



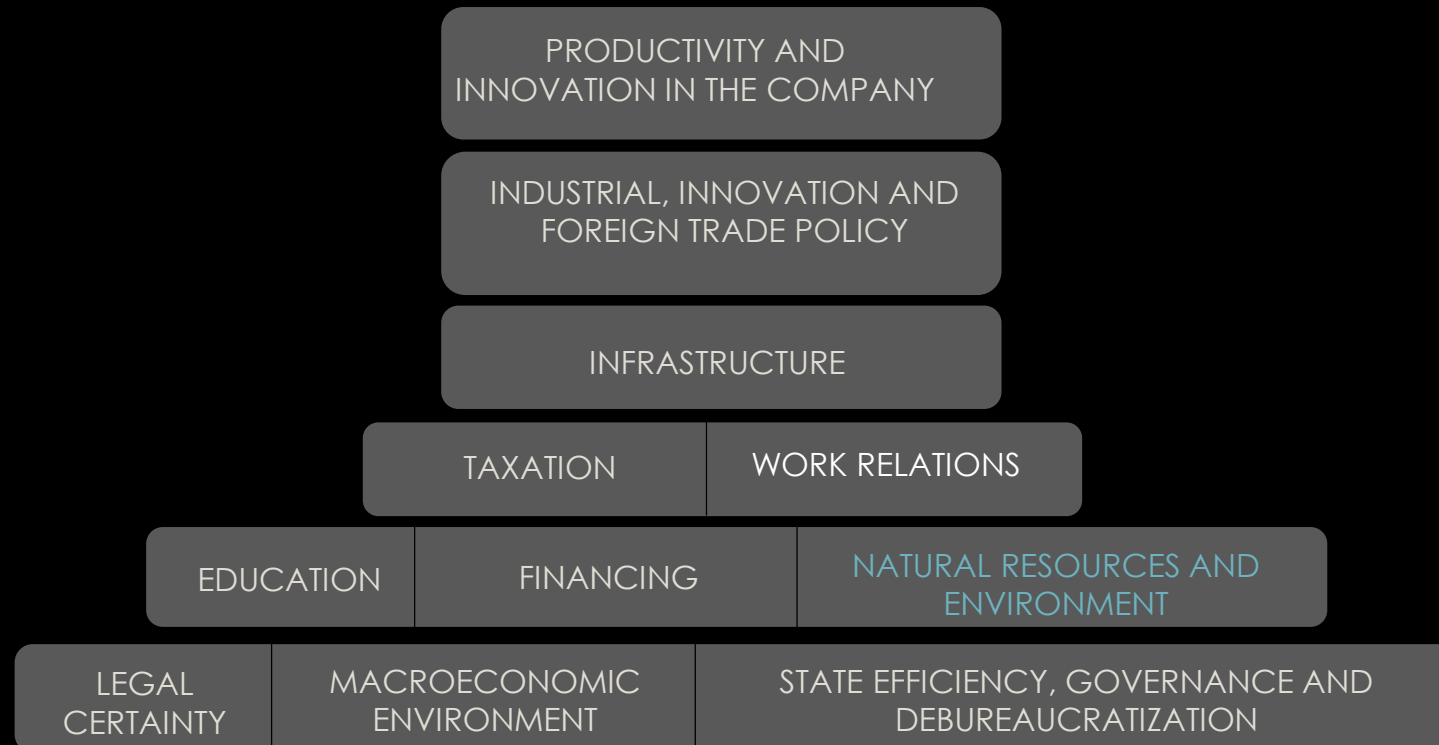
# CNI'S ENVIRONMENT AND SUSTAINABILITY AGENDA

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# STRATEGIC MAP OF INDUSTRY | 2018-2022

## COMPETITIVENESS WITH SUSTAINABILITY



# NATURAL RESOURCES AND ENVIRONMENT

OBJECTIVE: TO INCREASE THE EFFICIENCY OF INDUSTRY IN THE USE OF NATURAL RESOURCES

## USE OF NATURAL RESOURCES

TO MANAGE SOLID WASTE AS VALUE RESOURCES WITHIN THE CONCEPTS OF CIRCULAR ECONOMY

TO IMPROVE THE MANAGEMENT OF WATER RESOURCES, ENSURING STABILITY IN THE SUPPLY AND PRICES

TO EXPAND THE ECONOMIC AND SUSTAINABLE USE OF BIODIVERSITY AND FOREST RESOURCES

## LOW-CARBON ECONOMY

TO REDUCE THE INTENSITY OF CO<sub>2</sub> EMISSIONS EQUIVALENT TO INDUSTRIAL PRODUCTION

## ENVIRONMENTAL LICENSING

TO IMPROVE THE ENVIRONMENTAL LICENSING SYSTEM

## BASIC SANITATION

TO IMPROVE THE PROVISION EFFICIENCY OF URBAN SOLID WASTE MANAGEMENT SERVICES

TO IMPROVE THE EFFICIENCY OF SERVICES AND MAKE WATER AND SEWAGE SERVICES AVAILABLE WORLDWIDE





# ENVIRONMENT AND SUSTAINABILITY EXECUTIVE MANAGEMENT



Access the Sustainable Industry Portal:

<http://www.portaldaindustria.com.br/cni/canaais/industria-sustentavel/>

# PRODUCTS

ADVOCACY

POLITICAL STANDING

ADVISORY SERVICE

STUDIES AND PUBLICATIONS

EVENTS AND SKILLS  
DEVELOPMENT

COMMUNICATION ACTIVITIES

STRUCTURED INFORMATION

TECHNICAL NOTES



# COORDINATION BASE

DIRECT PARTICIPATION OF  
MORE THAN 400 INDUSTRIAL REPRESENTATIVES

TECHNICAL  
COORDINATION

7 issue-specific  
NETWORKS

Biodiversity, Climate,  
Forests, Water Resources,  
Solid Waste, Circular  
Economy

POLITICAL COORDINATION

NATIONAL  
COEMAS

FEDERATIONS, ASSOCIATIONS AND COMPANIES



# TOPICS

BIOECONOMY

CIRCULAR  
ECONOMY

SUSTAINABLE  
ENERGY  
MANAGEMENT

FORESTS

ENVIRONMENTAL  
LICENSING

CLIMATE CHANGE

SOLID WASTE

WATER SAFETY

INTERNATIONAL  
AFFAIRS

ECONOMIC TOOLS

# CIRCULAR ECONOMY

*An economic model that brings opportunities for the best use of natural resources and increased competitiveness of industry*



## PRIORITY AGENDA

To build up Brazil's position as regards the development of the Circular Economy International Standard of the International Organization for Standardization (ISO).

To coordinate and influence public policies that promote the transition to the circular economy.

To develop an online platform on circular economy that will become a reference for Brazilian industry.

To structure governance of the Circular Economy Network of Brazilian industry.



# ENVIRONMENTAL LICENSING

*The industrial sector advocates for clear rules and speed in the environmental licensing process*



## PRIORITY AGENDA

To influence the writing and approval of the General Environmental Licensing Law.

To identify international environmental licensing experiences of BRICS and G7 countries that may apply to Brazil.

To identify national experiences in environmental licensing that are a source of learning for the improvement of the process.

To develop and implement communication strategy aimed at raising society's awareness of the need for approval of a General Environmental Licensing Law.

# WATER SAFETY

*Industry is an important part in developing solutions to ensure water safety*



## PRIORITY AGENDA

To improve the regulation of water collection to provide greater legal certainty and speed to disbursements.

To approve the Bill of Brazilian Congress 10.108/2018 to encourage water supply by alternative sources and desalination of seawater and brackish water.

To approve Supplementary Bill of Brazilian Senate 495/2017 to introduce water markets as a tool to promote more efficient allocation of water resources.

To act in the regulation of the new legal framework of Basic Sanitation.

# CLIMATE CHANGE

*The climate change agenda has left the strictly environmental sphere and today directly influences economic competitiveness*



## PRIORITY AGENDA

To regulate the Sustainable Development Mechanism (SDM), Article 6.4 of the Paris Agreement, until the Conference of the Parties (COP 26) on Climate Change, under competitive conditions for Brazilian industry.

To propose rules to standardize monitoring, reporting and verification (MRV) systems for greenhouse gas emissions.

To support industry in increasing its climate resilience.

To seek the best competitive conditions for the industry in future carbon markets, if implemented in Brazil.

To optimize industry access to climate finance sources most applicable to industrial needs.



# SOLID WASTE

*Waste should be seen as a resource that has value and an alternative in the scarcity of natural resources scenario*



## PRIORITY AGENDA

To approve regulations to encourage Recycling and Reverse Logistics.

To influence the regulation of simplification rules and dismissal of Solid Waste Management Plans.

To support state industry federations in the adoption of Reverse Logistics systems.

To support Reverse Logistics entities and managers, through the CNI Reverse Logistics Entities Forum, aiming at simplification, debureaucratization and cost reduction related to the process.

To stimulate the creation of opportunities for new production chains linked to Reverse Logistics, such as recycling and new product development.

To coordinate and influence the development and release of CONAMA resolutions on solid waste issues.

To improve and simplify the Federal Technical Register - CTF and its ancillary obligations.

# BIOECONOMY

*Industry can play a leading role in the efficient and sustainable use of natural resources and in the use of Brazilian biodiversity*



## PRIORITY AGENDA

To develop a strategic plan for the Bioeconomy Agenda in Brazil.

To ratify the Nagoya Protocol.

To influence the improvement of the Legal Framework of Biodiversity and the National System of Management of Genetic Heritage and Associated Traditional Knowledge (SisGen).

To propose guidelines for the application of resources destined to the National Fund for the Distribution of Benefits (FNRB).

To participate in high level debates under the Convention on Biological Diversity (CBD/UN) to influence international decisions on the subject.

# SUSTAINABLE FOREST PRODUCTION

*Strengthening the competitiveness of the forestry sector represents the possibility of the country's leading role in the international market and in the sustainability agenda*



## PRIORITY AGENDA

To stimulate the industrialization of forest products, aiming at expanding their economic and sustainable use.

To promote the increase of areas suitable for the Forest Concession, identifying bottlenecks and proposing adjustments to the legal framework.

To monitor and influence the implementation of the National Plan for the Development of Planted Forests (PlantarFlorestas).

To encourage the use of Forest Biomass in power generation in partnership with the sector.

To support the implementation of the Forest Code (Law 12.651/2012).

To contribute to the implementation of Integrated Forest Product Control System (SINAFLOR), seeking to improve the business environment of the forest-based sector.



# Why is Environment on the agenda of the day?

- ✓ Formal request from Brazil to become a member of the OECD. **Around 40% of the OECD's regulatory action relates to environmental issues;**
- ✓ **Ratification of the Mercosur-EU Agreement** by member states, where among its 21 chapters, there is a specific one on "Trade and Sustainable Development". Guidelines in this chapter include among other things, to promote the conservation and use of sustainable biodiversity and forest management, and implement multilateral environmental agreements, **highlighting the Paris Agreement**. With its ratification, Brazil has committed, in its NDC, to reduce 37% of absolute GHG emissions by 2025;
- ✓ Restarting the European Commission's commitment to **face environmental challenges through the Green Deal;**
- ✓ **Significant increase in the number of fires and deforestation in the Amazon** raising international interest and influence in the Brazilian environmental scenario;
- ✓ **58.5% of Brazilian territory is equivalent to forest area**, almost 500 million hectares.

# SUSTAINABLE FOREST PRODUCTION

# LEGAL AMAZON



## PRIORITY AGENDA

To influence the National Council of the Legal Amazon, in view of its strategic role in coordinating and monitoring the implementation of public policies related to the region.

### COORDINATION OF ACTIONS

- ☐ LAND REGULARIZATION
- ☐ COMMAND AND CONTROL ACTIONS
- ☐ PLANNING AND TERRITORIAL PLANNING (ECOLOGICAL-ECONOMIC ZONING - EEZ)
- ☐ FOREST CONCESSIONS
- ☐ CLIMATE CHANGE
- ☐ BIOECONOMY
- ☐ ENVIRONMENTAL SANITATION

# Strategic Plan

## Brazil +Sustainable

### Campaign Name

Strengthening the image of Brazil and industries in the environmental and sustainability agenda in the international context

### Result

- To prepare documents (position papers, technical notes, articles and studies) on the environment and sustainability agenda;
- To promote and strengthen strategic partnerships with APEX Brasil, Delegation of the European Union in Brazil, Bilateral Chambers of Commerce, ICC Brazil, OECD, ISO, UN Global Compact, Consulates and Embassies, Trade Promotion Agencies and Attraction of Investments and CNI's foreign counterparts;
- To expand the representation of Brazilian industries in the main forums, such as COP 15 (Biodiversity) and COP 26 (Climate Change);
- To expand Brazil's diplomatic representations in Brussels;
- To develop and approve proposals for public policies (Executive and Legislative) that promote the low carbon economy and the efficient use of natural resources;
- To coordinate and influence the National Council of the Amazon and the Amazon Fund;
- To implement a communication plan aimed at increasing the positive image of Brazil in international markets in the context of environment and sustainability, including the press and electronic media (newspapers, magazines and specialized reports and social networks).

### Actions





- ~~August 19, 2020~~ Launch in Virtual Format
- ~~August 26, 2020~~
- September 23, 2020
- October 14, 2020



November 4-6, 2020\*

AMAZÔNIA+21 will connect governments, entrepreneurs, scientists, researchers, productive sector, investors and society in order to discuss the generation of wealth in the Amazon region, while providing full protection for the biome.

<https://amazonia21.org/en/forum/>

\*simultaneous translations in English and Spanish



# EXECUTIVE MANAGEMENT OF ENVIRONMENT AND SUSTAINABILITY

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*Confederação Nacional da Indústria*

**PELO FUTURO DA INDÚSTRIA**