

# COMMITMENT TO COMMUNITIES

- Socio-environmental knowledge and development



*Landscape in  
Tocantins state*

# Commitment to communities

With a strategy aligned with global initiatives to promote sustainability, such as the Sustainable Development Goals (SDGs) and the Global Compact, we have extrapolated efficient management of assets and engineering plans to mobilize society in jointly planning and in implementing transformative actions, contributing to reinforcing the importance of basic sanitation to bring more health to Brazilians.

Our Sustainability and Socio-Environment Action Strategy began to be built in 2017, in conjunction with a wide-ranging project to reorganize the company and transform its corporate culture. Based on diagnosis of our practices and guidelines, we have defined our purpose of sustainability and three broad corporate programs that guide private socio-environmental investments.

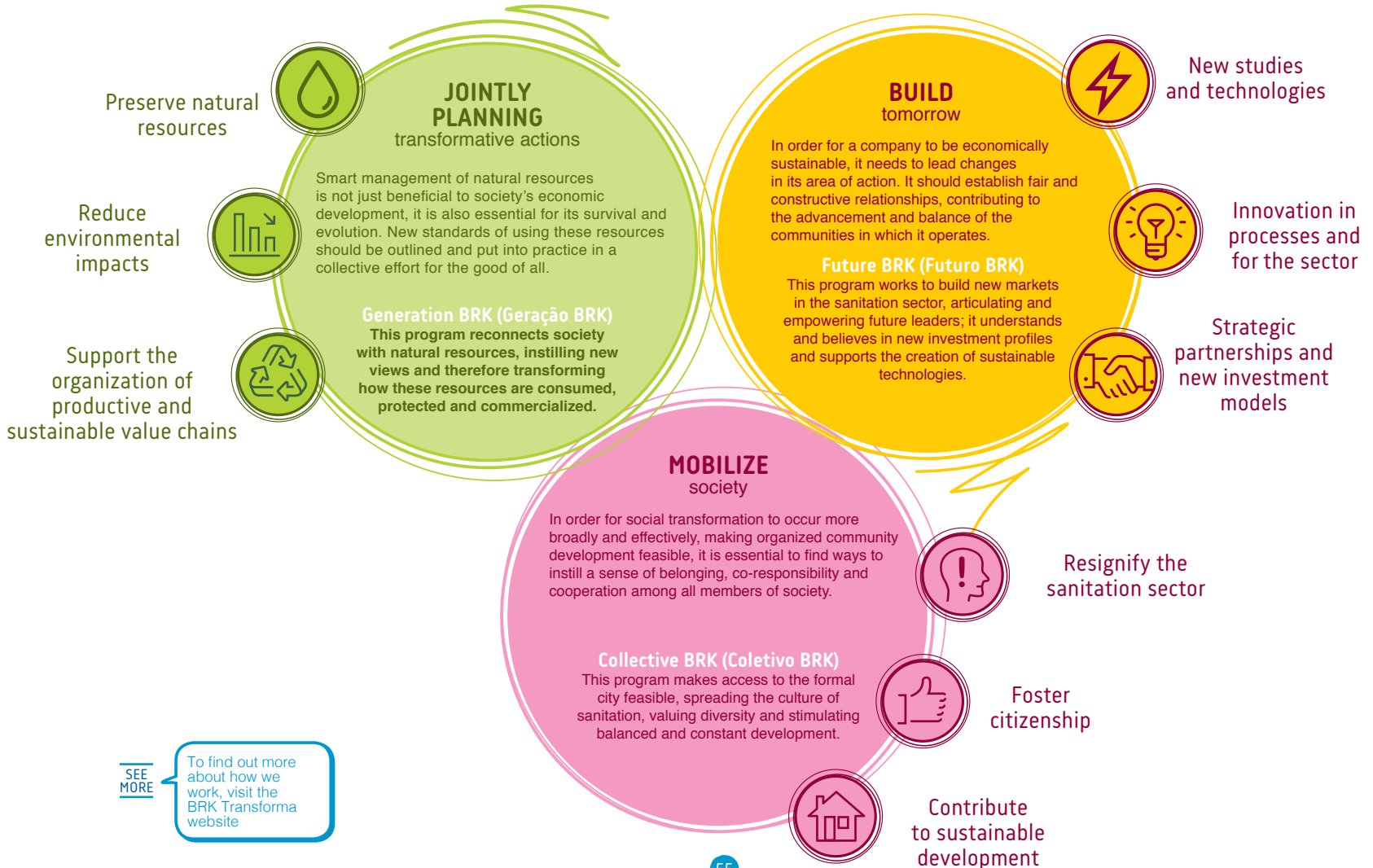
## THE INVESTMENTS

WE MAKE IN SOCIO-ENVIRONMENTAL  
PROJECTS ARE THE FINAL PIECE IN MAKING  
OUR PURPOSE REAL, TO TRANSFORM  
PEOPLE'S LIVES BY GUARANTEEING  
QUALITY WATER AND SANITATION



## Our sustainability proposal

To mobilize society, jointly planning transformative actions, in order to promote a sustainable future for Brazil



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To find out more about how we work, visit the BRK Transforma website



INITIATIVES IN THE THREE PROGRAMS WITHIN OUR SUSTAINABILITY AND SOCIO-ENVIRONMENTAL ACTION STRATEGY ARE IMPLEMENTED BY UNITS, ALWAYS IN LINE WITH THE CORPORATE TEAM

The three programs guide investment of funds and development of the social mobilization projects we conduct. Our goal is to use structured and integrated management to make it feasible to execute socio-environmental initiatives that contribute to meeting the specific demands of each region in which we are present. Units are responsible for planning and executing these activities in local communities, following guidelines and coordination by the corporate Sustainability area.

To support units in diagnosing local demands and areas of opportunity and in defining investment plans, connecting our socio-environmental action to our transformative purpose, we have developed the Socio-Environmental Work Project Creation and

Implementation Manual. With its clear language and practical examples, this document details our Strategy and guiding programs, in addition to introducing tools and methodologies for use in planning, implementing and assessing the impact of projects. In 2017, in addition to releasing support materials, we trained unit managers and began to make necessary adaptations.

One highlight in this new model of management and action was a project executed by the Tocantins unit, which was recognized last year with the Abap Sustainability Award, given out by the Associação Brasileira de Agências de Publicidade (Brazilian Association of Publicity Agencies). The initiative included development of an institutional campaign,

with a series of five videos and radio spots on the importance of proper use of water and wastewater systems from the standpoint of a family, discussing topics related to environmental conservation and conscientious use of water.

Another example of an initiative we have been conducting is professional training courses for residents in the municipalities where we operate. In the last year, in partnership with Senai, we offered 550 openings for training of plumbers and masons in the cities of Aparecida de Goiânia, Jataí and Rio Verde (GO). By the end of 2019, 30 groups will be formed, training residents to work at different companies in the region.

# Socio-environmental knowledge and development

The Sustainability and Socio-Environment Action Strategy also guides BRK Ambiental's connection to external initiatives and to a significant capacity for social mobilization. Aligned with the three guiding programs, we direct investments toward support of different projects that promote environmental education and mobilization of society around universalization of sanitation.

The Drops of the Future (Gotas do Futuro) program, carried out in 2018, is within the line of action of Generation BRK, geared toward reconnecting society with natural resources and building new paradigms of consumption and management. Created by Instituto Trata Brasil and its ambassador, former gymnast Daiane dos Santos, the project takes place in public schools within the company's area of operation, promoting awareness among students, parents and teachers of how important it is to use water rationally and of the importance and benefits of wastewater collection and treatment.

Around 11,500 kids benefitted from fun activities and talks that were held at institutions of learning in 2018. Communication campaigns were also broadcast on radio, on websites, in newspapers and on TV stations in the cities where we have units.

Within the Future BRK program, geared toward educating young leaders in connection with a transformational agenda driven by basic sanitation, we support the Water Innovation Lab – WILBrasil. This initiative is a proposal by Waterlution, a Canadian NGO seeking to inspire changes in standards of water consumption and management.

WILBrasil is an action to engage young people with an innovative and leadership profile, using a methodology focused on accelerating collaborative innovations that promote water security and the achievement of the targets proposed by SDG 6: “ensure availability and sustainable management of water and sanitation for all.” Other events of this kind have already been held in several countries, with over 700 participants trained and 70 projects moved forward. In Brazil, 15 innovations will be accelerated, three of which have significant potential to contribute to universalization and improvement of basic sanitation services. In addition to supporting this action, we encourage our interns to take part in webinars and to discuss the relationship between innovation and water management with topics such as the empowerment of women, entrepreneurship, new technologies and more sustainable cities.



**Mobilized over 100 participants**

IN ON-SITE MEETINGS AND 39 GUEST MENTORS

**Conducted 5 field visits,**

4 WEBINARS AND 8 DAYS OF FACE-TO-FACE MEETINGS

**Received over 400**

WEBINAR REGISTRATIONS

**Held 4 meetings**

ON WATER AND INNOVATION

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**Click here** to learn more about WILBrasil



**KNOWLEDGE ON BASIC SANITATION IS SHARED THROUGH EDUCATIONAL CONTENT AND STUDIES DEVELOPED BY BRK AMBIENTAL**

The Collective BRK program, in turn, directs investments toward promoting a culture of sanitation, valuing diversity and continued sustainable development. Its goal is to drive effective social transformation, by raising awareness and promoting cooperation among society as a whole.

In this sense, we invested in producing an industry study on “Sanitation and the Life of the Brazilian Woman,” produced in partnership with Instituto Trata Brasil. This initiative also resulted in the creation of an online page – the [mulheresesaneamento.com](http://mulheresesaneamento.com) portal – for release of the report, which was also released globally through the participation by BRK Ambiental's CEO in a UN forum in Geneva (Switzerland).

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Click here and access our website for more information on presentation of the study on sanitation and women at the UN

**ONLINE PORTAL**

In the last year, we also launched the BRK Transforma portal to share our Sustainability Strategy and educational and informational content on basic sanitation in Brazil.

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Click here to see and learn more about this portal

