

environments offered visitors an engaging incursion into a universe in which nature is sovereign.

The destruction afflicting the Cerrado region was the focus of the second part of the installation. The sensation of loss and urgency was clear, conveying to the visitor the immediate need for environmental measures to protect the Cerrado biome, the second largest in the country. “The intention was to provoke both comfort and discomfort. I present the welcome nature offers us and the destruction man has caused”, stated Siron Franco. At the end of the visit, the public was able to view maps showing the degradation of the region in real time via satellite directly on the website of the Brazilian Space Research Institute – INPE.

The painter, designer and sculptor was born in Goiás Velho in the state of Goiás and spent his childhood and adolescence in Goiânia. He has been passionate about the Cerrado since childhood, a fact that has greatly influenced his work. With his impeccable technique, Siron has created more than three thousand works, in



## SAMBA AT RIO+20



To commemorate the opening of the Rio+20 Conference, the Brazilian government organized a cocktail party on the central patio of the Riocentro on June 13. This was attended by some 3,000 guests, including representatives of the Rio+20 partner companies. Sponsored by the INVEPAR Group, the musical attractions were “Sururu na Roda”, an important musical group and precursor of the revitalization of Rio’s bohemian Lapa district, one of the main samba scenes in the city, as well as the percussion section, dancers and lead figures of the Portela Samba School, one of the founders of the Rio Carnival and one of the most traditional and best known samba schools in the city.

addition to installations and interventions, represented in some of the most renowned international salons and exhibitions.

According to Minister Izabella Teixeira, the Cerrado “is one of the jewels in the crown of Brazil’s rich biodiversity...the second largest biome in the country, the Cerrado covers more than 2 million hectares, approximately 24% of the country’s landmass. It is the biome that has the most borders with other Brazilian biomes. In the west and north, it borders on the Amazon; in the north-east, on the Caatinga; in the south-east, on the Atlantic forest and in the southwest, on the Pantanal, making it unique... Engaged art is an important and indispensable partner in this process. The choice of Siron Franco to present his privileged vision of the world around him and his habitat at Rio+20 did not occur by chance. His ecologically militant art is a genuine fruit of the Cerrado and serves as a vigorous warning.

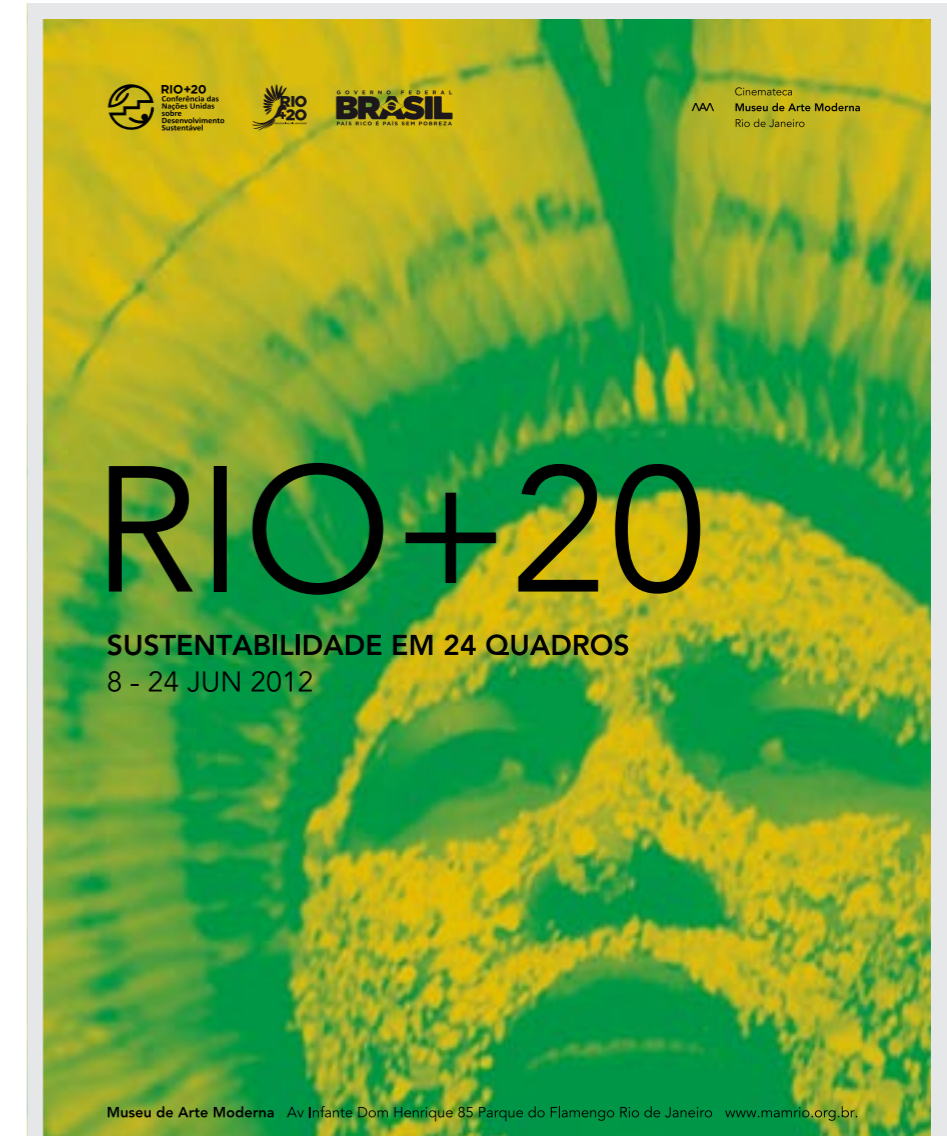
### “RIO+20: SUSTAINABILITY IN 24 FRAMES”

The Cinematheque of the Rio de Janeiro Museum of Modern Art was restored as one consequence of the United Nations Conference on Sustainable Development – Rio+20, with the support of the Ministry of External Relations, to present a retrospective series of films discussing the themes central to sustainable development: economic growth, social inclusion and environmental protection.

The exhibition included full-length and short films from diverse genres – animation, documentaries, drama, comedy and science fiction. Films from 22 countries were shown: Belgium, Canada, Czech Republic, Estonia, France, Finland, Germany, Great Britain, Iran, Israel, Japan, Latvia, Lithuania, Mali, Morocco, Paraguay, Portugal, Russia, Senegal, the Ukraine, the United States and Brazil.

The event also featured a number of classics, such as *Hiroshima, mon amour*, by Alain Resnais, and *Man of Aran*, by Robert J. Flaherty; and films that have received major awards at leading international festivals, such as *The Lion Hunters*, by Jean Rouch (Golden Lion at the Venice Festival), *Neighbours*, by Norman McLaren (Oscar for best short film), and *Ilha das Flores*, by Jorge Furtado (Silver Bear at the Berlin Festival). Other major film makers whose works were exhibited included Jean Epstein, Leon Hirzman, Alexander Kluge, Akira Kurosawa, Humberto Mauro and Nelson Pereira dos Santos.

The works underscore the interrelationship between the environment, cultural diversity, human rights, consumption and production standards and the disposal of the waste generated by human societies. This is illustrated particularly well in *The Story of Stuff*, by Louis Fox, which traces the manufacturing of objects from the extraction of raw materials



A retrospective film presentation at the MAM Cinematheque provoked debate on economic growth, social inclusion and environmental protection.



Dersu Uzala, by Japanese master Akira Kurosawa, was part of the international cinema exhibition at the MAM Cinematheque.

## A retrospective series of films discussed the themes central to sustainable development: economic growth, social inclusion and environmental protection

The proposal calling for the incorporation of a free of charge showing of international films into the official Rio+20 events calendar was not aimed solely at creating a space for participants and the broader public to watch films addressing the question of sustainability. By encouraging the Rio de Janeiro Museum of Modern Art to organize this exhibition with the cultural support of the CCR Group, the NOC Rio+20 ensured that these films, masterpieces of the seventh art, would stimulate debate and exchanges of individual experiences in the aftermath of the films, in the best tradition of Brazilian cinema clubs. An icon of Rio de Janeiro cultural life in the 1950s and 1960s, intimately linked to the birth of the Cinema Novo and located at the heart of the official sites managed by NOC Rio+20 at Flamengo Park, there could be no better place than the MAM Cinema Collection to host debates on sustainable development inspired by the cinema.

The opening took place on June 12, with the exhibition of Carlos Saldanha's film *Raoni*, followed by a

large reception. On the evening of June 20, MAM and the NOC Rio+20 organized a special session in which the film *Dersu Uzala*, by Akira Kurosawa, winner of the Oscar for Best Foreign Film in 1976, was shown, followed by a debate with film critic Carlos Mattos, the Coordinator of the WWF Brazil Education Program for Sustainable Societies, Fábio Cidrin, and the president of the civil society organization Instituto 5 Elementos – Educação para a Sustentabilidade (Institute 5 Elements – Education for Sustainability), Mônica Borba.

For the critic<sup>1</sup>, “films based on socio-environmental themes perhaps constitute a ‘new left’ for the cinema, in that they reproduce the subjects and methods of the politically engaged cinema of the 1960s and 1970s. In the same fashion, this is cinema made ‘to change the world’, based on the mentality of the public”.

“Just like the supposedly revolutionary cinema of the 1960s, the ‘green’

<sup>1</sup> See <http://carmattos.com/2012/06/22/consideracoes-sobre-o-cinema-verde/>.

cinema may resort to tactics such as didacticism and denunciation. These are films that go ‘where the people are’, be it the outer reaches of the Amazon or Africa, trash landfills, villages, even the most isolated communities”.

“The differences in the themes reflect a certain change in the left wing agenda – from transformation of society through political-ideological-revolutionary means to a like process albeit through democracy, social inclusion and environmental care”.

Carlos Mattos also argues for, “a separation between extractive and sustainable films in the field of socio-environmental cinema. Extractive films would be those that simply ‘exploit’ their objects: collecting information, characters and situations, whereas sustainable ones leave something in exchange, either directly or indirectly”.

According to the critic, “This classification should not be confounded with a quality judgment, rather it relates to the film’s attitude, to its object and the environment. *Estamira* would be an extractive film, even though it is better than *Wasteland*, which is sustainable. *Nanook*, the Eskimo is extractive; *Dersu Uzala* is sustainable, because it contributed to the formation of ecological awareness. Classic ethnographic documentaries about indigenous peoples are extractive; ‘*Vídeo nas Aldeias*’ films are sustainable because they provide indigenous peoples with the means to build their own image”.

### “A BRAZIL FOR BEGINNERS”

On June 20, in the central court of the “Barra” Arena, President Dilma Rousseff offered Heads of state and government, high-level authorities and special guests the musical show “A Brazil for Beginners”, conceived and directed by scenographer Abel Gomes. Renowned Brazilian singers such as Jair Rodrigues, Alcione, Tony



The famous work *Retirantes*, by Candido Portinari, was reproduced during *Um Brasil para iniciantes* (A Brazil for beginners) spectacle in the part dedicated to the Brazilian Northeast region.

Garrido, Emílio Santiago, Chitãozinho & Xororó, Luiza Possi and Zélia Duncan performed to the choreography of Carlinhos de Jesus, representing the country’s different regional cultures and characteristics on a 180 degree stage which, according to its creator, “simulates a huge hug”. As a backdrop, a 180 degree screen accompanying the stage displayed exuberant images of the five different regions of Brazil, the North, Northeast, Center-West, South and Southeast, mirroring the musical selection. According to Gomes, born in Vizeu, Portugal and a native *Carioca* by adoption, the 47 minute show took the invitees on an “excursion into Brazilian culture”.





The spectacle *Um Brasil para iniciantes* (A Brazil for beginners) ended with President Dilma Rousseff greeting the actors on the stage to the sound of Alcione, the voice of the Samba.



Preceded by a reception, the event featured samba as its grand finale. Against a backdrop of myriad images of Rio de Janeiro and the planet Earth, the show ended with the question “*Como será o amanhã?*” (What will tomorrow be like?), as the President took the stage to greet the artists to the sound of Alcione, the voice of samba.

Originally a scenographer, Abel Gomes has been creating and directing major shows and spectacles for more than 30 years. He started his career at TV Globo, where he was responsible for the conception and scenography of programs such as “*Fantástico*”, “*Globo de Ouro*” and special shows of the singer Roberto Carlos. His resume includes, among other accomplishments, scenographic projects such as Pope John Paul II’s visits to Brazil in 1980 and 1997; every edition of the *Aquarius* Project and the Brazilian Formula 1 Grand Prix; the *Casa Brasil* at the Olympic Games in Sydney in 2000, in Athens

in 2004, and in Beijing in 2008; and the Brazilian Space in Paris during the “Year of Brazil in France” in 2005; the Olympic torch relay in Rio de Janeiro in 2004; and the New Year’s festivities on Copacabana beach in 2011.

### **GALA CONCERT**

Marking the United Nations Conference on Sustainable Development- Rio+20, the Brazilian government offered the delegations, participants and special guests a gala concert featuring the work “*Chico Rei*”, by Francisco Mignone, and the *Bachianas Brasileiras* no. 4 suite, by Heitor Villa-Lobos.

Held in the Rio de Janeiro Municipal Theater on June 21, the event featured the Municipal Theater Symphonic Orchestra and Choir, with the special participation of Ana Botafogo, and was directed by Carla Camurati and Gringo Cardia. A tribute in dance and music to Brazil, its colors and multiplicity, the spectacle’s beauty lies in the convergence of European and African cultures, which led to emergence of

## The Brazilian government offered the delegations a gala concert featuring the works of Francisco Mignone and Heitor Villa-Lobos



Rio+20 Gala Concert at the Rio de Janeiro Municipal Theater with works by Francisco Mignone and Heitor Villa-Lobos.

the *maracatu* more than 400 years ago as an Afro-Brazilian rhythm and a tradition among slaves of African descent.

Francisco Mignone was a pianist, conductor and classical composer who was born in São Paulo in 1897 and died in Rio de Janeiro in 1986. In 1920, with a scholarship to study in Milan, he wrote his first opera, “*O Contratador de Diamantes*”. Upon his return to Brazil, he formed various partnerships, including one with Mário de Andrade, which resulted in publication of “*Maracatu de Chico Rei*” in 1929, among other works.

“*Chico Rei*” tells the story of a slave monarch, Chico Rei, born in the Congo and captured with all his court by Portuguese slave traders. Of his entire family, only he and his son survived the journey to Brazil on the slave ship “*Madalena*”. In Brazil, they were bought by a mine owner in Minas Gerais. At the end, Chico Rei manages to buy his own and his son’s freedom, as well as the mine, the profits from which allow him to purchase the freedom of all his countrymen.

Heitor Villa-Lobos was born in Rio de Janeiro in 1887, where he died in 1959. His musical formation was greatly influenced by musical soirées in the family home. He was inspired by the work of J. S. Bach to create his suite “*Bachianas Brasileiras*”. Self-taught, he traveled around the hinterland of

Brazil, researching folklore and music from diverse regions, such as *modas caipiras*, *violas* and others that he was to popularize in his future works. Already renowned, he organized and directed the introduction and teaching of music and choir singing in schools, helping to disseminate orpheonic singing in Brazil.

The *Bachianas Brasileiras* is a series of nine compositions in diverse formats written between 1930 and 1945. In them, the composer fused Brazilian folk with pre-classical forms in the style of Bach, as evident in alternating forms and titles.



Aside from being an area for debates, the Tom Jobim Space was the site for a concert presentation with students from the municipal public school network.



### THE “I WANT MY FUTURE” CONCERT

The Tom Jobim Space in the neighborhood of Rio’s Botanical Gardens was the scene of multiple debates and reflections during Rio+20, including eight organized by the Ministry of Environment between June 11 and 14. The discussions included forests in the 21<sup>st</sup> century, solid waste, sustainable production and consumption, green entrepreneurship, financial sustainability, conservation units and the participation of young people in this process.

The Tom Jobim Space was also the stage on which the Ministry of Environment finalized its Conference activities and, on June 22, was the venue for last major cultural event of Rio+20. Conducted by João Carlos Martins, the *Bachiana* Philharmonic Orchestra and the *Vozes Meninos do Rio* Orchestra, consisting of one hundred boys and girls, performed

the concert “*Quero o meu Futuro*” (I Want My Future). Broadcast live by TV NBR, the concert was supported by the NOC Rio+20, Volkswagen and the CCR Group.

The São Paulo-born conductor opened the evening at the piano, an instrument he has played since he was eight years old, and ended it with the Cantata Rio+20, a piece written especially for the Conference which brought together representatives from 193 countries in Rio de Janeiro in the June 13 and 22 period. On that occasion, the Minister of Environment, Izabella Teixeira, declared that “the [Rio+20] Conference represented a point of departure and not an arrival, and the music conveys this”. She concluded by saying “we do not need to wait for the future, we have to make it happen now and we have to make it happen with them”, recalling that there are 49 million Brazilians under the age of 19.



Volunteers formed the global mosaic of Rio+20.



Rio+20 brought together the most varied ethnic groups, religions and cultures on the planet, in Rio de Janeiro.



The Executive Director of UN Women, Michelle Bachelet, stressed the role of women in sustainable development during Rio+20.





## **PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT**

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The pursuit of partners was guided by the selection of public and private companies and entities that had already demonstrated a commitment to sustainable development. Following this strategy, all of them contributed to the success of the Conference.

# COMMITMENT AND ENGAGEMENT

Reaffirming commitments and deeply engaged in the debates on sustainable development, each one of the partners and suppliers of the NOC Rio+20 contributed to the success of the Conference

The Rio+20 National Organizing Committee developed a partnership plan, through which public and private entities were able to join, giving their support to the organization of the largest United Nations conference ever held, Rio+20 Conference.

Potential partners were pre-selected by the NOC Rio+20, after prior verification of their commitment as demonstrated in the end activities of their businesses and the corporate social responsibility measures taken, including the lifecycle of their products and services. Seeking the economic feasibility of their activities, they must respond to social objectives within environmental conditions, in a framework of permanent improvement in their practices and relationships. The NOC Rio+20 made it clear that it was not seeking "sponsors", but rather partners in the cause of sustainable world development, a factor stressed at every stage from the first direct contact onwards.



At the end of this protracted process, thirty partners were selected in the categories of Official Partner, Platinum Partner, Diamond Partner, Gold Partner and Official Supplier: Eletrobras, Petrobras, Serviço Brasileiro de Apoio às Micro e Pequenas Empresas - SEBRAE and Vale; Banco do Brasil and Caixa Econômica Federal; Correios and Oi; Banco do Nordeste, BNDES, FINEP, Invepar and Natura; Banco da Amazônia, the BMW Group, Braskem, CEDAE, Coca-Cola Brasil, Embraer, Faber-Castell, Foz do Brasil, GL Events, Doe Seu Lixo Institute, MAN Latin America, Michelin, Mauá Pier, SERPRO, Suzano Pulp and Paper, TAM Airlines and Volkswagen.

These were accompanied by Estre, Gás Verde/Novo Gramacho, Plantar, Rima, Tractebel Energia - GDF Suez, Vallourec & Mannesmann do Brasil and Haztec which provided the NOC Rio+20 with Certified Emission Reductions - CERs, carbon credits originating in Brazilian Clean Development Mechanism projects from the Kyoto Protocol; the CCR Group, which supported official Rio+20 cultural events; Ambiente Limpo and VideVerde, respectively responsible for the disposal of electronic and organic waste generated by the Conference; and Report Sustentabilidade, responsible for the editorial production of this sustainability report.

Each and every one of these partners played an important role in ensuring the success of Rio+20. However, among the partner companies, the crucial role played by SEBRAE is especially deserving of mention and heartfelt gratitude. Involved from the very beginning, the organization

constantly demonstrated the highest levels of interest and enthusiasm in all aspects of sustainability and the subjects addressed by the event. In November 2011, upon entering into a cost-sharing agreement with UNDP Brazil and the NOC Rio+20, as part of the International Technical Cooperation Project BRA/11/017, SEBRAE made it possible to create the infrastructure originally projected for the logistical organization, as well as later additions to it, thereby validating the NOC Rio+20's more ambitious vision of the Rio+20 Conference as a unique opportunity for Brazil.

This chapter focuses on the individual profiles of the selected companies and their engagement with the pillars of sustainable development and the Rio+20 Conference.

# STRATEGIC PARTNER



The new UNDP Brazil headquarters, inaugurated in November 2012.



*Empowered lives.  
Resilient nations.*

## UNITED NATIONS DEVELOPMENT PROGRAMME - UNDP

The United Nations Development Programme - UNDP forms partnerships with people from all levels of society, with the aim of aiding in the building of nations capable of withstanding crises and expanding in a way that enhances the quality of life of the entire population. The corporate message “empowered lives, resilient nations” well expresses this mission.

The UNDP has adopted and furthered the concept of sustainable development introduced by the Brundtland Commission in 1987, “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. In the 90s, UNDP introduced a broader and more human concept of “Human Development” that goes well beyond solely economic considerations and targets three basic dimensions: income, health and education.

Active in Brazil since the 60s, UNDP supports dozens of programs today in the areas of social development, local governance, human rights, biodiversity, climate change, international waters, desertification and protection of the ozone layer. In the 2012-2015 cycle, the organization will focus its attention on attaining the Development Objectives of the Millennium for all: sustainable development and productive inclusion; reduction of vulnerability to violence/citizen safety; South-South cooperation.

Rio+20 Conference reiterated the need for achieving the Development Objectives of the Millennium by 2015 and called upon the United Nations to create the so-called “Objectives of Sustainable Development”. UNDP is committed to supporting the UN Member States and civil society in coordinating efforts to achieve these goals, acknowledging the intrinsic complementarity of the social, environmental and economic dimensions in the construction and consolidation of sustainable development.

UNDP Administrator, Helen Clark, and BNDES President, Luciano Coutinho, signed a Memorandum of Understanding during Rio+20 aimed at furthering the Development Objectives of the Millennium and South-South cooperation.



UNDP Resident Representative and UN Resident Coordinator in Brazil, Jorge Chediek, and the Under-Secretary of International Relations of the State of Rio de Janeiro, Pedro Spadale, during the Panel “The United Nations and International Cooperation for Development”.

The importance of the participation and engagement of all segments and levels of civil society in overcoming these challenges became even more evident at Rio+20 Conference. In all of its activities, the UNDP encouraged the participation of society and the private sector in the pursuit of development, with special emphasis on the importance of corporate social responsibility in the Global Compact and Business Call to Action platforms.

By supporting the NOC Rio+20 in the task of organizing the Conference acting through the International Technical Cooperation Project “Partnership for the United Nations Conference on Sustainable Development - Rio+20” (Project BRA/11/017, UNDP innovated and aggregated elements into its procedures. Clear guidelines on sustainable

development were incorporated into procurement notifications and contracts, highlighting such areas as gender and racial equality and inclusion of the disabled.

Parallel to these steps, the UNDP supported the Brazilian government’s initiative for the Sustainable Development Dialogues, coupled with various other events sponsored by other institutions, including The Future We Want exhibition at the MAM, with the results of the UN’s worldwide campaign “Eu Sou Nós” (I Am Us); the Three Conventions Pavilion at Athletes’ Park; and the installation of an industrial kitchen in the Citizenship Hall which will remain there as a legacy for vocational courses targeted to local communities.

Today, half of the world’s population is less than 30 years of age and global life expectancy is nearing 70. Consequently, more than half of all living people in the world today will still be alive in 2050. One must recognize that what we do today will impact tomorrow’s world and, for this reason, it is morally and practically imperative that we act in a way that will lead us into the future we need.

**+** **ADDITIONAL INFORMATION** about UNDP at [www.undp.org](http://www.undp.org) and at [www.pnud.org.br](http://www.pnud.org.br)

# OFFICIAL PARTNER



## ELETROBRAS

The participation of Eletrobras and its subsidiaries in Rio+20 Conference was aligned with the Eletrobras System strategic planning, which in 2009 defined its vision as the largest clean electrical energy generation system in the world by 2020. Today, more than 90% of the company's generation system is comprised of clean energy sources. To achieve this goal, Eletrobras has concessions or authorizations for undertakings totaling 23,700 MW, the great majority in projects with low pollution emission sources.

Noteworthy among these projects are the hydroelectric systems Belo Monte in Pará; the Rio Madeira Complex in Rondônia; and Teles Pires, between Mato Grosso and Pará. Eletrobras has also dedicated special attention to the so-called new renewable sources, such as wind and solar energy. Eletrobras Eletrosul is involved in the construction of the Cerro Chato Wind Energy Complex, with an installed capacity of 90 MW and in the implementation of the Megawatt Solar, a pilot project based on photovoltaic energy targeted at installing a 1 MW plant at the company's headquarters in Florianópolis.

In an effort to demonstrate to the world the company's commitment to generating sustainable energy to promote the well-being and social inclusion of the Brazilian



Energy Space, located in Athletes' Park, in which sustainability technologies and projects developed by Eletrobras and its subsidiaries were shown.



The President of Eletrobras receives President Dilma Rousseff on her visit to the Energy Space, in the company of Governor Sérgio Cabral and Mayor Eduardo Paes.



people, Eletrobras set up a 1,060 m<sup>2</sup> Energy Space stand at Rio+20 in the Athletes' Park. Eletrobras and its subsidiaries utilized this space to present initiatives such as the *Cultivando Água Boa* (Cultivating Good Water) project, regarding the management of the Paraná 3 Hydrographic Basin by Itaipu Binacional, a company in which Eletrobras has a 50% stake; Efficient Home, a project under the responsibility of Eletrobras Eletrosul, in a partnership with the Federal University of Santa Catarina, which created a show window of state-of-the-art technologies in energy efficiency and environmental comfort for residential buildings, and the Waimiri Atoari Indigenous Lands project, run by Eletrobras Eletronorte, reversing the process of extinction of that ethnic group.

These and other projects were presented by managers and technicians from Eletrobras and its subsidiaries in the auditorium set up in the stand and also in the main Athletes' Park auditorium. Lectures were an attraction for visitors, as well as for the approximately 100 Eletrobras employees who took part in Rio+20. These were chosen in an internal draw through the use of the company's internal radio station, with participation of about 400 employees. For those who were unable to attend the event, the Eletrobras communications sector produced a report for its internal TV channel about the Eletrobras System's participation in the Conference, aside from installing an Internet *hotsite* with details on the company's day-to-day role in the event.

In parallel with events in Barra da Tijuca, Eletrobras participated in other important moments at Rio+20, notably Humanity 2012, which attracted thousands of visitors to the Copacabana Fort. The company president, José da Costa Carvalho Neto,

was among those present at the opening of this event. At Humanities 2012, Eletrobras and other major institutions such as the Federation of Industries of the State of São Paulo – Fiesp, the Federation of Industries of the State of Rio de Janeiro – FIRJAN, the Brazilian Social Services for Industry – Sesi and the Roberto Marinho Foundation, promoted the event "Renewable Energies for Sustainable Development" on June 19. This event brought together specialists from all over the world to discuss the paths to be followed in man's efforts to generate, transmit and distribute energy in an increasingly sustainable manner in the near future.

**+** **ADDITIONAL INFORMATION** about Eletrobras and its subsidiaries at [www.eletrobras.com/rio20](http://www.eletrobras.com/rio20)



# OFFICIAL PARTNER



## PETROBRAS

As an energy company, Petrobras believes that its contribution to sustainable development involves providing energy that contributes to the development of the countries in which it operates. Thus, the company seeks the efficient use of natural resources and energy efficiency in its processes and products, maintaining an open dialogue with society, in such a way as to view the company's performance in the light of society's needs and interests. Understanding that sustainable development is a joint project of mankind and aware of the company's role and relevance in the current economic scenario, the United Nations Conference on Sustainable Development - Rio+20 was seen as a great opportunity to participate in and contribute to

the discussions and actions aimed at building values and practices aligned with the principles of sustainability.

Since 2004, social and environmental responsibility has been one of the pillars of Petrobras' strategic planning. The company has worked systematically in this area and, for the seventh year in a row, has been listed on the Dow Jones Sustainability Index, the most important global sustainability index, which assesses the performance of more than 300 companies worldwide. In 2012, Petrobras was considered a reference in transparency, environmental management policy and systems and cleaner fuels.



At Athletes' Park, President Dilma Rousseff visited the main activities and projects developed by Petrobras, such as ethanol made of sugarcane bagasse.



Participation of the President of Petrobras, Maria das Graças Silva Foster during the debate "The Future Women Want", at UN Women.



The partnership in the holding of Rio+20 is aligned with Petrobras' commitment as a signatory of the UN Global Pact, through which the company participates actively in disseminating ten universal principles on human rights, working conditions, environment and combating corruption.

Petrobras mobilized employees during the preparatory discussions for Rio+20 and during the conference and side events, contributed to the event itself, viewed as a watershed in the global sustainability agenda.

The company also organized a side event at Riocentro, entitled "Biofuels for Sustainable Development", with lectures by executives from Petrobras Biocombustível, a company subsidiary. Moreover, Petrobras participated in other side events focused on the business sector. Organized by the UN Global Pact, the "Corporate Sustainability Forum - Innovation and Collaboration for the Future We Want" was sponsored by Petrobras, whose president Maria das Graças Silva Foster addressed attendees at the opening ceremony. Other events in which the president and/or representatives of Petrobras took part

were "The Future Women Want", organized by UN Women, the seminar "Sustainable Bioenergy: Providing Energy Access for Sustainable Development", by the Global Bioenergy Partnership - GBEP, and "Business Day", by Business Action for Sustainable Development- BASD.

On the day the Brazil Pavilion was inaugurated, the Petrobras stand in the Athletes' Park was visited by the President of the Republic, Dilma Rousseff, and many ministers. The stand used giant posters (blow up), videos and tablets to showcase the company's main initiatives and projects in the areas of fuel quality, climate change, energy efficiency, alternative and renewable energy sources, economic and social development and social investment. At the stand, the public also had the opportunity to learn about second generation ethanol technology, presented by Petrobras during Rio+20. This biofuel powered minivans of the official transportation system used by accredited participants between the official spaces managed by the NOC Rio+20, particularly during GBEP meetings. The new technology uses sugarcane bagasse as raw material, boosting ethanol production by 40% without consuming

additional natural resources. More than 8,000 people were transported by these vans in approximately 2,000 journeys between Riocentro, hotels and airports in Rio de Janeiro.

Responsible for commercializing and distributing petroleum derivatives nationwide, Petrobras Distribuidora also participated actively in the organization of Rio+20, providing technical support and supplying all the B5 and B20 biodiesel required for the official transportation system vehicles and for the generators used in the official sites managed by the NOC Rio+20, as well as the aviation kerosene powering the Embraer and Brazilian Air Force aircraft used for the special transportation of delegates from Caribbean and African countries and guests of the Brazilian government.

**+** **ADDITIONAL INFORMATION**  
about Petrobras at [www.petrobras.com.br](http://www.petrobras.com.br)

# OFFICIAL PARTNER



## SEBRAE

Small businesses account for 99% of Brazilian companies and employ around 60% of the country's economically active population. Additionally, around two million individual micro-entrepreneurs play a vital role in the process of sustainable development in Brazil. These are the clients of SEBRAE, which stands for the Brazilian Service of Support for Micro and Small Enterprises, an autonomous, nonprofit social service founded in 1972 which for most of the last decade has had the mission of "promoting competitiveness and sustainable development of small and micro companies and fomenting entrepreneurship", with a current focus on energy efficiency and waste management, as well as fostering productive inclusion. SEBRAE and small and micro entrepreneurs

understand that sustainability is a prerequisite for competitiveness and the market confirms this trend.

In 2011, the SEBRAE Sustainability Center was created, with the publication of Terms of Reference for Operation of the SEBRAE System in Sustainability. In 2011 and 2012, two editions of the survey "What Micro and Small Companies Think about Sustainability" were carried out.

SEBRAE's identification with the themes of sustainable development is strategic. Consequently, it supported the organization of Rio+20 since the creation of the NOC Rio+20, a fact widely recognized by the Ministry of External Relations as fundamental to the success of the Conference. The main objective was to include the theme of

SEBRAE Fair of the Entrepreneur in Flamengo Park, focused on opportunities and ideas for sustainable businesses.

Thousands of people visited the replica of the SEBRAE Center of Sustainability installed at Athletes' Park.



micro and small companies in the Rio+20 debates, with the objective of reinforcing their participation in domestic and international strategies aimed at furthering sustainable development.

In May 2012, SEBRAE organized the National Innovation and Sustainability Encounter, involving more than one thousand associates, as well as authorities, including the Minister of Environment, Izabella Teixeira, and the National Secretary of the Rio+20 National Organizing Committee, Laudemar Aguiar. On this occasion, the organization launched its "video-manifesto" in support of sustainable development, underscoring the importance of micro and small businesses to this theme, as well as a hot site detailing SEBRAE's participation in Rio+20. In June 2012, during Rio+20, the organization held the "SEBRAE+20 Seminar", with the participation of its state leaders and representatives of partner institutions. The seminar

included talks by three international guests from institutions promoting small businesses and sustainable development.

During Rio+20, SEBRAE gained more than 80,000 new friends on Facebook and more than 1,300 new followers on Twitter. The organization also enjoyed broad coverage in leading specialized and non-specialized media, magazines, indoor media, radio, television and the Internet, addressing the theme of sustainable development and its importance for small businesses.

As a result of a partnership between SEBRAE and the Associação Brasileira de Normas Técnicas - ABNT (Brazilian Technical Standards Association), Rio+20 served as the stage for the launch of two standards: ISO 14,005 - to encourage and orient small and medium companies in the phased-in implementation of an environmental management system - and the NBR 15,401 standard, which establishes the minimum sustainability performance requirements for lodging facilities.

SEBRAE was present in the main official conference spaces, exhibiting opportunities for sustainable businesses and technologies, providing courses,

talks and workshops centered on the so-called green economy. It also participated in the cycle of debates on Sustainable Entrepreneurship organized by the Ministry of Environment and promoted the side event "The Importance of Small Business for Sustainable Development".

The Entrepreneur's Fair was installed in the Flamengo Park, focused on opportunities and ideas for sustainable businesses, attended by more than 25,000 visitors. Additionally, SEBRAE promoted the Education Space, which provided 225 hours of training in sustainability, and the SEBRAETec Show of Green Technologies, in which technological service providers showcased solutions for fostering sustainability in micro and small businesses.

**+** **ADDITIONAL INFORMATION** about SEBRAE at [www.sustentabilidade.sebrae.com.br/portal/site/Sustentabilidade](http://www.sustentabilidade.sebrae.com.br/portal/site/Sustentabilidade)

# OFFICIAL PARTNER



Thanks to research carried out at COPPE/UFRJ and a partnership with BR Distribuidora, Vale began using biodiesel in its locomotives. Starting in 2015, they will use B20 diesel made from palm oil.

Since 1950, Vale has maintained one of the largest protected areas of the Atlantic Forest of Brazil in the State of Espírito Santo, where more than 2,700 plants have been catalogued, together with more than 1,500 insects, 111 mammals, 66 amphibians and 69 reptiles.



## VALE

As one of the global mining sector leaders, Vale seeks to promote best practices in sustainability. Vale's sustainability strategy is based on the integrated, responsible management of economic, environmental and social questions. The goal is to ensure that its businesses, particularly mining operations, produce wealth on a local, regional and global level, while ensuring a positive legacy over the course of their life cycles. Voluntary measures are undertaken by the company and in partnerships with different levels of the government, public institutions, other companies and civil society, as an instrument for supporting these efforts.

In 2009, Vale's Sustainable Development Policy on a global

scale was approved, proposing actions on three axes: Sustainable Operator, Catalyst of Local Development and a Global Agent of Sustainability. In the same year, Vale published its Human Rights Policy, a document guiding the company's actions worldwide. It also created the Vale Sustainable Development Fund, an initiative aimed at supporting NGOs that reconcile environmental conservation with improved socio-economic conditions for local communities, focused initially on the Amazon biome.

In conjunction with civil society organizations, Vale led the process of drafting the Open Letter to Brazil Regarding Climate Change, which presented the voluntary commitment of thirty large Brazilian companies to the global effort to reduce the

impacts of climate change. This document signaled the company's active engagement in the debate to establish the Brazilian government's position in the 15<sup>th</sup> Conference of the Parties to the United Nations Framework Conference on Climate Change held in December 2009. In the same year, Vale signed the Copenhagen Communiqué, presenting the positioning of global business leaders in favor of an agreement on the question of climate change.

Vale's listing as the first mining company on the Bovespa Sustainability Index in 2010 confirmed its commitment to sustainable development as part of the company strategy, as did the evolution of its Sustainability Action Plan, a program which drives improvements in environmental efficiency, such as increased reuse of water and reduced energy consumption in its operations.

Rio+20 fomented the widespread participation of enterprises in the discussions organized in side events, underscoring the importance of this segment as an agent for leveraging resources, technology and innovation to drive a green economy. The UN Global Compact Brazilian Network proposed ten commitments

established by the signatory companies, among which Vale is included. Three of these are particularly noteworthy in view of their alignment with the company's actions during the Conference:

1. Channel private social investments into strengthening education and developing competencies for sustainability;
2. Promote diffusion of knowledge while respecting intellectual property, and best business practices focused on boosting contributions to economic, social and environmental development;
3. Contribute to discussions on sustainable development, a green and inclusive economy, a low carbon economy or related themes in business forums.

With the global attention dedicated to sustainability-related themes aired at Rio+20 and the company's commitment to acting as an agent of transformation towards a green economy, Vale contributed to the dissemination of these concepts among its employees and externally on six separate work fronts:

*Internal activities* - engagement events (rounds of talks, news, games, etc.); and an Environment Week (global internal communication

campaign). *External activities* - publicity; Sustainable Development Forum; educational actions and digital media.

As ações de engajamento interno Internal engagement activities are undertaken globally, covering Brazil where the company is headquartered and other countries in which it operates, such as Canada, China, Malaysia, Paraguay and Switzerland.

During Rio+20, exposure of Vale employees to sustainability-related themes increased 250%, compared to the same period the previous year. It is the company's understanding that building a sustainable corporate agenda and raising the awareness, mobilization and education of its employees are gradual, ongoing processes that will reinforce understanding of the theme and instill a sense of ownership and individual responsibility for the joint construction of this agenda.

**+** **ADDITIONAL INFORMATION** about Vale at [www.vale.com.br](http://www.vale.com.br)

# PLATINUM PARTNER

## BANCO DO BRASIL

Banco do Brasil has been working in the pursuit of national development for more than 200 years. By incorporating sustainability principles into its strategy, the bank strives to assess its organizational performance not only based on economic indicators, but also on social and environmental indicators. To ensure the effectiveness of its corporate strategy and make attainment of its mission and future vision feasible, the bank has a Sustainability Plan – Agenda 21, which is reviewed every two years.

The commitment to sustainable development is monitored and managed throughout the institution. At the corporate level, through the incorporation of the theme into its business strategy. At branches and offices, through the inclusion of social and environmental performance indicators in labor contracts and agreements. At the personnel level, by evaluating employees by performance indicators that incorporate competencies related to this theme. As a result, Banco do Brasil is a leader in sustainability, as attested by its listing on São Paulo's Bovespa Business Sustainability Index and the Dow Jones Sustainability Index on the New York Stock Exchange.

Banco do Brasil participated actively in Rio+20 from the preparatory phase, striving to involve and mobilize employees and their families. This included a quiz for employees and the drawing contest “The Future We Want”, with the winning entries being exhibited at MAM during the event in June 2012. During the Conference, the bank organized seminars at the “Barra” Arena and at its stand in Athletes’ Park, discussing questions such as the incorporation of social and environmental dimensions in credit operations for the agribusiness sector. On that occasion, the bank officially adhered to the Green Municipalities Program, aimed at the concession of responsible credit for agricultural producers in Pará. This forum was also the vehicle for panels on social businesses and the Brazil Water Program, in partnership with the National Water Agency – ANA and WWF Brazil. In 2010, this had already been the theme of the first edition of the “National Contest of Internet Animation”, promoted by the prestigious Anima Mundi Festival, sponsored by Banco do Brasil and supported by Brasilcap Capitalização. The visit of the 2006 Nobel Prize winner and creator of microcredit, Muhammad Yunus, to the Banco do Brasil stand resulted in a seminar featuring an exchange of experiences and identification of converging

actions in sustainable development, held jointly in the early part of the second half of 2012.

The institution organized guided visits for participants to the Rio communities of *Cidade de Deus* and *Complexo do Alemão*, where it runs an Oriented Productive Microcredit project and its Sustainable Regional Development business strategy. Launched during Rio+20, the document “2050 Vision Brazil” was incorporated as the instrument to guide the process of updating its Agenda 21 Sustainability Plan for the 2013–2015 period.

In its turn, the Banco do Brasil Foundation installed a stand at the Peoples Summit, with a demonstration of the operation of an underground rainwater storage tank. In a series of events organized jointly with partners, specific mention should be made of the launching of the book “Água e Mudanças Climáticas” (Water and Climate Change) and the delivery of trucks for recyclable waste pickers in the Cataforte Program (see page 39).

**+** **ADDITIONAL INFORMATION**  
about Banco do Brasil at  
[www.bb.com.br/sustentabilidade](http://www.bb.com.br/sustentabilidade)



## CAIXA

Created in 1861, CAIXA's activities in Brazil go far beyond those of a banking institution, impacting the lives of millions of Brazilians. For those in formal employment, Caixa is the agent responsible for the Worker Compensation Fund – FGTS, the Social Integration Program – PIS, as well as the Unemployment Insurance. CAIXA is also a key agent in social programs, such as the Family Assistance Program, as well as for lottery shops, an important source of funding for social development in the areas of sports, social security, education, culture and security. Since it is 100% state-owned, the bank plays a fundamental role in promoting urban development and social justice in Brazil, by investing in sectors such as housing, basic sanitation, infrastructure and services, making a significant contribution to improving quality of life, particularly for low-income families. In recent years, CAIXA has reinforced its role in fostering sustainable cities and sustainable credit, offering socio-environmental banking products for the public and private sectors. Internally, it is focused on making its processes more environmentally efficient, transforming itself into a national benchmark in the management of natural and energy resources. Part of its mission as a bank for the people,

the fostering of sustainable development is a CAIXA commitment.

Identified with the major themes of the Rio+20 Conference, it is CAIXA's understanding that financial institutions play a fundamental role in the transition to the so-called green economy. For this reason, it is already active on three axes: sustainable credit, sustainable cities and social inclusion and combating poverty. CAIXA participated actively in Rio+20 and estimates that it reached around 19,000 people, through actions prepared especially for the event. It participated in the debate on sustainable cities and had stands at the Athletes' Park and the People's Summit, a foreign exchange agency in Riocentro, as well as a press relations center at the “Barra” Arena. The institution sponsored a show by singer Gilberto Gil at the MAM auditorium. The bank also organized exhibitions on this theme at its *Caixa Cultural* space in Rio de Janeiro's downtown area. CAIXA was also host to UNEP seminars and an Earth Charter event in its auditoriums and theater. More than 300 employees were involved in Rio+20, both in the debates and discussions and in providing direct services to Conference participants.

Rio+20 also gave the bank the opportunity to strengthen its



partnerships with the Rio de Janeiro State Government, the Rio de Janeiro Municipal Government, the Ministry of the Environment; the Minas Gerais Federation of Industries – FIEMG, the Inter-American Development Bank – IDB, the German development bank Kreditanstalt für Wiederaufbau – KfW and UNEP.

CAIXA was also responsible for making feasible two of the most emblematic projects idealized by the NOC Rio+20. The first of these was the Volunteer Program, in partnership with UNDP Brazil, UN Volunteers, the Federation of Industries of the State of Rio de Janeiro – FIRJAN and the Rio de Janeiro State Education Secretariat, as well as institutions that work with the disabled. The second case was the support it provided to the NOC Rio+20, in conjunction with UNDP, with the purpose of creating a voluntary tool for compensating GHG emissions resulting from the air travel of delegates and other participants to Rio de Janeiro. This option was presented at Rio+20 by specially trained volunteers.

**+** **ADDITIONAL INFORMATION**  
about CAIXA at [www.caixa.gov.br/sustentabilidade](http://www.caixa.gov.br/sustentabilidade)



Banco do Brasil used solar panels, recycled materials, certified wood, suspended bamboo and aromatic and medicinal plants in its stand at Athletes' Park.



At Athletes' Park, CAIXA presented its innovative model of the itinerant branch-boat from the Amazon Basin, which possesses ample sustainability resources.



## DIAMOND PARTNER



### CORREIOS (POSTAL SERVICE)

A regular postal service was initiated in Brazil during the colonial period, on January 25th 1663, with creation of the Postal Service of Captaincy of Rio de Janeiro. Close to completing 350 years, the *Correios* (today's Postal Service) currently offers high technology solutions to meet the communications needs of companies and institutions, besides playing an important role in efforts aimed at the processes of integration and social inclusion, considered essential to the country's development.

During the 2012 World Environment Day commemoration at the Planalto Palace in Brasilia, President Dilma Rousseff presented the Rio+20 commemorative stamps on themes related to sustainability launched by the Correios. With live transmission between Brasilia and Rio de Janeiro, the ceremony took place at the same time the United Nations flag was raised at the Riocentro, marking the Brazilian government's granting of jurisdiction over the main conference space to the UN.

At Rio+20, aside from contributing to the debates by disseminating the company's socio-environmental initiatives, the Correios set up institutional stands at the Athletes' Park and at MAM, a post office with

bilingual attendants at Riocentro and a free tennis workshop at the Pier Mauá, giving visitors a taste of one of the three sports the organization sponsors. At its stands, it presented its electric car, now undergoing tests in a pioneering pilot project in partnership with CPFL Energia in the interior of São Paulo state, and the new electric vehicle used to deliver and collect packages in Paraná and Rio Grande do Sul.

Some of the social actions and spaces undertaken by the Correios were also presented to the public at its stands, such as the EcoPostal Action, the Correios Santa Claus, Correios Solidarity Express, its cultural centers and Technological Vocational Center. The EcoPostal Action donates used uniforms and bags to nonprofit institutions to serve as raw material for hand-craft products, such as bags and ornamental objects. This initiative generates significant environmental benefits and income for underprivileged families. Four organizations benefiting from the Correios' social actions exhibited and sold their products at the stand in the MAM. In another solid waste management action, a single donation of paper and cardboard for recycling represented an estimated saving of 156,000 trees.

In the Socio-Environmental Arena installed by the Ministry of Social Development and Combatting Hunger in Flamengo Park, the president of the Correios, Wagner de Oliveira, engaged in a dialogue between the Brazilian government and civil society during the debate "Beyond Antagonism: Environmental Conservation and Social Inclusion".

Two voluntary initiatives reaffirm the Correios' environmental commitment. In 2010, the organization launched its "Environmental Challenge", with the goal of planting 110 thousand tree seedlings nationwide by the end of 2012. Also during the Conference, a cooperation agreement was signed with the International Postal Corporation to achieve a 20% reduction in the operation's greenhouse gas emissions by 2020.

**+** **ADDITIONAL INFORMATION** about Correios at [www.correios.com.br/sobreCorreios/sustentabilidade/default.cfm](http://www.correios.com.br/sobreCorreios/sustentabilidade/default.cfm)



Postal Service social actions were presented to the public, including a permanent and free of charge tennis workshop at Mauá Pier.

Telecommunications concessionaire in Brazil, Oi provided the entire Rio+20 infrastructure and rendered services to the participants.



**Oi**

Oi is a nationwide pioneering company that offers a wide array of convergent services, with local and long distance voice transmission, mobile services, broadband and cable TV services. Through the use of modern technologies, the company provides access to information, playing a crucial role in building a more sustainable society, improving not only the quality, but also the exercise of citizenship. The company is a signatory of the United Nations Global Compact since 2009, having undertaken innumerable actions related to the ten universal principles rooted in the Universal Declaration of Human Rights, the Declaration of the International Labor Organization on Fundamental Principles and Rights at Work, the Rio Declaration on the Environment and Development and the United Nations Convention Against Corruption. The company's sustainability policy promotes initiatives on education for sustainability focused on its human capital, actions to minimize environmental impacts, as well as initiatives to build trust among company clients.

Through the Broadband at School program in partnership with the federal government, Oi provides broadband Internet connections for approximately 50,000 public schools, constituting an important

shift towards digital inclusion. The company has been active in widening access to knowledge by means of Information and Communication Technologies for eleven years. Its social responsibility arm, Oi Futuro, has benefited more than 4 million people in the areas of education, sustainability, sports and culture.

These actions reflect Oi's high degree of commitment to best enterprise sustainability practices, reaffirmed by its listing on the Bovespa Enterprise Sustainability Index and the BM&F Bovespa Carbon Efficient Index.

In the Rio+20 framework, Oi provided its personnel involved in the event with specific training on sustainability, underscoring relevant aspects in customer service, collection and disposal of waste, respect for diversity and combating corruption. The Oi stand had an urn for the disposal of cellular telephones, batteries and accessories. After the event, the company reused and recycled 7.7 tons of cable used in the communications network, as well as more than 500 kg of fiber optic cable. Oi also signed the Rio+20 Commitment Letter, containing the contributions of enterprises committed to sustainable development and poverty eradication discussed by the organizations and companies that are signatories to the Brazilian Global Pact Committee.

As far as logistics are concerned, Oi supplied a complete technology solution for the Conference in all the official spaces managed by the NOC Rio+20. It provided the largest wireless broadband network ever installed in Brazil, videoconference rooms and all the microcomputer infrastructure for the event. The company provided Oi Smart Cloud servers for cloud computing and assembled a customized information security solution for the Conference. Oi guaranteed fixed and mobile voice traffic, fixed terminals and PABX, cell telephones and tablets for the organization of the event, and installed 161 interactive totems connected to the Internet via Oi Velox at hotels and airports in Rio de Janeiro, to provide up-to-date information on the Conference. The company also developed the official Rio+20 application for the Android operating system.

**+** **ADDITIONAL INFORMATION** about Oi at [www.oi.com.br/sustentabilidade](http://www.oi.com.br/sustentabilidade) and at [relatorioanual2011.oi.com.br](http://relatorioanual2011.oi.com.br)



## BANCO DO NORDESTE

For 60 years, Banco do Nordeste has been a catalyst in the development of the Brazilian Northeast. Its mission became clearer with the institution's alignment with the Millennium Development Goals, most notably that of eradicating extreme poverty, one of the federal government's main targets. In this sense, the bank supports small-scale farmers, micro and small companies and individual entrepreneurs.

Its microcredit programs *Crediamigo* and *Agroamigo* are integrated with the federal government's *Brasil Sem Miséria* (Brazil without Extreme Poverty) plan. Additionally, since 2007, the bank has had a Socio-Environmental Responsibility area to plan, implement, control and assess socio-environmental actions and programs in line with the institution's moral and ethical principles.

The Banco do Nordeste participated actively in the United Nations Conference on Sustainable Development- Rio+20, proposing the discussion of initiatives focused on sustainable development. The

"Caatinga Declaration" was presented during the "Encounter of State and Municipal Environment Secretaries", a side event, formalizing commitments to the sustainability of this biome. The document consists of 56 commitments consolidating the conclusions of the debates held over an 18-month period in the nine Brazilian states that form this semi-arid region (Alagoas, Bahia, Ceará, Minas Gerais, Paraíba, Pernambuco, Piauí, Rio Grande do Norte and Sergipe).

At the bank's stand in the Athletes' Park, managerial level personnel shared the experiences of the *Crediamigo* and *Agroamigo* programs with the public, the bank's support for technological innovation and other actions aimed at promoting a green economy and poverty eradication. Also on show were the Espaços Nordeste, differentiated service bureaus, offering a wide range of socio-cultural products and services and banking business, reinforcing local development and entrepreneurship.

The Banco do Nordeste also took part in the People's Summit with its Technical Office of Northeastern Studies, showcasing its program of support for solidarity projects.

**+** **ADDITIONAL INFORMATION** about Banco do Nordeste at [www.bnb.gov.br/content/Aplicacao/Grupo\\_Principal/Home/conteudo/home\\_desregional.asp](http://www.bnb.gov.br/content/Aplicacao/Grupo_Principal/Home/conteudo/home_desregional.asp)



## BNDES

Created in 1952, the National Bank of Economic and Social Development – BNDES, a development bank active in every economic segment, finances industry, services, infrastructure, agribusiness, environment, social and productive inclusion, local and regional development, innovation and culture. In doing so, it serves institutions of all sizes, government levels, the third sector, driving the economy and benefiting society as a whole.

Having sustainable development as a strategic directive, the bank takes socio-environmental principles into account in granting financial support and offers lines for company investments in the environment, social responsibility, production and social inclusion, efficiency and energy diversification areas. With non-reimbursable funding, it manages the Amazônia Fund and other funds dedicated to the environment, social inclusion, innovation and studies.

BNDES's participation in Rio+20 reinforced its environmental agenda integrated with long-term social development and economic growth, opening new horizons and enabling new networks and partnerships.

BNDES made a major contribution to Rio+20, both in the official and parallel programs. During ten days, 150 employees were transferred to Barra da Tijuca and Flamengo Park to participate and represented the bank in Rio+20 Conference activities.

The bank played a fundamental role in the Sustainable Development Dialogues, in which it was an active participant, in addition to promoting two seminars in the Athletes' Park (Amazônia Fund: Building its History; and Reforestation in Brazil: how to scale up the recovery of biomes). At Riocentro, BNDES participated in the event Brazilian Policy to Reduce Deforestation, promoted by the Ministry of the Environment; it also hosted the CDM Policy Dialogue Latin America Stakeholder Consultation, during which the Kyoto Protocol's Clean Development Mechanism was discussed.

**+** **ADDITIONAL INFORMATION** about BNDES at [www.bndes.gov.br/SiteBNDES/bndes/bndes\\_pt/Areas\\_de\\_Atuoacao/Meio\\_Ambiente/Rio20/index.html](http://www.bndes.gov.br/SiteBNDES/bndes/bndes_pt/Areas_de_Atuoacao/Meio_Ambiente/Rio20/index.html)



## FINEP

FINEP – Agência Brasileira de Inovação (Brazilian Innovation Agency), a federal public company linked with the Ministry of Science, Technology and Innovation, provides support to the development of innovative projects in companies and scientific and technological institutions. Analysis of projects sent to FINEP also takes into account such basic requirements as the fostering of regional development, social equality and environmental protection.

Between 2002 and 2010, 750 projects involving social development technologies received BRL 650 million in FINEP funding. Its housing technology programs have provided support for 116 modernization projects in the civil construction sector for the development of housing of social interest. Historically, FINEP has also supported sustainable energy projects for the development of wind and solar energy and biofuels.

At the opening of Rio+20, the Minister of Science, Technology and Innovation, Marco Antonio Raupp, launched *Brasil Sustentável*, a FINEP program with BRL 2 billion in funding, to finance the development of innovative products, processes and services integrating social, environmental and economic interests.

At Rio+20, FINEP occupied two warehouses on Mauá Pier with exhibitions, films and official parallel Conference events. In Warehouse

3, between June 16 and 21, approximately 37,000 people visited the Expo Sustainable Brazil, an exhibition of innovations generated by scientific and technological companies and institutions, most of which are FINEP clients. Around 54% of the exhibitors developed contacts which could lead to future business and partnerships.

The public selected the following subjects for future editions of Expo Sustainable Brazil: technologies for education; agro-industry and family agriculture; tasting sessions involving sustainable products; energy generation for the FIFA World Cup; innovative energy generation technologies; information technologies; sustainable architectural and urban projects; and the Amazon.

During the event, FINEP established a partnership with the Latin American Development Bank for innovation and technological development. The first project to be undertaken will be the implementation of the Regional Technological Innovation Initiative in Renewable Energies, aimed at creating a regional platform to generate international patents in Latin America. Funding from each organization will total US\$ 100 million to be invested between 2012 and 2016.

**+** **ADDITIONAL INFORMATION** about FINEP at [www.finep.gov.br/expobrasil sustentavel](http://www.finep.gov.br/expobrasil sustentavel)

## GOLD PARTNER



### INVEPAR GROUP

Group administers companies in the transportation infrastructure segment focused on highway management and operation, urban mobility systems and airports in Brazil and other Latin American countries. Its shareholders are PREVI (Banco do Brasil Employee Retirement Fund), PETROS (Petrobras Employee Retirement Fund), FUNCEF (CAIXA Retirement Fund) and the OAS Group.

In Rio de Janeiro, the company was granted the concession for the *Linha Amarela* expressway, the Rio subway system (Metro Rio) and, in partnership with other companies, the Rio-Teresópolis highway and the Rio Transolympic Expressway. It recently added the São Paulo Guarulhos International Airport to its portfolio, in a consortium with the Airports Company South Africa, as well as the *Via Parque Rimac* expressway in Lima, Peru.

The values and actions of the Invepar Group include socio-environmental responsibility and entrepreneurship as tools to improve the quality of life. Created in 2002 and qualified as a Civil Society Organization of Public Interest in 2005, the *Instituto Invepar* fosters dialogue among the group's companies and their stakeholders, in order to establish and achieve sustainability targets throughout the business chain.

At Rio+20, the *Instituto Invepar* and Cieds (Integrated Center of Sustainable Development Studies

and Programs) organized the workshop "Our Rio+20", which brought together 60 leaders from communities bordering the Metro Rio and the *Linha Amarela* expressway, to promote social participation in the discussions on sustainability. The themes addressed in the Conference were presented to these leaders, who then discussed ways to develop sustainable solutions for their communities. The initiative resulted in a document sent to the leaders attending Rio+20. The Invepar Group also took part in the panel "Urban mobility, accessibility and the revitalization of degraded areas" in the 2012 Megacities Forum – Transportation, Energy and Urban Development, organized by the Brazil-Germany Chamber and the Rio de Janeiro State Government.

A signatory to the Global Compact and a reference in accessibility for the disabled, between June 15 and 22, Metro Rio provided ten thousand passes a day for participants in the People's Summit; it also opened an express line to transport users to the Riocentro in Barra da Tijuca. In various areas of the city, the company installed units of its *Quiosque Solidário* (Solidarity Kiosks), a program created in 2010 to generate income for members of communities bordering on the *Linha Amarela* expressway and the Metro Rio lines 1 and 2 through the sale of handcraft products.

**+** **ADDITIONAL INFORMATION** about Invepar at [www.invepar.com.br](http://www.invepar.com.br)



### NATURA

Natura is a Brazilian brand born of two passions: cosmetics as a vehicle for self-knowledge and relationships as a principle of harmony in a universe in which everything is interdependent. Since its foundation in 1969, the company's activities have been guided by a development model oriented to sustainability, seeking to respond to the challenges of our times with innovative solutions that generate social, environmental and economic value. Currently, Natura is the leader in the cosmetics, fragrances and personal hygiene market in Brazil, as well as number one in the direct sales segment. In the annual ranking published by the American magazine *Forbes*, Natura was ranked in eighth position among the most innovative companies in the world in 2011 and was the only Brazilian company listed.

In developing its products, Natura mobilizes social networks capable of integrating scientific knowledge and the wisdom of traditional communities, promoting the sustainable use of Brazil's rich botanical biodiversity. In its production processes, the company does not use animal testing and obeys rigorous international safety standards. The company has a network of more than 1.4 million consultants spread throughout the country, reaching millions of people with the resale of its products and the dissemination of its values and mindset. Believing in this transformational power, in 2005 it created the Natura Movement, a set of actions and projects to support the mobilization power of its network. In 2010, these projects engaged approximately 113 thousand consultants.

At Rio+20, Natura delighted heads of state and government, delegates and other participants with welcome presents combining traditional knowledge with green technology in a fully sustainable manner. Throughout the Conference, the company encouraged the reflection on the challenges under discussion and on how each individual can help transform the world, acting in concert in the defense of a new ethical life system in which a new logic of development and reinvigorated global governance prevail over the interests of regions, countries and business groups. Natura took part in discussions in diverse spheres, involving its highest leadership and its network. Furthermore, the company made various of its executives and board members available to participate in 17 forums, while 26 of its consultants took part in the Sustainable Development Dialogues, an event sponsored by the Brazilian government in Riocentro, with UN support. The company also encouraged its consultants to contribute to the event's online platform and maintained a stand at the Innovation for Sustainable Development exhibition organized by FINEP at the Mauá Pier.

Natura believes that this historic encounter has expanded the space for dialogue and cooperation, requiring redoubled efforts to maximize the outcomes of the transformational impetus generated by Rio+20 for the construction of the future we want.

**+** **ADDITIONAL INFORMATION** about Natura at [www.movimentonatura.com.br/comquefuturovoceonha/](http://www.movimentonatura.com.br/comquefuturovoceonha/)



# OFFICIAL SUPPLIERS



## BANCO DA AMAZÔNIA

The leading financial institution in the north of Brazil, during its 70 years of existence Banco da Amazônia has achieved significant results in its efforts to drive the sustainable development of the world's richest reserve of natural resources and biodiversity.

In 2011, the bank received an award from the Latin American Association of Financial Development Institutions for the positive outcomes achieved by its *Fundo Constitucional de Financiamento do Norte FNO-Biodiversidade*, a program that supports the maintenance and recovery of biodiversity in the Amazon, forestry development and the normalization and recovery of degraded or modified legal reserve areas.

At Rio+20, the Banco da Amazônia assisted in holding the Socio-Environmental Arena created by the Ministry of Social Development and Combatting Hunger, to present successful Brazilian strategies for combatting poverty and social inequality in the context of sustainable development. Held in the covered area and surrounding gardens of the Rio de Janeiro Museum of Modern Art, the Arena hosted exhibitions and fairs marketing products derived from Brazilian socio-biodiversity and cultural activities, in addition to two

major daily debates in live interactive transmissions over the Internet. At the Athletes' Park, the bank had a stand displaying the products and services it offers in the Amazon region in partnership with the federal government. During the Conference, the bank also signed an institutional cooperation agreement with the Pará State Government to provide training in sustainable production activities for municipalities in the state.

**+** **ADDITIONAL INFORMATION** about Banco da Amazônia at [www.bancoamazonia.com.br](http://www.bancoamazonia.com.br)

## BMW GROUP

Before electricity-powered vehicles became a global trend, the BMW Group was already investing in research to develop environmentally sustainable cars. Around 40% of the company's new models offer reduced fuel consumption, mitigating CO<sub>2</sub> emissions by up to 23%. As a result, for the eighth year in a row, the Dow Jones Sustainability Index granted its coveted award to BMW, classifying it as the most sustainable car manufacturer in the world.

BMW's pioneering spirit and dedication to sustainable mobility was on display during Rio+20, when the company provided the official

vehicles for heads of state and government, the UN System and high level authorities. The German car maker organized a special program for the event, providing support for debates on sustainable mobility. At the company's stand at the Athletes' Park, its executives presented targets and suggestions for mobility, as well as the history of the new BMW sub-brand i, created to provide sustainable mobility solutions. In front of the stand, visitors had the opportunity to see the BMW Active E, a vehicle developed based on technologies to be used in the BMW i electric models.

Additionally, for the first time in Brazil, the BMW Group imported five electric MINI E vehicles, developed in conjunction with the BMW Active E. Delegates, participants, journalists, visitors and guests were invited to test drive the vehicles at the Jacarepaguá motor racing circuit to experience the efficiency and dynamism offered by BMW's new electric model.

**+** **ADDITIONAL INFORMATION** about the BMW Group at [www.bmwgroup.com](http://www.bmwgroup.com)



## BRASKEM

Braskem completes ten years of activity in 2012, during which time it has become the leader in the production of resins in the Americas and the largest producer of biopolymers in the world – a position achieved through industrial scale output of sugarcane ethanol-based Green Plastic, a renewable raw material. As a result of this market position, the company's strategic vision is to become the world leader in sustainable chemical products by 2020. One of the main drivers of this target will be increased investment in innovation and technology and, in particular, the development of new polymers based on renewable raw materials.

In line with its strategy, Braskem maintained an active presence at Rio+20, participating in exhibitions, discussions on technology and innovation, the green economy, and stimulating other companies and organizations to pursue sustainability. Particularly noteworthy was its support in the preparation of the Brazilian Global Compact Network manifesto entitled *Business Contribution to Fostering a Green and Inclusive Economy*, and the Brazilian Business Council for Sustainable Development's *Vision 2050 Brazil – On Course for Change*.

Braskem supplied the delegates and participants with squeeze bottles, bags and waste bins, all made from green plastic. During the Conference, the company installed a recycling plant for the production of plastic wood at Athletes' Park. The goal was to give the public a practical demonstration of an inclusive undertaking born of the green economy, showing the feasibility of recycling plastics as a means of generating income for cooperatives of recyclable waste pickers.

**+** **ADDITIONAL INFORMATION** about Braskem at [www.braskem.com.br/](http://www.braskem.com.br/)

## NOVA CEDAE

Nova CEDAE is a sustainable company responsible for supplying high quality water and managing the sewer network infrastructure for the majority of the population of the State of Rio de Janeiro. Projects such as the Cleaning of Lagoa Rodrigo de Freitas; Cleaning of Guanabara Bay, basic sanitation works in Barra da Tijuca, Recreio and Jacarepaguá, Environmental Visiting Centers and the CEDAE Environmental Education program are evidence that the utility guides its actions by respect for the environment.

To celebrate the opening of Rio+20, CEDAE sponsored the planting of 5,000 Atlantic Forest tree seedlings in Rio de Janeiro Municipal schools in its *Replantando Vida* project. Indeed, CEDAE was an important partner in the organization of Rio+20, working on the following fronts: pre-event technical inspections of all water tanks and sewage networks in the official sites managed by NOC Rio+20; water quality control using a mobile laboratory with on-the-spot and immediate presentation of the results of the drinkability testing to Conference visitors; distribution of around 350,000 cups of water through mobile dispensers at Athletes' Park; the maintenance of water tank trucks on standby at Riocentro, Athletes' Park and MAM; online monitoring of daily water consumption at Riocentro, Athletes' Park and MAM, displaying the results in real time on the company's website; and a 24-hour standby service to guarantee water supply and sewage services at the official spaces managed by the NOC Rio+20.

**+** **ADDITIONAL INFORMATION** about Nova CEDAE at [www.cedae.com.br/](http://www.cedae.com.br/)



# OFFICIAL SUPPLIERS



## COCA-COLA

The Coca-Cola Brazil System operates in the non-alcoholic beverage segment, employing 60,000 people and generating 600,000 indirect jobs. Its water usage rate is exceptional: 1.91 liters per liter of beverage produced – less than half the amount consumed 13 years ago. Since 1996, the company has been a major force in Brazil's successful recycling initiatives: today, 98% of the company's aluminum cans and 56% of its PET bottles are recycled. The company's Live Positively Platform is aligned with the environmental, social and economic commitments inherent to the reduction of water consumption, the development of sustainable packaging, as well as the generation of work opportunities and income through recycling cooperatives.

At Rio+20, Coca-Cola supplied almost 200,000 liters of beverages, with recycling of the cans and bottles, and also maintained a stand made completely from recycled and recyclable materials, all of which were later recycled, resulting in compacted blocks of cans and wood fiber panels. The 100 refrigerators installed in the official spaces managed by the NOC Rio+20 used CO<sub>2</sub> as cooling gas, Energy Management Devices and LED lighting, initiating a process whereby all the company's equipment in Brazil will be replaced by 2014.

Furthermore, Coca-Cola Brazil took part in the dialogues on selective collection in the cities that will host the World Cup and fostered a debate on sustainable development in the Amazon, in addition to sponsoring Siron Franco's sensorial video installation *Brasil Cerrado*, and Vik Muniz' exhibition *Paisagem*, representing Guanabara Bay and made entirely of recycled materials. To greet participants, the company installed a six-meter high bottle at the entry to Antonio Carlos Jobim International Airport bottle-to-bottle structure made exclusively from post-consumption recycled PET bottles.

**+** **ADDITIONAL INFORMATION** about Coca-Cola Brasil at [www.cocacolabrasil.com.br](http://www.cocacolabrasil.com.br) and [www.institutococacolabrasil.com.br](http://www.institutococacolabrasil.com.br)

## INSTITUTO DOE SEU LIXO

In operation for nine years, the Instituto *Doe Seu Lixo* (Donate Your Trash Institute) is engaged in managing the waste generated by large companies and events, seeking solutions for the problems caused by inadequate solid waste management and disposal, encouraging the inclusion of recyclable waste picker cooperatives in reverse logistic processes, making recycling a sustainable business.

The institute's mission is to reduce the environmental impacts of incorrect solid waste disposal, enhancing public awareness of this issue and how it relates to citizenship and sustainability, contributing to increased dignity and quality of life for recyclable waste pickers. In partnership with *Socitex Cooperativa* and the Instituto Coca-Cola Brasil, *Doe Seu Lixo* seeks to boost administrative, financial and operational efficiency of recycling and improve the income and working conditions of members of cooperatives.

Being a practical example of how selective collection can generate opportunities for achieving development, generating employment, increasing income and raising the quality of life, while reducing environmental impacts was instrumental to the choice of the Institute to manage the solid waste produced during Rio+20.

In the words of Achim Steiner, UNEP executive director, the *Doe Seu Lixo* Institute "is a living portrait of the transition to a green economy, which involves and includes everyone in society".

**+** **ADDITIONAL INFORMATION** about the Instituto Doe Seu Lixo at [www.doeseulixo.org.br](http://www.doeseulixo.org.br)



## EMBRAER

Leader in manufacturing commercial jets with capacity for up to 120 passengers and one of the largest Brazilian exporters, Embraer designs, develops, manufactures and commercializes aircraft and systems for the commercial, executive, defense and security aviation segments. The company strives to minimize the environmental impacts of its industrial activities through ongoing process improvement and the engagement of its suppliers in seeking new solutions and environmentally efficient alternatives. To do this, it optimizes the use of natural resources and energy, both in the manufacture and the operation of its products. These initiatives reinforce Embraer's commitment to continuing to transport people around the world in safety and comfort in an ever more sustainable way.

In addition to providing support in the transportation of authorities at Rio+20, Embraer exhibited its major technological development projects, demonstrating the complete life cycle of its products. At Mauá Pier, it also displayed its airplane for agricultural use, the Ipanema, the only aircraft in the world that uses ethanol as a biofuel. During the conference, an Azul Linhas Aéreas EMBRAER 195 made an experimental

flight between Campinas and Rio de Janeiro using an innovative renewable sugarcane-based fuel. A partnership between Embraer, Azul Linha Aéreas, GE and Amyris, the *Azul+Verde* project was initiated in November 2009, with the objective of testing a new concept in renewable jet kerosene with reduced greenhouse gases emissions.

**+** **ADDITIONAL INFORMATION** about Embraer at [www.embraer.com.br](http://www.embraer.com.br)

## FABER-CASTELL

Founded in 1761 in Germany, Faber-Castell's origins are easily confounded with those of the pencil. The largest company in the group and active in Brazil since 1930, Faber-Castell Brasil is the world leader in the production of colored and graphite Eco Pencils, with an annual production of 1.9 billion units.

A pioneer in reforestation and conservation of permanent protection areas, since 1999 the company's production has been certified as environmentally correct, socially just and economically viable. Since 2007, certification of its Eco Pencils has ensured traceability from the raw material to the end consumer. In 2010, forests managed by Faber-Castell Brasil sequestered eight



times more CO<sub>2</sub> than the company's total emissions. In 2012, the company assumed first place in the rankings of organizations sharing renewable energy use, with 100% of its needs supplied from renewable sources. In partnership with *Terra Cycle*, the company collects all makes of post-consumption writing instruments for recycling.

Faber-Castell is also a signatory to the Global Compact, a UN initiative to mobilize the international business community to adopt globally accepted fundamental values related to human rights, work relations, the environment and the fight against corruption.

Official pencil supplier to Rio 92 and Rio+10, Faber-Castell maintained its traditional support for the event by supplying all the writing instruments for Rio+20 and by sponsoring the workshop "Business and Biodiversity", organized by the Life Institute.

**+** **ADDITIONAL INFORMATION** about Faber-Castell at [www.faber-castell.com.br/54615/A-Empresa/Nosso-comprometimento-global/Nosso-comprometimento-global/fcv2\\_index.aspx](http://www.faber-castell.com.br/54615/A-Empresa/Nosso-comprometimento-global/Nosso-comprometimento-global/fcv2_index.aspx)

# OFFICIAL SUPPLIERS



## FOZ DO BRASIL

Foz do Brasil, an environmental solutions company belonging to the Odebrecht Organization, invests in, operates and develops public sanitation (water and sewage) project concessions; industrial operations, through utility center outsourcing; and the diagnosis and recuperation of contaminated areas, the monitoring of surface and ground water and the final disposal of urban solid waste. Committed to sustainable development, in the water and sewage segment alone Foz currently serves 8.3 million people in 150 Brazilian municipal districts. Foz do Brasil's sustainability structure encompasses the areas of innovation and technology, environment, quality, social responsibility, health and safety.

The company has a number of social and environmental responsibility programs, ranging from environmental education, vocational training, income generation, volunteer work, cultural and artistic development, to environmental protection and incentives for research. The main examples are its *Portas Abertas*, an environmental education project, the *Olho Vivo: Água e Óleo Não se Misturam* project, to promote the conscious disposal of cooking oil, and *Acreditar*, which offers training in water and sewage treatment.

At Rio+20, the company provided 120 thousand cups of cold water to participants and visitors to the Athletes' Park and the Mauá Pier. The water on offer was the same water supplied to residents of the city of Limeira in São Paulo, the first public sanitation concession in Brazil run by a private sector company. Plastic cups were disposed of in the recycling plant installed in the Athletes' Park by Braskem, another Odebrecht company which participated in Rio+20, for transformation from post consumption residues into plastic wood benches and furniture.

**+** **ADDITIONAL INFORMATION** about Foz do Brasil at [www.fozdoBrasil.com.br](http://www.fozdoBrasil.com.br)

## GL EVENTS BRASIL

In Rio de Janeiro, GL Events Brasil holds the concession for Riocentro and the Arena located in Barra da Tijuca. Elected the best convention center in South America by World Travel Awards, Riocentro has world class infrastructure and management capabilities. The headquarters for Rio+20, Riocentro was also chosen by FIFA to host the 2014 World Cup International Broadcasting Center and Local Organizing Committee. In 2016, it will be used for competitions in the Olympic Games. Designed along the lines of the biggest and

most modern stadiums in the world, the Arena is the only international level multipurpose space of its kind in Brazil, having been inaugurated in 2007 to host competitions in the Rio de Janeiro Pan-American Games.

GL Events Brasil adopts the global environmental responsibility program established by its head office in France, acting throughout the event cycle to minimize environmental impacts. The Think Green program ranges from the organization and planning of an event to the reutilization and management of the waste generated. In this context, one should highlight the Riocentro Water And Wastewater Treatment Plant, the Arena's rainwater harvesting system and the use of carpeting made from 100% recycled PET bottles.

The success of the Conference organization was praised by the UN Secretary General for Rio+20, Ambassador Sha Zukang, who stated that the Riocentro was the best UN meeting venue he had visited in recent years.

**+** **ADDITIONAL INFORMATION** about GL Events at [www.gleventsbrasil.net/](http://www.gleventsbrasil.net/)



## MAN LATIN AMERICA

Leader in sales on the Brazilian truck market for nine years and number two in the bus market, MAN Latin America develops cutting edge technologies that generate environmental and social gains, driving advances in the definition of sustainable mobility policies. Its leading role in the automotive industry became evident in 2003, when the company pioneered research into the use of biofuels before this was legally mandated. Its social responsibility policies are focused on support for citizenship and volunteer work, culture, education, sports and environmental preservation.

Official transportation supplier to the Conference, MAN Latin America provided solutions resulting in low CO<sub>2</sub> and pollutant emissions for participants' local travel during the Conference, such as a hybrid diesel-vehicular natural gas powered bus with 20% less CO<sub>2</sub> and 80% less particulate material, using a blend of up to 90% natural gas. The company also put forward other alternative energy sources. Complementing the flex-fuel vehicles, the remainder of its Conference fleet was powered by 100% sugarcane diesel, a renewable biofuel that reduces CO<sub>2</sub> emissions by more than 80%.

At Athletes' Park, Man Latin America showcased the first truck in Brazil with a hybrid diesel-hydraulic system and the German Lion's City bus with hybrid diesel-electric technology. It also presented its research into advanced biofuels for heavy vehicles. The company participated in the panel on urban mobility in the Megacities 2012 Forum organized by the Brazil-Germany Chamber and the Rio de Janeiro State Government.

**+** **ADDITIONAL INFORMATION** about MAN LatinAmerica at [www.man-la.com/responsabilidade-socio-ambiental/rio20](http://www.man-la.com/responsabilidade-socio-ambiental/rio20)

## MICHELIN

Operating in more than 170 countries and leader in the tire industry, the Michelin Group helps drive sustainable mobility for people and goods by developing, manufacturing and commercializing tires for all types of vehicles, from bicycles to the space shuttle. These products employ the most up-to-date technologies in the sector, generating both individual and collective benefits, including reduced environmental impact for vehicles through low rolling resistance. The company sponsors the *Ouro Verde Bahia* project, a socio-environmental initiative aimed at preserving areas of the Atlantic Forest in the south of the state of Bahia.

Since 2005, it has adopted its own environmental indicator, the Michelin Environmental Footprint, which measures the company's energy and water consumption, volatile organic compounds and CO<sub>2</sub> emissions, in addition to waste generation and disposal. One of its commitments is the environmentally correct disposal of Michelin tires that are no longer roadworthy. In 2012, the company commemorated the 10<sup>th</sup> anniversary of the Michelin Performance and Responsibility Charter, its internal reference for sustainable business management.

During the conference, Michelin took part in the Sustainable Rio urban infrastructure and social transformation project, with the donation of rubber granules from recycled tires for the construction of sidewalks in the Rio de Janeiro communities of Babilônia and Chapéu Mangueira. The company offered Rio+20 participants 50,000 thousand copies of its Green Guide to the City of Rio de Janeiro in Portuguese, English and French.

**+** **ADDITIONAL INFORMATION** about Michelin at [www.michelin.com](http://www.michelin.com)



# OFFICIAL SUPPLIERS



## SERPRO

SERPRO, the Portuguese acronym for the Federal Data Processing Service, was created in 1964 with the mission of modernizing and streamlining strategic sectors of Brazilian public administration. It is focused on providing information technology and communications services for the public sector, through programs and services that improve control and provide transparency for public revenues and expenditures, in addition to facilitating relations between individuals and the government. Among the solutions it has developed, one should cite the country's internet-based income tax declaration system (*ReceitaNet*), the new Brazilian driver's license, the new Brazilian passport and Brazilian overseas trade control systems (Siscomex).

SERPRO provided technical consulting and information technology and communications services to Rio+20, spanning network infrastructure, internet access and the design, development and security for the official event website. The consulting services included work on long distance networks to interconnect all Rio+20 sites, videoconferencing, video transmission, Internet access, local networks, servers, fixed and mobile telephony and information security. At the NOC Rio+20's request, SERPRO included

accessibility and semantic resources in the official event website in compliance with eMAG3 electronic government accessibility standards. SERPRO experienced a series of security incidents during the days of the Conference, but was able to address them without compromising access or data, because the process it uses in the conception of websites anticipates problems of this nature in the development phase.

**+** **ADDITIONAL INFORMATION** about SERPRO at [www.serpro.gov.br/](http://www.serpro.gov.br/)

## SUZANO

Suzano Papel e Celulose is a forestry-based product company, with 89 years of existence marked by innovation. The second largest global producer of eucalyptus cellulose and a leader of the regional paper market, it is also active in the biotechnology and renewable energy segments.

To Suzano, sustainability means enabling the renewal of growth cycles by building the bases for expansion that integrates competitive operations, socio-environmental responsibility and quality relations. Its commitment to sustainability is evidenced by reputable certification schemes and the fact that it was the first company in the cellulose and paper sector to calculate greenhouse gas emissions by its products.



Suzano's participation in Rio+20 reaffirmed its commitment to sustainable development through the provision of profitable, socially and environmentally correct products from its renewable forests. In this framework, it contributed to the outcome of the conference by participating in discussions and parallel events, such as those on the International Organization for Standardization - ISO and the United Nations Food and Agriculture Organization - FAO.

More than 750,000 sheets of the company's Suzano Report 360 paper were supplied to the Conference for use in the Riocentro printing stations, and 50,000 notepads made of *Alta Alvura* paper were distributed to participants and used in the meeting rooms. The GHG emissions from these products are calculated and compensated through the purchase of carbon credits.

**+** **ADDITIONAL INFORMATION** about Suzano at [www.suzano.com.br](http://www.suzano.com.br)



## TAM

TAM Linhas Aéreas underwent an extended maturation process before arriving at its current operating model which has been in place since 2008: sustainability integrated into the company's business strategy. Company management is striving to create a sustainable culture, with a primary focus on the individual - Micro Sphere (employee) - raising employees' awareness of their personal value. This enables individuals to incorporate the concepts of sustainability into their routines, propagating this value within the company - the Macro Sphere (TAM).

Relations with values such as ethical conduct, extreme care with safety, service quality and credibility were born with the company, but it only began to focus its socio-environmental investment on strategic, planned actions in the recent past. From isolated philanthropic initiatives, TAM has evolved to the provision of support for socio-environmental projects, investing in nonprofit organizations that promote the development of sustainable tourism and environmental conservation.

During Rio+20, TAM promoted internal communication activities on sustainability-related questions, maintaining them on the employee discussion agenda. It also fostered

communications with clients in the context of the education initiatives targeted at the varied publics with which the company relates. The company contributed to the Conference by offering air travel to Rio de Janeiro to delegates from the least developed nations.

**+** **ADDITIONAL INFORMATION** about TAM at [www.tam.com.br/sustentabilidade](http://www.tam.com.br/sustentabilidade)

## MAUÁ PIER

Pier Mauá S/A operates the Rio de Janeiro Port International Cruise Terminal and is also active in the events area. It initiated operations in 1998, when it took over the Maritime Passenger Terminal. In 2012, it was elected the Best Cruise Port in Latin America for the fourth time. The company has been active in the events sector since 2007, when the restoration of its warehouses resulted in one of the most sophisticated and versatile spaces for congresses, shows, cultural and artistic events in Brazil. The pier occupies 40,000 m<sup>2</sup>, with capacity to receive 10,000 visitors a day, with a breathtaking view of Guanabara Bay.

The restoration of its four warehouses occupying an area of 14,000 m<sup>2</sup> was a pioneering initiative that helped spur the development of Rio's port region, integrating



the area into the city. Recently, the federal, state and municipal governments have powered a major project, *Porto Maravilha*, aimed at transforming downtown Rio de Janeiro by the 2016 Olympic Games. In tune with this development, the Mauá Pier is investing in the construction of a new, modern Cruise Terminal and transforming part of its warehouses into a gastronomy, leisure and business center, in harmony with the *Porto Maravilha* project.

At Rio+20, various private organizations occupied Warehouse 1; the Ministries of Health, Agrarian Development, Communications and National Integration occupied Warehouse 2, while the Ministry of Science, Technology and Innovation in conjunction with FINEP promoted the Technological Innovation Fair in Warehouses 3 and 4.

**+** **ADDITIONAL INFORMATION** about Mauá Pier at [www.piermaua.com.br/pt-br/home.html](http://www.piermaua.com.br/pt-br/home.html)

## OFFICIAL SUPPLIERS



### VOLKSWAGEN

During Rio+20, Volkswagen presented its global Think Blue initiative, which proposes making mobility more sustainable and accessible for everyone. The initiative applies to environmental technologies, such as the development of more efficient cars, and the reduction of emissions through the “Think Blue Factory” concept. The concept has been applied in Brazil for a number of years in the form of investment in renewable energy through the construction of small hydroelectric plants to replace the energy consumed in the company’s factories, the recycling and reuse of production materials and development of vehicles employing the BlueMotion concept, among many other actions.

In addition to participating in the Rio+20 debates and forums, Volkswagen sponsored the sensorial video installation *Brasil Cerrado*, by Siron Franco, and the “I Want My Future” concert conducted by João Carlos Martins. At the Athletes’ Park, the company presented the Blue Motion and Total Flex concepts, the new e-Bulli prototype, samples of textiles based on recycled PET bottles, jute and *curauá*, its small hydroelectric plants and the measures employed by the company to compensate for greenhouse gas emissions. Fundação Volkswagen showcased projects such

as Autopolis, dedicated to traffic education, and Sewing the Future, a training project designed to generate income for underprivileged communities and reduce waste through the manufacturing of bags and accessories from used uniforms. The stand also showed the company’s support for the *Bomba D’Água* Popular program, which provides pumps that provide access to water to thousands of families in Brazil’s semi-arid region.

**+** **ADDITIONAL INFORMATION** about Volkswagen at [www.vw.com.br/pt/institucional/think\\_blue.html](http://www.vw.com.br/pt/institucional/think_blue.html)

### CULTURAL SUPPORT CCR GROUP

The CCR Group is one of the largest infrastructure concessionaires in the world, active in highway concessions, urban mobility and service segments. At Rio+20, the company supported the international cinema exhibition “Rio+20: Sustainability in 24 Frames”, at the Rio de Janeiro Museum of Modern Art and the “I Want My Future” concert conducted by João Carlos Martins, at Rio de Janeiro’s Botanical Gardens. It also promoted awareness regarding the Conference among employees and the communities in which it operates.

**+** **ADDITIONAL INFORMATION** about the Grupo CCR at [www.grupoccr.com.br/](http://www.grupoccr.com.br/)

### SUPPORT TO WASTE MANAGEMENT AMBIENTE LIMPO

A Minas Gerais-based company focused on electronic waste management, *Ambiente Limpo* collects obsolete equipment, batteries from companies, manufacturers, stores, educational institutions, government bodies and homes, preventing the contamination of the soil, water, animals and people. This electronic scrap is then sorted to ensure the environmentally correct disposal of the components.

**+** **ADDITIONAL INFORMATION** about Ambiente Limpo at [www.ambientelimpo.com.br](http://www.ambientelimpo.com.br)

### VIDE VERDE COMPOSTAGEM

A Minas Gerais-based company focused on electronic waste management, *Ambiente Limpo* collects obsolete equipment, batteries from companies, manufacturers, stores, educational institutions, government bodies and homes, preventing the contamination of the soil, water, animals and people. This electronic scrap is then sorted to ensure the environmentally correct disposal of the components.

**+** **ADDITIONAL INFORMATION** about Vide Verde Compostagem at [www.videverde.com.br/](http://www.videverde.com.br/)

## OFFICIAL SUPPLIERS OF CERs



### ESTRE

Estre is the largest environmental services company in Latin America. With operations in major markets in Brazil, Colombia and Argentina, it offers a complete range of services throughout the waste management chain: conventional collection, transportation, urban cleaning, waste recycling, treatment and final disposal. Estre has an integrated view of the entire process, constantly seeking solutions to reduce the environmental impacts of waste generated by companies and cities. It is also involved in the provision of drilling and well recovery services for the oil and gas wells, aside from the construction and maintenance of pipelines for the energy sector. The company invests in environmental education through the activities of the Estre Institute. Its greenhouse gas removal and burning system is among the most efficient in the world, with ten projects filed with the CDM, in the Kyoto Protocol framework.

To strengthen sustainability at Rio+20, Estre donated CDM carbon credits generated by the methane draining systems at its waste management plants.

**+** **ADDITIONAL INFORMATION** about Estre at [www.estre.com.br](http://www.estre.com.br)



### GÁS VERDE

Gás Verde, in conjunction with *Novo Gramacho Energia Ambiental*, is going to operate a biogas purification plant in Duque de Caxias, in the Rio de Janeiro metropolitan area, with an annual production capacity of 160 million m<sup>3</sup>. A contract with Petrobras to supply the Duque de Caxias Refinery will ensure the sustainability of this plant and the leachate treatment plant, in addition to benefiting 1,700 people from a local association of recyclable waste pickers. The company is also undertaking the recovery of an important mangrove swamp in the region. Use of the biogas generated in the plant should reduce GHG emissions by 1.4 million metric tons per year. Worthy of note is the fact that Novo Gramacho is the largest CDM landfill project in the world.

To strengthen the sustainability of Rio+20 conference, Gás Verde and Novo Gramacho jointly donated carbon credits obtained by the group from the generation of biogas at its landfills in Brazil.

**+** **ADDITIONAL INFORMATION** about Gás Verde and Novo Gramacho by telephone: +55 (21) 2221-0551



### PLANTAR GROUP

The Plantar Group operates in the reforestation, steel, charcoal and treated timber areas, as well as providing climate change and sustainability consulting services through its subsidiary Plantar Carbon. A pioneer in the development of CDM methodologies and projects, the company developed a method for manufacturing “green iron” from renewable charcoal from well-managed planted forests in partnership with World Bank Carbon Prototype and BioCarbon funds. Recently, one of its projects became the first in the world to issue forestry carbon credits under the CDM. Based on its fifteen years of experience, Plantar Carbon has helped its partners and clients in the development of climate strategies integrated with good sustainability practices.

To strengthen sustainability at Rio+20, Plantar Carbon donated CDM carbon credits generated by its reforestation project to supply timber as a renewable industrial energy source in Brazil.

**+** **ADDITIONAL INFORMATION** about the Plantar Group at [www.plantar.com.br](http://www.plantar.com.br)

# OFFICIAL SUPPLIERS OF CERs



## RIMA

Fully Brazilian owned, RIMA manufactures magnesium, metal silicon, iron alloys and automotive parts using its own technology, with a focus on quality and productivity and the use of renewable materials, in this way contributing to the sustainable development of its businesses. Working with its employees, the company promotes a series of measures to employ renewable resources and the reuse and recycle materials, ensuring the sustainability of its activities and guaranteeing the company's efficiency, quality and competitiveness.

RIMA was the first Brazilian metallurgy company to have Kyoto Protocol CDM projects approved, becoming part of the effort to combat global warming and threats to biodiversity and life on the planet. By the end of 2012, its projects reached the mark of one million tCO<sub>2</sub>e in GHG emissions.

To strengthen the sustainability of the Rio+20 conference, RIMA donated CDM carbon credits from a project to convert SF<sub>6</sub> gas to SO<sub>2</sub> in its magnesium production facilities.

**+ ADDITIONAL INFORMATION**  
about Rima at [www.rima.com.br](http://www.rima.com.br)



## TRACTEBEL ENERGIA

The largest private power generation company in Brazil, Tractebel Energia is present throughout the nation. It operates 22 plants in 12 states, based on a sustainable management policy that seeks to minimize environmental, social and economic risks in production processes. In recent years, the company has sought to diversify its plant portfolio, introducing projects involving economically and environmentally viable sources, such as small hydroelectric, wind and biomass plants. At Rio+20, one should highlight the company's stand in the Athletes' Park in partnership with COPPE/UFRJ, where it showcased its prototype ocean wave-powered energy plant under installation in Ceará, as well as the launching of a global initiative to combat social exclusion by its parent company GDF Suez.

To strengthen the sustainability of the Rio+20 Conference, Tractebel Energia donated CDM carbon credits from a project in its Lages co-generation unit which avoids methane emissions by using waste from local timber and furniture companies as raw material to generate energy.

**+ ADDITIONAL INFORMATION**  
about Tractebel Energia at [www.tractebelenergia.com.br](http://www.tractebelenergia.com.br)



## VMB

A subsidiary of the French V & M Group, V & M do BRASIL (VMB) is one of the most modern integrated steel plants in the world, with an annual production of 500 thousand metric tons of seamless steel pipes based on raw materials and energy supplied by its subsidiaries V & M FLORESTAL and V & M MINERAÇÃO. In addition to adopting a self-sustaining process, VMB uses charcoal instead of fossil coke as its main source of renewable energy in the production of pig-iron, qualifying the product as a "green pipe". Committed to sustainability, in 2006 VMB was the first steelmaker in the world to have a carbon credit project approved and has avoided emissions of around 158,000 tCO<sub>2</sub>e until today. The company also has a program in place to promote a 20% reduction in energy consumption by 2020, with a consequent reduction in GHG emissions. To reinforce the sustainability of the Rio+20 Conference, VMB donated CDM carbon credits generated by its renewable thermoelectric energy generator based on the reuse of the residual gases from steel making.

**+ ADDITIONAL INFORMATION**  
about V & M do BRASIL at [www.vmtubes.com.br](http://www.vmtubes.com.br)

# RIO DE JANEIRO STATE AND MUNICIPAL GOVERNMENTS DONATE KYOTO PROTOCOL CREDITS TO RIO+20

On June 22, 2012, during the closing ceremony of the Federative Dialogues sponsored by the federal government to discuss Brazil's sustainable development agenda with states and municipalities, the Minister of Institutional Relations, Ideli Salvatti, met with mayors and civil society representatives for the purpose of building a post-Rio+20 sustainable development agenda for the country. At the event, the Rio de Janeiro State Government was represented by its Finance Secretary, Renato Vilela, and the Rio de Janeiro Municipal Government by the Deputy Mayor and Municipal Environment Secretary Carlos Muniz.

The Rio de Janeiro state and municipal governments ended their participation in the Federative Dialogues by giving Minister Ideli Salvatti a certificate with CERs from a Brazilian project filed with the Kyoto Protocol Clean Development Mechanism. These carbon credits were donated to the federal government for purposes of voluntary compensation of the greenhouse gas emissions generated by the organization of Rio+20 through their cancellation in the CDM registration.

The donation was made possible by a partnership with Haztec, proprietor of this mitigation activity of greenhouse gas mitigation in the Novagerar project, which generated these CDM credits.

## HAZTEC

Haztec Tecnologia e Planejamento Ambiental is a provider of complete solutions for waste management. It operates businesses such as waste treatment plants, incineration units, co-processing plants and waste water treatment plants in a number of Brazilian cities. In partnership with the World Bank, the company developed a landfill methane capture project in Nova Iguaçu, in the Rio de Janeiro metropolitan area, one of the first in the world to be registered by the Kyoto Protocol Clean Development Mechanism Executive Council. Haztec promotes a social responsibility program focused on environmental education, social

integration of recyclable waste pickers and development of the communities in which it operates.

To reinforce the sustainability of the Rio+20 Conference, Haztec donated CERs to the State and Municipal Governments of Rio de Janeiro, which then transferred these CDM credits to the NOC Rio+20.

**+ ADDITIONAL INFORMATION**  
about Haztec at [www.haztec.com.br](http://www.haztec.com.br)



SOMANDO FORÇAS



SEMPRE PRESENTE



## report:sustentabilidade

### REPORT SUSTENTABILIDADE

Founded 10 years ago, Report is engaged in incorporating the theme of sustainability into the business environment, working on three fronts: consulting on strategy, management and the reporting process; development of engaging communication; and systematization and dissemination of the knowledge circulating on the national and international level on the Web.

The United Nations Conference on Sustainable Development – Rio+20 was, therefore, a unique and special opportunity for Report to contribute to the adoption of a sustainable business model by Brazilian companies.

Report's participation in Rio+20 reinforced its perception that the business world has become a key player in making sustainable development feasible over the last 20 years. Corporations have the resources and execution capacity to transform opportunities offered by the so-called green economy into reality, and, at the same time, to

act decisively in the task of poverty eradication. Both of these themes are central to achieving the future we want and obviously focal points of the discussions undertaken at the Conference.

It is Report's understanding that Rio+20's major contribution was that of once again mobilizing the world around the theme of sustainable development, reaffirming positions and providing focus for the future actions of all those involved, particularly governments, civil society and business. For Brazil, from an international perspective, the Conference evinced an emerging leadership on the global scene; internally, it generated a renewed impulse to address the theme in our society.

**+** **ADDITIONAL INFORMATION** about Report at [www.reportsustentabilidade.com.br](http://www.reportsustentabilidade.com.br)

**ABNT\*** Brazilian Technical Standards Association

**Andef\*** Associação Niteroiense dos Deficientes Físicos

**ANFAVEA\*** National Association of Automotive Manufacturers

**ANP\*** National Petroleum, Natural Gas and Biofuels Agency

**Anvisa\*** National Health Surveillance Agency

**Apex-Brasil\*** Brazilian Agency for Export and Investment Promotion

**ATM** Automated teller machine

**B5 diesel** Mandatory blend of 5% biodiesel and 95% petrodiesel in Brazil

**B20 diesel** Blend of 20% biodiesel and 80% petrodiesel

**BASD** Business Action for Sustainable Development

**BNDES\*** National Bank of Economic and Social Development

**BRL** Brazilian real (currency)

**BM&F Bovespa\*** São Paulo stock exchange

**BOPP** Biaxially oriented polypropylene

**CAIXA\*** Federal Savings Bank

**CDM** Clean Development Mechanism

**CEDAE\*** Rio de Janeiro State Water and Sewer Company

**CER** Certified Emissions Reduction

**COMLURB\*** Rio de Janeiro Urban Cleaning Utility

**COPPE/UFRJ\*** Alberto Luiz Coimbra Institute for Graduate Studies and Research in Engineering, Federal University of Rio de Janeiro

**E20-E25** Mandatory blend of ethanol fuel with gasoline in Brazil, fluctuating between 20% to 25%

**eMAG3\*** Brazilian Electronic Government Accessibility Model 3.0

**EPA** United States Environmental Protection Agency

**Faetec\*** Rio de Janeiro Foundation for Support to Technical Secondary School

**FAO** Food and Agriculture Organization of the United Nations

**FGTS\*** Brazilian Worker Compensation Fund

**FIEMG\*** Federation of Industries of the State of Minas Gerais

**FIESP\*** Federation of Industries of the State of São Paulo

**FIFA** International Federation of Association Football

**FINEP\*** Financiadora de Estudos e Projetos

**FIRJAN\*** Federation of Industries of the State of Rio de Janeiro

**FUNCEF\*** CAIXA Retirement Fund

**GHG** Greenhouse gases

**GBEP** Global Bioenergy Partnership

**GT\*** Logistics Working Group

**GWP** Global Warming Potential

**HDPE** High-density polyethylene

**Inea\*** State Environmental Institute

**IBC\*** Benjamim Constant Institute, Brazilian educational institution for the visually impaired

**IDB** Inter-American Development Bank

**Inmetro\*** National Institute of Metrology, Quality and Technology

**INPE\*** Brazilian Space Research Institute

**ISO** International Organization for Standardization

**IPCC** Intergovernmental Panel on Climate Change

**KfW** acronym in German – Kreditanstalt für Wiederaufbau, the German development bank

**kWh** kilowatt-hour

**LDPE** Low-density polyethylene

**LED** Light-emitting diode

**LGP** Liquefied petroleum gas

**Libras\*** Brazilian Sign Language

**MW** Megawatt

**MWh** Megawatt-hour

**MAM\*** Museum of Modern Art

**NGO** Non-governmental organization

**NOC Rio+20** National Organizing Committee for the United Nations Conference on Sustainable Development

**PAA\*** Brazilian Food Acquisition Program

**PABX** private automatic branch exchange

**PBE\*** Brazilian Labeling Program

**PET** Polyethylene terephthalate

**PETROS\*** Petrobras Employee Retirement Fund

**PGRS** Rio+20\* Rio+20 Solid Waste Management Plan

**PIS\*** Social Integration Program

**PP** Polypropylene

**PREVI\*** Banco do Brasil Employee Retirement Fund

**PS** Polystyrene

**PVC** Polyvinyl chloride

**Rio 92** United Nations Conference on Environment and Development, 1992

**Rio+20** United Nations Conference on Sustainable Development, 2012

**SERPRO\*** Federal Data Processing Service

**SENAI\*** National Service for Industrial Training

**Sesi\*** Brazilian Social Services for Industry

**UCLG** United Cities and Local Governments

**UN** United Nations Organization

**UN Volunteers** United Nations Volunteers programme

**UN Women** United Nations Entity for Gender Equality and the Empowerment of Women

**UFSCar\*** Federal University of São Carlos

**UNDP** United Nations Development Programme

**UNEP** United Nations Environment Programme

**UPP\*** Police Pacification Units

\* acronym in Portuguese

# FURTHER INFORMATION

**Law no. 6,938**, dated 31/08/1981, institutes the National Environmental Policy, its purposes, formulation and application mechanisms, and other provisions. Access [http://www.planalto.gov.br/ccivil\\_03/leis/L6938.htm](http://www.planalto.gov.br/ccivil_03/leis/L6938.htm)

**United Nations Framework Convention on Climate Change**, dated 09/05/1992, international treaty which objective is to stabilize greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system. Access <http://unfccc.int/resource/docs/convkp/conveng.pdf>

**Law no. 9,433**, dated 08/01/1997, institutes National Water Resources Policy, creating the National Water Resources Management System, and other provisions. Access [http://www.planalto.gov.br/ccivil\\_03/leis/L9433.htm](http://www.planalto.gov.br/ccivil_03/leis/L9433.htm)

**Kyoto Protocol to the United Nations Framework Convention on Climate Change**, dated 11/12/1997, international agreement which commits its Parties by setting internationally binding emission reduction targets of GHG emissions. Access: <http://unfccc.int/resource/docs/convkp/kpeng.pdf>

**Law no. 9,795**, dated 27/04/1999, institutes the National Environmental Education Policy, and other provisions. Access [http://www.planalto.gov.br/ccivil\\_03/Laws/L9795.htm](http://www.planalto.gov.br/ccivil_03/Laws/L9795.htm)

**Decree no. 5,296**, dated 02/12/2004, regulates the prioritization of services for the persons specified therein and the law establishing general standards and basic criteria for fostering accessibility for persons with disabilities or reduced mobility, and other provisions. Access [http://www.planalto.gov.br/ccivil\\_03/\\_ato2004-2006/2004/decreto/d5296.htm](http://www.planalto.gov.br/ccivil_03/_ato2004-2006/2004/decreto/d5296.htm)

**United Nations Convention on the Rights of Persons with Disabilities and its Optional Protocol**, dated 30/03/2007, international treaty which objective is to promote the rights and dignity of persons with disabilities. Access <http://www.un.org/esa/socdev/enable/documents/tccconve.pdf>

**Decree no. 6,949**, dated 25/08/2009, promulgates the United Nations Convention on the Rights of Persons with Disabilities and its Optional Protocol, dated 30/03/2007. Access [http://www.planalto.gov.br/ccivil\\_03/\\_ato2007-2010/2009/decreto/d6949.htm](http://www.planalto.gov.br/ccivil_03/_ato2007-2010/2009/decreto/d6949.htm)

**Resolution A/RES/64/236**, dated 24/12/2009, from the 68th Plenary Meeting of the UN General Assembly on holding of the United Nations Conference on Sustainable Development - Rio+20, its objectives and themes, in addition to the acceptance of the Brazilian offer to host it. Access <http://www.un.org/Docs/journal/asp/ws.asp?m=A/RES/64/236>

**Directive no. 285**, dated 30/04/2010, issued by the Ministry of External Relations, creating the Working Group in charge of the logistical preparation for the United Nations Conference on Sustainable Development - Rio+20. Access <http://www.rio20.gov.br/>

**Law no. 12,305**, dated 02/08/2010, institutes The National Solid Waste Policy, and other provisions. Access [http://www.planalto.gov.br/ccivil\\_03/\\_ato2007-2010/2010/lei/l12305.htm](http://www.planalto.gov.br/ccivil_03/_ato2007-2010/2010/lei/l12305.htm)

**Decree no. 7,495**, dated 07/06/2011, new text introduced by Decree no. 7,815, dated 28/09/2012, creating the National Organizing Committee of the United Nations Conference on Sustainable Development, and other provisions. Access [http://www.planalto.gov.br/ccivil\\_03/\\_Ato2011-2014/2012/Decreto/D7739.htm](http://www.planalto.gov.br/ccivil_03/_Ato2011-2014/2012/Decreto/D7739.htm)

**Directive 489**, dated 24/10/2011, issued by the Office of the Federal Attorney General, new text introduced by Directive 433, dated 08/10/2012, creating a working group in order to provide legal advice to the NOC Rio+20 in charge of the logistical preparation for the United Nations Conference on Sustainable Development - Rio+20. Access [www.rio20.gov.br](http://www.rio20.gov.br)

**The International Technical Cooperation Project “Partnerships for the Holding of the United Nations Conference on Sustainable Development - Rio+20” (Project BRA/11/017)**, dated October 2011, establishes the bases for cooperation between the Ministry of External Relations and the United Nations Development Programme for the overall organization of Rio+20, as well as the provision of technical and logistical support to the Rio+20 National Organizing Committee in the exercise of its authority. Access <http://www.rio20.gov.br/>

**Law nº 12.558**, dated 15/12/2011, opens a special credit line for the United Nations Conference on Sustainable Development - Rio+20. Access [www.planalto.gov.br/ccivil\\_03/\\_Ato2011-2014/2011/Lei/L12558.htm](http://www.planalto.gov.br/ccivil_03/_Ato2011-2014/2011/Lei/L12558.htm)

**Public Tender Notification no. 1**, dated 29/02/2012, makes the selection and formalization of partnerships by the NOC Rio+20 public, with a view to obtaining inputs, products and complementary funding for the holding of the United Nations Conference on Sustainable Development - Rio+20. Access <http://www.rio20.gov.br/>

**Agreement between Brazil and the United Nations**, dated 05/04/2012, establishes the needs, bylaws, privileges and immunities, among others, essential for holding of the United Nations Conference on Sustainable Development - Rio+20. Access [http://www.planalto.gov.br/ccivil\\_03/\\_Ato2011-2014/2012/Decreto/D7739.htm](http://www.planalto.gov.br/ccivil_03/_Ato2011-2014/2012/Decreto/D7739.htm)

**Decree nº 7.746**, dated 05/06/2012, deals with sustainable public sector procurement. Access [www.planalto.gov.br/ccivil\\_03/\\_Ato2011-2014/2012/Decreto/D7746.htm](http://www.planalto.gov.br/ccivil_03/_Ato2011-2014/2012/Decreto/D7746.htm)

**The Future We Want**, dated 22/06/2012, final document of the United Nations Conference on Sustainable Development - Rio+20. Access <http://www.uncsd2012.org/>

**Cadernos de Sustentabilidade da Rio+20 (Rio+20 Sustainability Notes)**, dated December 2012, publication with a compilation of documents from the NOC Rio+20 Sustainability Coordination team with information on the most sustainable practices and guidance on the work done by the entities involved in organizing the United Nations Conference on Sustainable Development - Rio+20. Access <http://www.rio20.gov.br/>

**Rio+20: Ações de Inclusão Social (Rio+20: Social Inclusion Activities)**, dated December 2012, publication of the NOC Rio+20 which provides an account of the activities undertaken to organize the four dimensions of the social pillar of sustainability: Sustainable Communities, Culture+20, the Volunteer Program and Accessibility. Access <http://www.rio20.gov.br/>

**Fatos e Números (Facts and Numbers)**, dated April 2013, publication of the NOC Rio+20 with the principal data related to the organization of the United Nations Conference on Sustainable Development - Rio+20. Access <http://www.rio20.gov.br/>



# ABOUT THE REPORT

Based on the sustainability guidelines established and implemented by the NOC Rio+20, the Report Sustentabilidade consulting area elaborated a series of indicators to be monitored and presented in the report. After the event, the NOC Rio+20 and Report met to assess and validate the suggested indicators, based on the scope of the report. These indicators were discussed in the environmental chapter by the Sustainability Coordination team, with support and information on the questions raised by Report.

Drafting of the “Rio+20 Report, the Brazilian Model” arose from interest in and, in light of Decree 7,495/11, the need for the NOC Rio+20 to disclose the great effort expended in making Rio+20 a landmark as a UN conference organized under the aegis of the three pillars of sustainable development. This document, therefore, presents the outcomes and actions undertaken and the work performed by the NOC Rio+20 in preparing, planning and executing the sustainability strategy for the mega-event held in Brazil between June 13 and 22, 2012.

The scope of this report is limited to the actions planned and implemented or under the direct influence of the NOC Rio+20, regarding environmental, social and economic sustainability, in addition to cultural activities. The division of chapters, themes and

sub-themes follows the logic of this directive, since the actions of the logistical organization were based on a robust, wide-ranging and innovative sustainability strategy for mega-events. The cultural dimension was included in the social chapter considering its potential to further strengthen sustainable development.

It is our belief that the sustainability strategy incorporated into the different stages of the Conference organization may result in the elevation of this theme to a new level of importance, given the pioneering character of Rio+20, as the first mega-event of the series to be held during this decade in Brazil and, in particular, in Rio de Janeiro.

As such, we hope that this brief account of the complex process of organizing Rio+20 may be of use to the organizers of upcoming events in Brazil in consolidating Sustainable Development as an essential element of the organization of events of all sizes and types in Brazil.

#### **+** ADDITIONAL INFORMATION

The digital version is available at <http://www.rio20.gov.br> or <http://www.funag.gov.br/biblioteca>. For additional information, contact: [rio20.sna@itamaraty.gov.br](mailto:rio20.sna@itamaraty.gov.br) or [jose.solla@itamaraty.gov.br](mailto:jose.solla@itamaraty.gov.br) or [npub@funag.gov.br](mailto:npub@funag.gov.br)

#### **BASIC UNITS CONVERSION**

- 1 kilogram (Kg) = 2.204623 pounds (lb)
- 100 milliliters (ml) = 3.5195 UK fluid ounce (UK fl oz)
- 100 milliliters (ml) = 3,3814 US fluid ounce (US fl oz)
- 1 liter (l) = 0.219969 UK gallon (UK gal)
- 1 liter (l) = 0.264172 US gallon, liquid (US gal)
- 1 cubic meter (m<sup>3</sup>) = 264.2 US gallon, liquid (US gal)
- 1 meter (m) = 3,28 feet (ft)
- 1 kilometer (km) = 0.62 mile
- 1 square meter (m<sup>2</sup>) = 0.00025 acre
- 1 cubic metre (m<sup>3</sup>) = 35.3 cubic feet (cu ft)
- 1 cubic metre (m<sup>3</sup>) = 1.31 cubic yards (cu yd)
- 1 kilowatt-hour (kWh) = 3.6 megajoule (MJ)
- 1 megawatt-hour (MWh) = 3.6 gigajoule (GJ)
- 1 watt (W) = 3.6 kilojoule (kJ)
- 1 megawatt (MW) = 3.6 gigajoule (GJ)

- Exchange rate in June 13, 2012: USD 1.00 = BRL 2.0597

- Date format: dd/mm/yyyy

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Vitopaper is the result of investment in research and development conducted by Vitopel, the largest polypropylene processor in Latin America and a customer of Braskem. The objective of the research was to find a way to recycle plastic materials for use in the creation of quality plastic products. The material is the result of three years of research in partnership with the Materials Engineering Department of the Federal University of São Carlos – UFSCar, located in São Carlos, state of São Paulo.

Vitopaper is a type of paper made principally from recycled plastic waste, which offers numerous other advantages, such as not tearing, being impermeable, light, with an agreeable texture and sheen, as well as retaining 20% less ink during printing, characteristics not encountered in other types of paper.

However, the main benefit is innovation in terms of environmental preservation and the sustainable use of inputs, since there is no other recycling technology in the world that uses together various types of post consumption plastics, such as high density polyethylene – HDPE, low density polyethylene – LDPE, polypropylene – PP, bi-oriented polypropylene – BOPP e polystyrene – PS, including metalized varieties, protecting the environment against non-biodegradable materials.

Vitopaper also permits the finalization of yet another important cycle, since the plastic wrapping used for products such as chocolate, snacks and biscuits, among others, may be used to produce this revolutionary type of paper. Each ton produced removes 750 kg of plastic waste from the streets and garbage deposits, with the potential to generate more employment and income for recyclable waste pickers. Another major differential is the fact that after being used, Vitopaper continues to be 100% recyclable and may be reused infinitely. In addition to being sustainable, when used in stamps, diplomas and packaging for pharmaceutical and other sensitive products, it is more durable, impermeable and forgery-proof.

With the support of Braskem, this report was printed by the NOC Rio+20 on Vitopaper because this new material combines innovation and differentiated benefits in the environmental, social and economic pillars of sustainability, positioning it as a paper with an extraordinary future.

#### **+** ADDITIONAL INFORMATION

Read more about Vitopaper at <http://www.vitopel.com>

# RIO+20 NATIONAL ORGANIZING COMMITTEE

## Laudemar Aguiar

National Secretary

## José Solla

Deputy National Secretary

### SUSTAINABILITY COORDINATION TEAM

**Francisco Nilson Moreira Costa e Silva**  
Coordinator

#### Technical Team

Adriana Gouveia Rodrigo, Ana Lúcia Rodrigues de Oliveira, Bianca Dieile da Silva, Carolina Andrade da Silva, Ingrid Gomes Louro, Keylah Tavares, Luiz Eduardo Biaso Martins, Marcelo Theoto Rocha, Maria Eduarda Fernandes, Mirtes Vieitas Boralli, Raymundo Moniz de Aragão Neto, Thiago de Araújo Mendes and Nathália Brandão Revoredo Alves de Moraes (intern)

### PARTNER CONTACT AND DEVELOPMENT COORDINATION TEAM

**Suelma Rosa dos Santos**  
Coordinator

#### Technical Team

José Ronaldo Campos (senior consultant), Adalberto Schiehl, Adriana Micarelli Figueiredo, Ana Lúcia Vigo, Carlos Eduardo Pinto Tavares, Danilo Oliveira, Emanuel Coutinho Jr., Inês Lampreia, Jaques Hanower, Juliana Maria Lafeté Velloso, Kyra Merz de Andrade, Renata Campante, Roberta Torres, Rodrigo Montoni, Sheila Guebara, Gabriela Galvão (volunteer) and Jasmim Madueno (volunteer)

### ACCESSIBILITY AND SOCIAL INCLUSION COORDINATION TEAM

**Márcia Maria Adorno Cavalcanti Ramos**  
Coordinator

#### Technical Team

Maitê de Souza Schmitz, Tiago Ribeiro dos Santos, Chloé RochaYoung, Clara Martins Solon, Vinícius Cardoso Barbosa Silva, Rafael de Medeiros Lula da Mata, Aaron Rudner, Cristina Nobre, Gildete Ferreira, Israel Costa, Izabel Madeira de Loureiro Maior, Raphael Fagundes Pinho, Regina Cohen, Sâmela Brito, Sonia Maria Ribeiro Baleotti, Suzana Dalet and Tatiane Ferreira

### PROCUREMENT AND CONTRACTS COORDINATION TEAM

**Roger Campos dos Santos**  
Coordinator

#### Technical Team

Alvina Costa Messias (reverse auctions); Josilda Gomes e Valéria Cristina Riqueira; Rogério Bezerra Campos; Ana Lúcia Majdalani, Andressa Fornazier, Andrezza Coelho, Antônio Alves de Freitas Júnior, Antônio Troncha, Dannyela Coelho, Eliane Lage (*in memoriam*), Eliane Vidigal, Fábio Duarte, Fernanda Brandão, Fernando Amorim, Henrique Bernardes, Henrique Pontes, Jader Oliveira, Janaina Ticly, João Paulo de Sanches, Juliana Berrogainm, Leandro Braga, Luiz Lobo, Marcelo Barros, Marcelo Nunes, Maurício de Jesus, Paulo Henrique Albuquerque, Ricardo Ulhôa, Rodrigo Pádua and Rosemira Azeredo

### LEGAL ADVISORY

**Paula Cardoso Pires**  
Chief Adviser

#### Legal Team

Talita Rodrigues Teixeira and Tathiana Conde Villeth Cobucci

# RIO+20 REPORT COORDINATION AND PRODUCTION STAFF

### Overall Supervision and Editing

José Solla

#### Project Manager

Francisco Nilson Moreira Costa e Silva

#### Publishing

Fundação Alexandre de Gusmão

#### Consultancy

Report Sustentabilidade

#### Production of texts

Adriana Gouveia Rodrigo, Ana Lúcia Rodrigues de Oliveira, Bianca Dieile da Silva, Carolina Andrade da Silva, Daniel de Castro, Francisco Nilson Moreira Costa e Silva, Ingrid Gomes Louro, Jorge Chediek, José Solla, Keylah Tavares, Julio Glinternick Bitelli, Maitê de Souza Schmitz, Marcelo Theoto Rocha, Márcia Maria Adorno Cavalcanti Ramos, Maria Eduarda Fernandes Mirtes Vieitas Boralli, Raymundo Moniz de Aragão Neto and Thiago de Araújo Mendes.

#### Graphic and diagramming project

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#### Photographs

Agência Petrobrás, 111  
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**Ministry of External Relations**

Esplanada dos Ministérios,  
Bloco H, Anexo II, Térreo  
70170-900 Brasília - DF  
Brazil

+55 (61) 2030-6033

+55 (61) 2030-6034

+55 (61) 2030-9125

[www.funag.gov.br](http://www.funag.gov.br)

[funag@funag.gov.br](mailto:funag@funag.gov.br)

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