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## THE INCREASING SOCIAL-VALUE OF FORESTS

Partnerships with small producers through forest development programs of a social nature for generating jobs and income, professional training or environmental education, among other initiatives, are transforming the relationship model of pulp and paper companies with their stakeholders. By combining financial efficiency and community development, these projects strengthen the concept that is increasingly present in the sector: the social value of planted forests.

This new relationship model requires companies to create and implement mechanisms to ensure the effectiveness of actions, such as diagnosis of community demands, continuous dialogue, meetings with community leaders, attendance-based agenda of activities, guaranteed attention to population needs, among other demands.

A good example of this is Arauco's Productive and Local Nurseries project. The company identified in Arapoti (PR), where it operates, a producer of eucalyptus seedlings with the potential of becoming an important local supplier. After conducting a diagnosis, a partnership was established. Now, the producer receives consulting advice from company employees in order to optimize his production.

In six months, he was able to boost productivity, reduce the value of seedlings without affecting profit, increase salaries and reduce consumption of water and other resources at the nursery. More competitive, the supplier continues providing services to Arauco in a more sustainable manner and with better quality seedlings.

In the southernmost part of Bahia state, a partnership between Veracel and rural producers allowed, in 2011, for the creation of the Forestry Producer Program (FPP), focusing on collective certification. One of the main results of FPP was 16 rural projects conquering for the first time in Brazil: dual certification (FSC and Cerflor). At present, three more groups possess the two certifications. Joint work benefits both sides – producers and company.

A recent milestone in relations between companies and social movements is the Agro-Forestry Program, developed by Fibria in partnership with the Movement of Landless Rural Workers (MST), in southern Bahia state. In this region, marked by agrarian conflicts, the company invested in dialogue to turn around a

dispute created by the illegal occupation by MST members of company areas.

As a result, 12,000 hectares of company land were peacefully dispossessed, giving rise to the Sustainable Rural Settlement project with Agroforests and Biodiversity. The action also involved the National Institute of Colonization and Agrarian Reform (INCRA) and the government of Bahia, with a business model prepared by researchers from the University of São Paulo's Escola Superior de Agricultura Luiz de Queiroz (Esalq/USP).

The main difference of this settlement resides in stimulating family agriculture with consulting advice from a renowned education institution, focusing on better soil use, production diversity, agroforestry pool system with native components, such as cocoa and coconut, as well as a settlement model with business responsibility. Hundreds of families are being benefited this program.

### Local needs

With the objective of training professors to educate future generations, Klabin has been conducting the Caiubi Environmental Education Program since 2001. Combining efforts of companies with government bodies, foundations and other organizations, specific projects were created to satisfy local needs. In just over 10 years, Caiubi Program has benefited more than 245 thousand students and roughly 9,500 professors at 771 schools.

Also through a partnership with the government of Maranhão state, Cities, local entities, Senai and Senac, Suzano Papel e Celulose began offering professional courses for training pulp and paper technicians, forestry operations, maintenance, civil construction, industrial assembly and various careers in the services sector. Classes are taking place in the Imperatriz region, where the company is building its new pulp mill.

Relations between companies and community need more and more to be based on the industry's socioenvironmental issues. This change of paradigm that prioritizes inclusion, continuous dialogue and relations, generating social value for communities, provides for a win-win situation for all those involved and contributes to business perpetuity. ■