"GLOBAL SUSTAINABILITY IMPACTS - A MULTI-COUNTRY PERSPECTIVE"
Brazil, Colombia and Europe
Global Conference on Sustainable Beef - October 2018
Kilkenny - Ireland
Structure and areas of work

What is actually working?

- Articulation and engagement of Value Chain
- Information
- Continuous improvement
WHAT ARE THE RESULTS/IMPACTS IT'S GENERATING?

Actions for dissemination and use of tools to support continuous improvement

- GIPS
- Manual of Practices
- Multiplier Training

Engagement for Continuous Improvement
Filling out of 423 GIPS in the Platform so far

8 Projects using GIPS partially or integrally

Intercorte Circuit
Campo Grande – MS
ji-Paraná – RO
Araguaima – TO
São Paulo – SP

Livestock Rally 2018
60,000 km
20 Regional Events
3000 technicians and producers
150 Farms visited

30 animated videos
on the GIPS Principles and Criteria

RESULTS/IMPACTS

DEVELOPMENT OF THE GIPS PLATFORM

ENGAGEMENT

Dissemination

MULTIPLIERS TRAINING

3 Groups of potential GIPS multipliers:

- Professionals from companies and institutions associated with GTPS
- Extensionists
- Students from Universities and Technical Schools

15 Institutions

+300 Technicians trained to apply the GIPS

5 Categories

6 States
AM, MS, SP, MG, PA, MT
WHAT ARE THE RESULTS/IMPACTS IT’S GENERATING?

To promote discussions on subjects of importance for the value chain and still demand studies, relevant content, consensus, position.

- Workshops
- Studies
TOPICS OF INTEREST

- Pastures Management
- Water Footprint
- Carbon Footprint
- Private Commitments
- PES – To value the forest
- GHG Emissions
- Traceability
- Production and Yield
- LCA
- Sustainable intensification
- Brazilian Land Use and Forest Code
- Animal Welfare
Actions for sectoral communication that strengthens positive messages

• Member’s communication alligned
• Interest topics for media schedule
• Frequent content on social media
• Partnerships with different communication vehicles reaching different publics
  • Producers (TV programs)
  • Professionals (technical magazine)
  • Ordinary/urban people (multi-topics magazine)
• Videos GIPS
  • P&C concepts
  • Social media communication

WHAT ARE THE RESULTS/IMPACTS IT’S GENERATING?
## RESULTS/IMPACTS

<table>
<thead>
<tr>
<th>MEDIA OVERVIEW 2018</th>
<th>SOCIAL MEDIA 2018</th>
<th>GIPS VIDEOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Reach</td>
<td>Total Reach</td>
<td>+12K Views</td>
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<tr>
<td>+110K</td>
<td>+13K</td>
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<td>↑25% (17-18)</td>
<td>Reach Increase</td>
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<tr>
<td>Interviews</td>
<td>Highlight Instagram Reach</td>
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<tr>
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<td>↑40% (17-18)</td>
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<td>+12K</td>
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GTPS Pecuária Sustentável
WHAT’S NOT WORKING AND WHAT WE CAN LEARN FROM THAT?

• Leave PILOTS and reach business as usual – scale is a challenge on Brazilian dimension and diversity

• Improve our IT system
PRODUCERS! HOW IS THE WORK IMPACTING OR NOT IMPACTING PRODUCERS?

- GIPS Platform numbers
- GIPS allow producers to see their own farm “with world’s eyes”
- Access projects that can support the technology implementation with better Market condition (inputs buying “pool”, technical assistance, credit access...)

- Criteria resistance/bad comprehension
- “Sustainability Speech” comprehension

GIPS/Constituency (Platform entries)

- Producers
- Civil Society
- Inputs and Services
- Financial Institution
- Industries
- Producers - Entities
- Retailers and Restaurants

GIPS Platform
423 entries
22/27 States of Brazil
244 Producers
WHAT LESSONS HAVE YOU LEARNED ABOUT PRODUCER ENGAGEMENT?

• We need to aim for benefits and short to medium and long term
• What is the “carrot” for – it is important for engagement
• What **does** work?
  • Partnerships with companies that farmers know and rely on – High potential for Inputs and Services companies
BRAZIL: AGRO ENVIRONMENTAL POTENCY

• We can do
  • GTPS is a representative and engaged group
  • We have ready and available tools to support sector improvement
  • Capacity of production and conservation, both, on LARGE SCALE

• We want to do
  • Public and Private commitments with sustainable development
  • Encouraging and engaging partners for continuous cooperation

• We’ll do it!

Brazil is able to support the world on both future challenges – food safety and environment conservation!
Challenge: to make if economically feasible on a continental scale!
THANK YOU!! 😊
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