



MINISTÉRIO DA
AGRICULTURA E
PECUÁRIA



ESG PARA A SERINGUEIRA

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Fitopatologista, Pesquisador A
Embrapa Acre

ESG é um acrônimo de Environmental, Social, and Governance.

Atitudes para criar mais valor para os clientes e partes interessadas

É um novo nome para desenvolvimento sustentável

Criar e sustentar fatores de produção

Minimizar e compensar danos ambientais

Produzir riqueza para remuneração das despesas e obter lucro

Who Cares Win (WCW)

Diretrizes e recomendações de como integrar questões ambientais, sociais e de governança para GESTÃO de ativos financeiros.

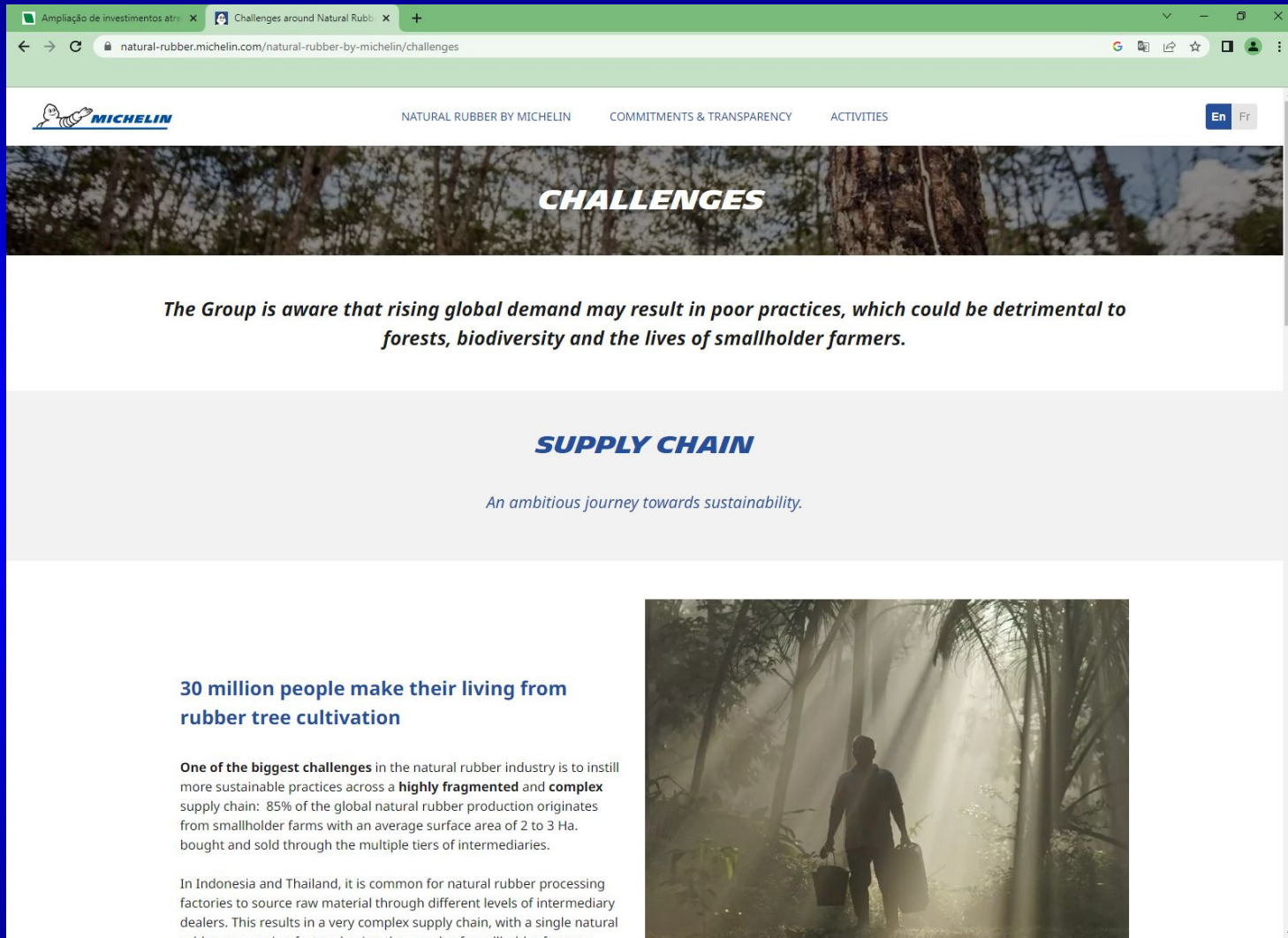
Sustentabilidade = longevidade

Who Cares Win (WCW)

Sustentabilidade = longevidade para todos da cadeia global de valor e não somente para os investidores financeiros.

Se importar, cuidar pressupõe incluir todos da cadeia de valor.

Desafios



The screenshot shows a web browser window with two tabs: 'Ampliação de investimentos atre...' and 'Challenges around Natural Rubber'. The address bar shows the URL 'natural-rubber.michelin.com/natural-rubber-by-michelin/challenges'. The page features the Michelin logo and navigation links: 'NATURAL RUBBER BY MICHELIN', 'COMMITMENTS & TRANSPARENCY', and 'ACTIVITIES'. A language selector shows 'En' and 'Fr'. The main heading is 'CHALLENGES' in white text on a dark forest background. Below this, a quote states: 'The Group is aware that rising global demand may result in poor practices, which could be detrimental to forests, biodiversity and the lives of smallholder farmers.' The next section is titled 'SUPPLY CHAIN' in blue text, with the subtitle 'An ambitious journey towards sustainability.' The main content area has a subheading '30 million people make their living from rubber tree cultivation' and a paragraph: 'One of the biggest challenges in the natural rubber industry is to instill more sustainable practices across a highly fragmented and complex supply chain: 85% of the global natural rubber production originates from smallholder farms with an average surface area of 2 to 3 Ha. bought and sold through the multiple tiers of intermediaries.' A second paragraph mentions: 'In Indonesia and Thailand, it is common for natural rubber processing factories to source raw material through different levels of intermediary dealers. This results in a very complex supply chain, with a single natural rubber processing factory buying thousands of smallholder farms...'. To the right of the text is a photograph of a person carrying two large black buckets through a dense rubber tree forest.

Ampliação de investimentos atre... Challenges around Natural Rubber

natural-rubber.michelin.com/natural-rubber-by-michelin/challenges

MICHELIN

NATURAL RUBBER BY MICHELIN COMMITMENTS & TRANSPARENCY ACTIVITIES

En Fr

CHALLENGES

The Group is aware that rising global demand may result in poor practices, which could be detrimental to forests, biodiversity and the lives of smallholder farmers.

SUPPLY CHAIN

An ambitious journey towards sustainability.

30 million people make their living from rubber tree cultivation

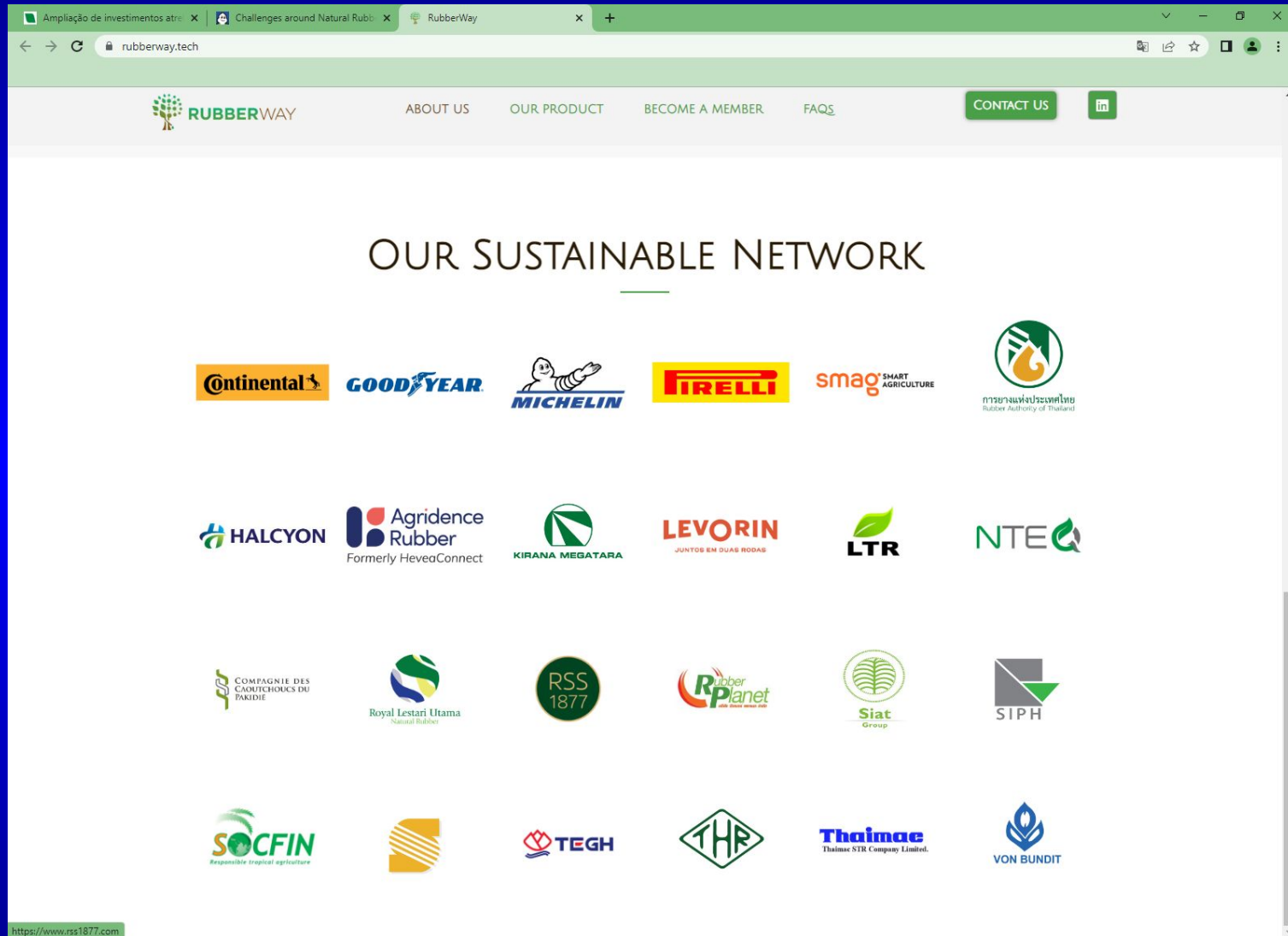
One of the biggest challenges in the natural rubber industry is to instill more sustainable practices across a **highly fragmented** and **complex** supply chain: 85% of the global natural rubber production originates from smallholder farms with an average surface area of 2 to 3 Ha. bought and sold through the multiple tiers of intermediaries.

In Indonesia and Thailand, it is common for natural rubber processing factories to source raw material through different levels of intermediary dealers. This results in a very complex supply chain, with a single natural rubber processing factory buying thousands of smallholder farms...

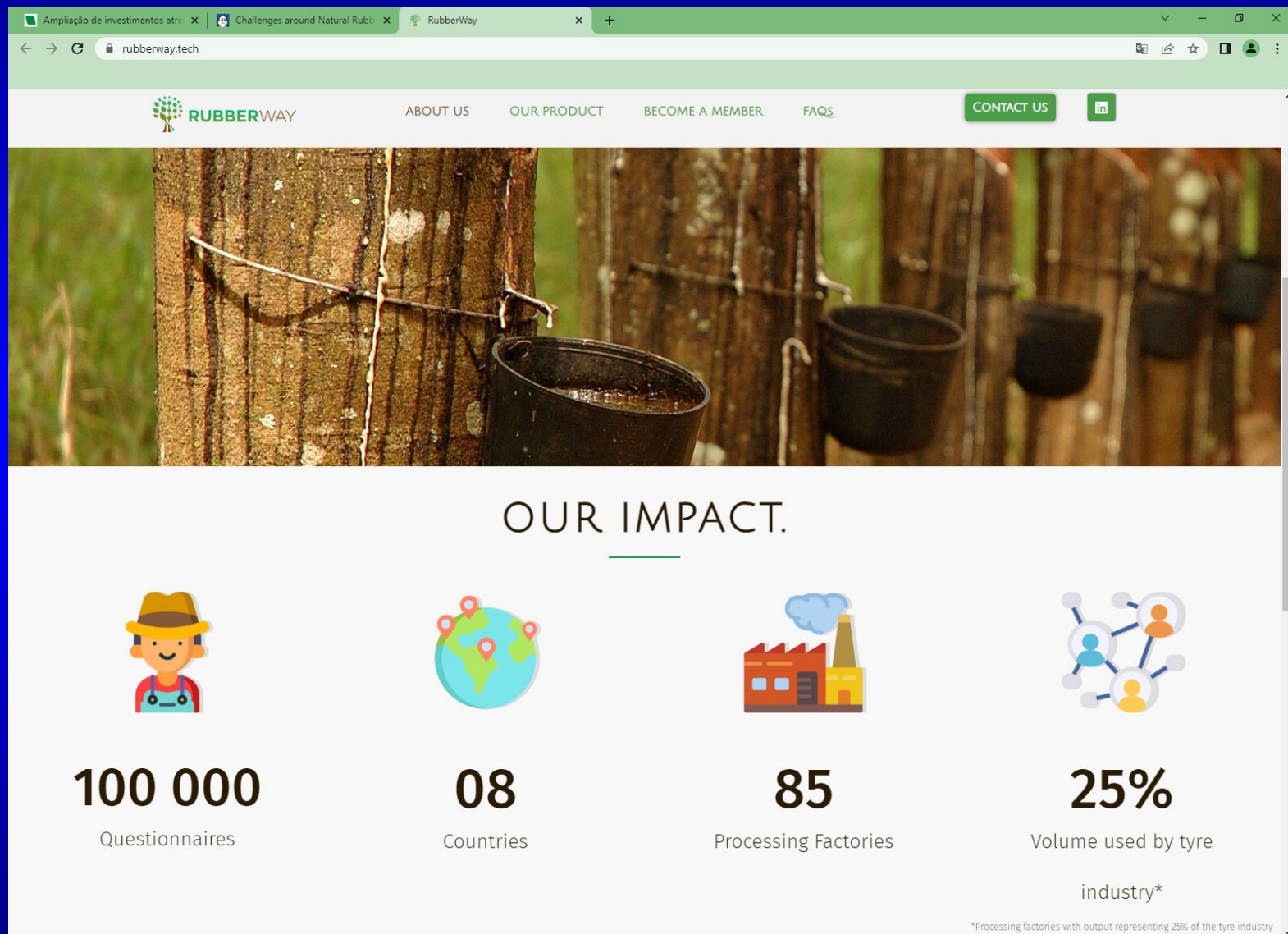


<https://natural-rubber.michelin.com/natural-rubber-by-michelin/challenges>

GRUPO DE EMPRESAS



Questionário sócio-econômico-ambiental



Tecnologia de mapeamento de riscos

Produto: RubberWay flags risks for mitigation, at each level of the upstream supply chain: smallholders, intermediaries, large plantations, and processing factories.

shareholders

Documento Visão de Futuro



Comprometimento
Cooperação
Equidade
Ética
Excelência
Responsabilidade
Socioambiental
Flexibilidade
Transparência

<https://www.embrapa.br/en/visao-de-futuro/sustentabilidade/sinal-e-tendencia/ampliacao-de-investimentos-atrelados-a-agenda-esg>

Documento Visão de Futuro

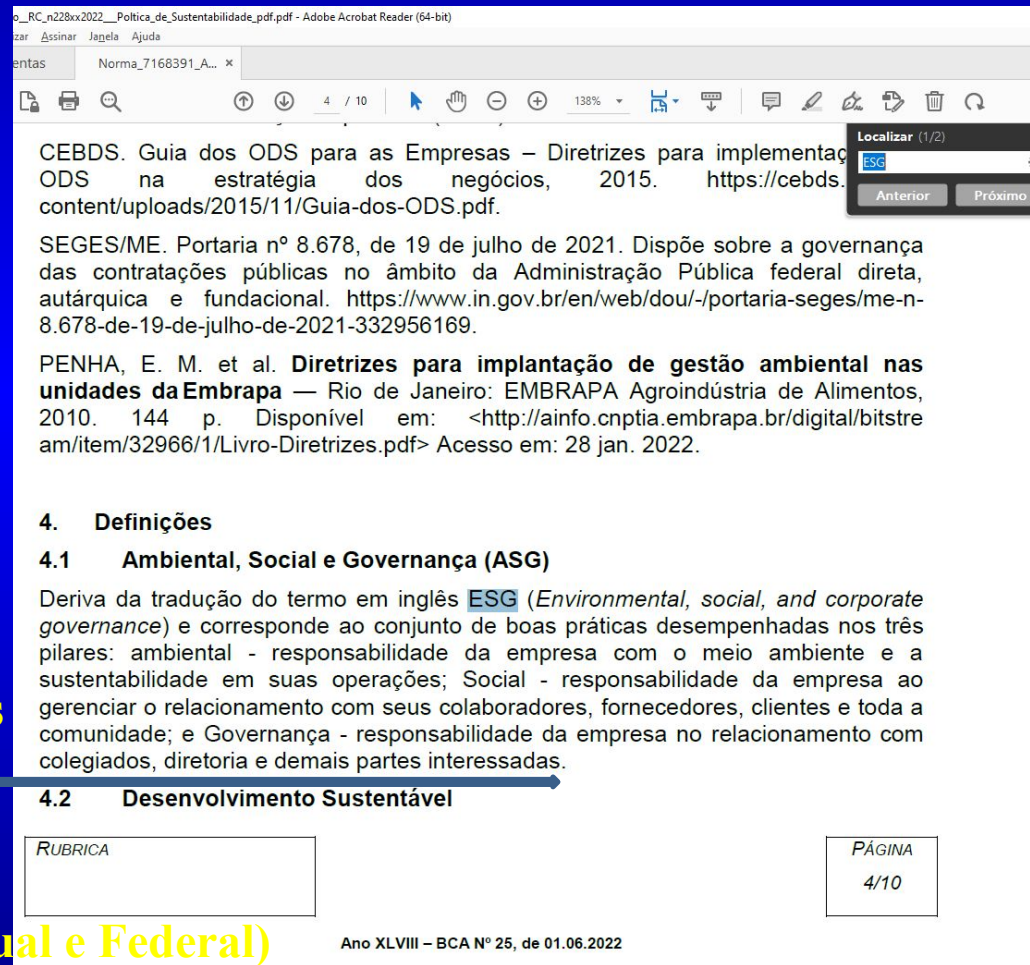


<https://www.embrapa.br/en/visao-de-futuro/sustentabilidade/sinal-e-tendencia/ampliacao-de-investimentos-atrelados-a-agenda-esg>

ESG É UM CONJUNTO DE BOAS PRÁTICAS

Governança é
controle e
comando
Administrativo
das partes
interessadas
(stakeholders)

Produtores médios e grandes
Smallholders
Shareholders
Industriais
Governos (Municipal, Estadual e Federal)
Os consumidores



Superintendência de Estratégia

Pesquisar no e-mail

Ativo

Embrapa

1 de 6.078

referências relacionadas a ESG

Caixa de entrada x

 **Daniela Biaggioni Lopes** <daniela.lopes@embrapa.br>
para mim

09:17 (há 8 minutos)

Oi Rivaldalve,
Seguem alguns materiais que mencionei sobre a discussão ESG na Embrapa para você ver o que serve para o seu propósito imediato.

- Política de Sustentabilidade (06/2022)
- Embrapa e os ODS no Portal Embrapa - <https://www.embrapa.br/objetivos-de-desenvolvimento-sustentavel-ods>
- Embrapa e os ODS na intranet - <https://www.embrapa.br/group/intranet/ods>
- Visão 2030 - <https://www.embrapa.br/visao-de-futuro>; <https://www.embrapa.br/visao-de-futuro/sustentabilidade/sinal-e-tendencia/ampliacao-de-investimentos-atrelados-a-agenda-esg>

A Petula Ponciano, que foi chefe da Embrapa Solos, fez um artigo em 2021, é um case de pensamento sobre ESG. - <https://www.alice.cnptia.embrapa.br/alice/bitstream/doc/1132236/1/ESG-strategies-to-deal-with-COVID-19-2021.pdf>

Boa sorte,
Daniela

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Um anexo • Anexos verificados pelo Gmail



Exibir todos

Superintendência de Estratégia

PT



Learn about Embrapa's contributions to the UN's 2030 Agenda and the Sustainable Development Goals

The 2030 Agenda has been proposed by the United Nations (UN) to member countries in 2015, for the formulation and implementation of public policies to promote sustainable development.

Superintendência de Estratégia

tasks to be funded by governments, private sector, and civil society in a collective path toward sustainable development, set on the pillars People, Planet, Prosperity, Peace and Partnerships.

On this hotspot there is information about how Embrapa's activities are in line with each of the 17 SDGs, so as to promote Brazilian agriculture as an important sector for the promotion of human, economic and sustainable development, with special focus on food security.

Embrapa and the SDGs

What are the SDGs?

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 	7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 
10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	

By generating technological knowledge and assets for the sustainability of Brazilian agriculture, Brazil and the Planet have in the local science a strong ally to meet the 2030 Agenda's targets. But what do the 17 Sustainable Development Goals entail and how do they contribute to guiding Embrapa's actions?

O Embrapa's work is not only related to each of the 17 SDGs, but also food production combined with the generation of sustainable innovation in the field contributes to improving quality of life.

CASE STUDY

ESG strategies to deal with COVID-19 in a Brazilian public research company

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¹Brazilian Agriculture Research Corporation – EMBRAPA, Embrapa Soils, Rio de Janeiro, RJ, Brazil.

How to cite: Jesus, I.R.D. and Nascimento, P.P. (2021), "ESG strategies to deal with COVID-19 in a Brazilian public research company", *Brazilian Journal of Operations & Production Management*, Vol. 18, No. 2, e20211153.
<https://doi.org/10.14488/BJOPM.2021.028>

ABSTRACT

Goal: The paper aims to describe and discuss some practices and strategies that have been taken place in Embrapa Soils – a public research company that develops research in soil science – to deal with COVID-19 effects during the year 2020.

Design / Methodology / Approach: We have chosen the ESG approach – Environmental, Social and Governance – as a theoretical background to analyze the strategies and practice we bring up in this paper. Information we have used was collected from internal management systems.

Results: Results show that the company has found many strategies to deal with COVID-19 in the three pillars of ESG. Positive results the company has reached rely on leadership, processes adaptation and the strength of personal and professional connections among the employees.

Limitations of the investigation: Strategies and practices we present are limited to the scope of one singular company. ESG is a methodology that we have used *a posteriori* to contextualize and analyze the situation.

Practical implications: Learning and reinforcing the ESG approach have been an important tool for the company to think about itself beyond the boundaries of financial approaches. It has the potential to spread to other companies or public agencies that do not profit directly from its activities.

<https://www.alice.cnptia.embrapa.br/alice/bitstream/doc/1132236/1/ESG-strategies-to-deal-with-COVID-19-2021.pdf>

Table 2 – Strategies on ESG Embrapa Soils has adopted during the pandemic

ESG pillar	Strategy adopted by Embrapa Soils
Environmental	Online courses for sustainable production
	Supporting public policies on environmental issues
	Zoning validations with technicians and rural communities
Social	Lives through Youtube and Instagram
	Adaptations on Embrapa and School program
	Video contest about erosion control
Governance	Launching a National platform for soils governance (Pronasolos)
	Strengthening up internal processes and Project Office
	Donating laboratory materials to help covid-19 detection

Source: made by authors

However, if we look carefully we can see that all of these initiatives do not only fit their given aspects. Hereupon we can see that the Tomatec course is linked to environmental aspects by presenting some sustainable ways of producing but is also linked to social aspects as it mobilizes the tomato farmers community as well as it is a governance practice that delivers to the public on the form of knowledge all money that has been invested by the citizens to R&D on Embrapa Soils.

Apoio às políticas públicas

Table 1 – Public policies with environmental appeal supported by Embrapa Soils

Status of public policies	Subject of public policies
Projects of law	Green assets
	Fire management
	Reduction of emissions by deforestation and land degradation
	Sustainable rural development on hydrographic micro basins
	Protection of pollinator's population
Approved laws	National policy about climate change
	National policy for low carbon agriculture
	National policy of paying for environmental services
	National policy of biodiversity

Source: made by authors

Bioeconomia

Short-termism



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EMBRAPA ACRE

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DIRETOR EXECUTIVO DA
APABOR SÃO PAULO



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Bioeconomia e uso múltiplo da seringueira

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