



CORPORATE SOCIAL INVESTMENT IN THE ENVIRONMENT IN BRAZIL: AN OVERVIEW OF ACTIONS RELATED TO SDG 6 – WATER AND SANITATION

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ABSTRACT

Objective: Investigate the Corporate Social Investment (CSP) in the environment in Brazil, focusing on the UN's Sustainable Development Goal (SDG) 6 – Water and Sanitation.

Theoretical Framework: Achieving SDG 6 in Brazil requires partnerships between governments, companies and citizens to guarantee water resources for future generations, and the CSP can contribute in this aspect.

Method: Documentary research on BISC Reports (Benchmarking em Investimento Social Corporativo) from 2008 to 2023; GIFE Censuses (Grupo de Institutos, Fundações e Empresas) from 2005 to 2022-2023; and Sustainability Reports of participating companies.

Results and Discussion: In BISC surveys, CSP in the environment had a better moment in 2012, representing 12% of investments, when it decreased continuously until 2020, reaching 0.1%, and rising to 5.8% in 2022. Environment prevailed in companies' mandatory socio-environmental applications, meaning legally imposed investments to compensate for environmental impacts. In the GIFE censuses, the average number of companies with CSP in the environment was 42%, but the volume of resources in 2022 was only 5.8% of the total. Only 10 companies had an CSP related to SDG 6, with target 6.6, about protection and restoration of water-related ecosystems, having the greatest performance.

Research Implications: The private sector is a large consumer of potable water and the growing demand for water security requires new forms of corporate water management, beyond company walls and legal impositions.

Originality/Value: The CSP in the environment in Brazil is still not very representative, but there are success stories to be studied and made a reference for other companies.

Keywords: Private Social Investment, Water Crisis, Socio-Environmental Responsibility, Voluntary Environmental Programs.

INVESTIMENTO SOCIAL PRIVADO EM MEIO AMBIENTE NO BRASIL: PANORAMA DAS AÇÕES RELACIONADAS AO ODS 6 – ÁGUA E SANEAMENTO

RESUMO

Objetivo: Investigar o Investimento Social Privado (ISP) em meio ambiente no Brasil, com foco no Objetivo de Desenvolvimento Sustentável (ODS) 6 – Água e Saneamento, da ONU.

Referencial Teórico: Alcançar o ODS 6 no Brasil requer parcerias entre governos, empresas e cidadãos para garantir os recursos hídricos às futuras gerações, e o ISP pode contribuir nesse aspecto.

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Método: Pesquisa documental nos Relatórios BISC (Benchmarking em Investimento Social Corporativo), 2008 a 2023; Censos GIFE (Grupo de Institutos, Fundações e Empresas), 2005 a 2022-2023; e Relatórios de Sustentabilidade das empresas participantes.

Resultados e Discussão: Nas pesquisas BISC, o ISP em meio ambiente teve um melhor momento em 2012, representando 12% dos investimentos, quando decresceu continuamente até 2020, alcançando 0,1%, e subindo para 5,8% em 2022. Meio ambiente prevaleceu nas aplicações socioambientais obrigatórias das empresas, significando investimentos por imposição legal para compensar impactos ambientais. Nos censos GIFE, a média de empresas com ISP em meio ambiente foi de 42%, mas o volume de recursos em 2022 foi de apenas 5,8% do total. Apenas 10 empresas possuíam ISP relacionado ao ODS 6, sendo a meta 6.6, sobre proteção e restauração de ecossistemas relacionados à água, com a maior atuação.

Implicações da Pesquisa: O setor privado é um grande consumidor de água potável e a demanda crescente por segurança hídrica exige novas formas de gestão corporativa da água, para além dos muros das empresas e das imposições legais.

Originalidade/Valor: O ISP em meio ambiente no Brasil ainda é pouco representativo, mas existem casos de sucesso para serem estudados e tornados referência para outras empresas.

Palavras-chave: Investimento Social Corporativo, Crise Hídrica, Responsabilidade Socioambiental, Programas Ambientais Voluntários.

INVERSIÓN SOCIAL CORPORATIVA EN MEDIO AMBIENTE EN BRASIL: UN PANORAMA DE LAS ACCIONES RELACIONADAS CON EL ODS 6 – AGUA Y SANEAMIENTO

RESUMEN

Objetivo: Investigar la Inversión Social Empresarial (PSIC) en el medio ambiente en Brasil, centrándose en el Objetivo de Desarrollo Sostenible (ODS) 6 de la ONU – Agua y Saneamiento.

Marco Teórico: Alcanzar el ODS 6 en Brasil requiere alianzas entre gobiernos, empresas y ciudadanos para garantizar los recursos hídricos para las generaciones futuras, y el CSP puede contribuir en este aspecto.

Método: Investigación documental sobre Informes BISC (Benchmarking em Investimento Social Corporativo) de 2008 a 2023; Censos GIFE (Grupo de Institutos, Fundações e Empresas) de 2005 a 2022-2023; e Informes de Sostenibilidad de las empresas participantes.

Resultados y Discusión: En las encuestas del BISC, la CSP en el medio ambiente tuvo un mejor momento en 2012, representando el 12% de las inversiones, cuando disminuyó continuamente hasta 2020, alcanzando el 0,1%, y aumentando hasta el 5,8% en 2022. El medio ambiente prevaleció en las obligaciones de las empresas. aplicaciones socioambientales, es decir, inversiones impuestas legalmente para compensar los impactos ambientales. En los censos del GIFE, la media de empresas con CSP en el entorno era del 42%, pero el volumen de recursos en 2022 era sólo el 5,8% del total. Solo 10 empresas tenían un PEP relacionado con el ODS 6, siendo la meta 6.6, sobre protección y restauración de los ecosistemas relacionados con el agua, la que tuvo el mayor desempeño.

Implicaciones de la investigación: El sector privado es un gran consumidor de agua potable y la creciente demanda de seguridad hídrica requiere nuevas formas de gestión corporativa del agua, más allá de los muros empresariales y las imposiciones legales.

Originalidad/Valor: La CSP en el medio ambiente en Brasil aún no es muy representativa, pero hay casos de éxito para ser estudiados y convertidos en referencia para otras empresas.

Palabras clave: Inversión Social Privada, Crisis de Agua, Responsabilidad Socioambiental, Programas Ambientales Voluntarios.

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1 INTRODUCTION

The United Nations Environment Program (UNEP), in its report “Making Peace with Nature” emphasizes that the three environmental emergencies - climate, biodiversity and pollution - are interconnected and have common causes: “fossil fuel subsidies and prices that leave aside environmental costs are driving waste in the production and consumption of energy and natural resources, factors that are at the root of these three problems” (United Nations Environment Programme, 2021). According to Weiss (2016), current governance structures do not adjust to the interscalar and transsectoral nature of environmental problems, requiring collaborative arrangements from a set of diverse and interconnected actors.

In open and complex societies, the tendency is to increase the influence of the private sector and civil society on issues of public interest. State action is necessary, but it is the interactions between governments, companies and civil society that expand the resources and skills necessary for experimentation and social innovation (Benchmarking in Corporate Social Investment, 2018). The World Business Council for Sustainable Development (WBCSD), created in 1995 and led today by CEOs of more than 200 companies, recognizes the urgency of the need for a transformation of the systems that govern the world and for companies to respond to sustainability challenges, intensifying their efforts (WBCSD, n. d.).

Brettas (2019) states that, “inseparable from the debate surrounding climate change, the urgency of water issues demands attention and efforts from different sectors of society, and Private Social Investment (ISP) organizations are actors with high power to contribute to this movement.” Defined as the voluntary transfer of private resources in a planned, monitored and systematic way to social, environmental, cultural and scientific projects of public interest, the ISP is considered an instrument for the development of a fairer and more sustainable society (Group of Institutes, Foundations and Companies, n. d.).

The ISP in Brazil is very well documented and disseminated by the Benchmarking in Corporate Social Investment (BISC), a survey carried out annually since 2008 with large companies and civil society organizations, and by the Group of Institutes, Foundations and Companies (GIFE) which carries out biannual censuses since 2001. According to GIFE, in 2020 the ISP contributed R\$6.9 billion to the total, including the two surveys, GIFE and BISC; in 2018 it was R\$3.84 billion (organizations that responded to both surveys were considered in only one). The growth in value in 2020 reflects the emergency investment situation generated by the new coronavirus pandemic (Group of Institutes, Foundations and Companies, 2021).

It is observed that ISP initiatives in the environmental area, despite their extreme



relevance and urgency, are still few and demonstrative, compared to education, which is the area that traditionally receives the most resources in Brazil, according to the historical series of GIFE and BISC. However, the ESG (Environmental, Social and Governance) agenda, as the new trend in corporate sustainability, puts the environmental area in greater prominence and, according to the BISC 2023 survey, there is an expectation of increased investment in emerging causes, the main of them the climate issue, both in emergency support for disasters or in adaptation, conservation and resilience actions (Benchmarking in Corporate Social Investment, 2023).

The private sector is a large consumer of drinking water and its scarcity has become a reality, which tends to worsen in the face of climate change, which has demanded new approaches in corporate water management, beyond the walls of companies. The Sustainable Development Goals (SDGs), from Agenda 2020, are recommended by the United Nations (UN) and used by most companies as benchmarks for sustainability goals. In this sense, the objective of this research was to investigate Private Social Investment (ISP) in the environment in Brazil, focusing on Sustainable Development Goal (SDG) 6, which deals with Water and Sanitation, by companies that share this responsibility with the power public and society.

2 THEORETICAL REFERENCE

In 2000, the UN launched the Global Compact, an initiative for voluntary adherence by companies to implement sustainability and achieve the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda, which represents a global effort to combat poverty, inequalities and address climate change. Currently, the Global Compact is recognized as the largest corporate sustainability initiative in the world, with more than 21 thousand participants, including companies and organizations, in 162 countries (Pacto Global Rede Brasil, n. d.). In 2023, the Global Compact in partnership with Accenture launched the “12th CEO Study”, with the participation of more than 2,600 CEOs from 128 countries, which shows that the majority (93%) are facing at least ten simultaneous challenges in their business: currently, only 15% of the SDG targets are on track, for 48% progress is weak and insufficient, and for 37% progress has stagnated or retreated (Accenture, 2023).

SDG 6 addresses the theme “Clean Water and Sanitation: ensuring the availability and sustainable management of drinking water and sanitation for all”. The UN states that the issue of drinking water is one of the most important of this century, with ecological, humanitarian and geopolitical implications, since the scarcity of this resource is related to population growth,



increased consumption and waste, poor management and climate change (United Nations Brazil, 2018). The period from 2018 to 2028 is considered by the UN to be the “International Decade for Action: Water for Sustainable Development”. The objective is to promote new partnerships, improve cooperation and strengthen the capacity to implement SDG 6, with emphasis on Nature-based Solutions (NbS) that are inspired by the natural water cycle and that stimulate the protection and restoration of the biosphere (United Nations Brazil, 2018).

In the Brazilian scenario, according to the National Sanitation Plan (Plansab), launched in 2013, the cost of universalizing access to drinking water and sanitation will be R\$303 billion in the period from 2014 to 2033, that is, an immense challenge that the public sector would not be able to face alone (Safatle, Cabral & Adeodato, 2019). According to the National Water Agency (Agência Nacional de Águas e Saneamento Básico, 2020), achieving SDG 6 in Brazil requires the partnership of governments, the private sector, civil society and ordinary citizens to guarantee water resources for future generations. The Brazilian Business Council for Sustainable Development (2021) highlights that the business sector must be co-responsible for access to drinking water and sewage treatment, together with the State, contributing capital, bringing benefits, management capacity and transparency.

According to Deboni (2017), Private Social Investment (ISP) in Brazil has been undergoing important transformations in recent years, following the significant political and economic changes resulting from the democratization process, where the public sphere is no longer just a matter of the State and Responsibility for development began to be shared. From philanthropic institutions linked to the Church to foundations and business institutes, which implemented the ISP concept in the 1990s, Brazilian society has undergone a broad process of maturation towards a model of sustainability and social inclusion.

3 METHODOLOGY

Through an unsystematic bibliographical review, two main sources of public data on Private Social Investment (ISP) in Brazil were identified: Benchmarking on Corporate Social Investment (BISC), a survey carried out annually since 2008, and the Group of Institutes, Foundations and Companies (GIFE) that has been carrying out biannual censuses since 2001. All reports available online on the BISC website, from 2008 to 2023, and GIFE, from 2006 to 2022, were consulted. From these reports, information on the total value of ISP was extracted per annum; % of ISP in the environment; % of ISP projects in the environment; actions related to SDG 6; and the list of participating companies.



In a second stage, based on the list of companies obtained, data was collected on water management and ISP related to SDG 6 in sustainability reports, or similar, published on the websites of these companies (reference years 2021 and 2022). Regarding water management, it was also investigated whether the company uses the GRI (Global Reporting Initiative) Standards, used in sustainability reports by more than 10,000 organizations in more than 100 countries, being the most used today, to present their data on water. : GRI 103 - Management method; and GRI 303: Water and effluents. The GRI 304 Standard: Biodiversity, content “304-3 Habitats protected or restored”, was also investigated as it relates to SDG 6. The collected data was selected, copied, edited, compiled and structured, and was subsequently analyzed using descriptive statistics simple and inductive content analysis.

4 RESULTS AND DISCUSSIONS

Firstly, the results on Private Social Investment (ISP) in the environment will be presented in the BISC surveys and the GIFE Censuses, followed by the survey carried out in the sustainability reports of the companies participating in these initiatives, focusing on the corporate management of water and ISP in the SDG 6.

4.1 BENCHMARKING OF CORPORATE SOCIAL INVESTMENT (BISC)

The Corporate Social Investment Benchmarking (BISC) is a survey carried out annually, since 2008, to collect data on Private Social Investment (ISP) from partner companies and their corporate Civil Society Organizations (CSOs), identifying patterns, providing guidance on the management of social responsibility and bringing important themes from the international agenda to the Brazilian corporate scenario. Recently, the research began to include the SDGs and the ESG Agenda (Benchmarking in Corporate Social Investment, n. d.). Through a partnership with the Chief Executives for Corporate Purpose (CECP), a coalition formed by CEOs (Chief Executive Officers) of the largest companies in the world, BISC benchmarks international standards for its research. It also provides data to Global Impact at Scale, an international report on ISP and ESG strategies among the world's leading companies (Benchmarking in Corporate Social Investment, n. d.).

The BISC survey is based exclusively on information provided by participating companies and this is confidential, with only aggregated data being disclosed. Throughout the 16 editions, quantitative indicators were maintained that allow comparisons with the results of



previous years and with the research carried out annually by CECP. Even though the composition of respondents has changed over the years, this does not invalidate the comparisons, because the objective of the research is to analyze the behavior of a group of organizations that stand out in Brazil for their performance in the ISP (Benchmarking in Corporate Social Investment , n. d.).

The analysis of the respondents' performance profile covers the following topics: type of activity; resource forecasts; tax breaks; programmatic areas; target Audience; spatial distribution of resources; management and evaluation of social projects; partnerships with governmental and non-governmental organizations; dissemination and communication strategies; advances in business alignment; characteristics of mandatory social applications; and integration of social investments into the 2030 Agenda for Sustainable Development (Benchmarking in Corporate Social Investment, n. d.).

Currently, the BISC Network is made up of business conglomerates, made up of 215 companies, and 11 foundations and corporate institutes, which together contributed R\$4.026 billion in voluntary social investments in 2022, according to the BISC 2023 Report (Benchmarking in Corporate Social Investment , 2023). It was observed from the historical series of 16 BISC reports that the ISP in the environment had a better moment in 2012, representing 12% of the resources invested, but from that year onwards, there was a continuous decrease, reaching 0.1% in 2020; was included in the “others” category in 2021; and in 2022 it rose to 5.8% (Corporate Social Investment Benchmarking, 2023) (Table 1). However, in 2021, 50% of companies declared having projects in “environment” and 30% in “fauna and flora” (Benchmarking in Corporate Social Investment, 2022) (Table 1), which concludes that they are demonstrative and low cost as they were not significant enough to be individualized. By way of comparison to other areas, 100% of companies had projects in “education” in 2021, representing 17.3% of the volume of investments, or “sponsorship of cultural events”, where 60% of companies worked, representing the largest of the investment volume, 20.7% (Corporate Social Investment Benchmarking, 2022).



Table 1

Evolution of Private Social Investment (ISP) by companies participating in the BISC survey (reference years: 2007 to 2022), percentage of resources and companies operating in the environmental area

Reference years	2022	2021	2020	2019	2018	2017	2016	2015
Total ISP value (in billions of reais, adjusted to 2022 prices)	R\$ 4,0	R\$ 4,2	R\$ 5,8	R\$ 3,0	R\$ 2,7	R\$ 3,1	R\$ 3,1	R\$ 4,3
% of ISP in the environment (in communities)	5,8%	NE	0,1%	0,2%	1%	NE	1%	1%
% of companies with ISP in the environment (in communities)	31%	50%	55%	33%	NE	57%	NE	8%
% of companies with ISP in fauna and flora protection	15%	30%	18%	SD	SD	SD	SD	SD
Reference years	2014	2013	2012	2011	2010	2009	2008	2007
Total value in ISP (in billions of reais, adjusted to 2022 prices)	R\$ 3,7	R\$ 3,3	R\$ 4,4	R\$ 3,7	R\$ 3,2	R\$ 2,8	R\$ 2,3	R\$ 1,9
% of ISP in the environment	3%	4%	12%	4%	5%	6%	6%	5%
% of companies with ISP in the environment	4%	71%	30%	NE	55%	NE	NE	NE

NE = unspecified, included in the “Other” category in the report; SD = no data.

Sources: Cardoso (2008), Oliveira (2009), Peliano (2010), BISC (2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023).

An important point that stands out in the BISC reports are compulsory investments, called “Mandatory Social Applications”, which refer to socio-environmental applications imposed by law, administrative act or judicial decision, including obligations arising from environmental licensing and Terms of Adjustment of Conduct (TAC) (Benchmarking in Corporate Social Investment, 2023). Analyzing the historical series of BISC reports, it was found that the majority of compulsory investments are intended for environmental actions (Table 2), including: preservation of natural areas, recovery of degraded areas, forest management/reforestation, preservation of flora and fauna, conservation of water sources, environmental education, awareness/mobilization campaigns, management/control of solid waste and recycling, reduction of greenhouse gas emissions, ecotourism, environmental monitoring and preparation of communities to face extreme weather events. If the environmental area prevails in companies' Mandatory Social Applications, this directly reflects the need to mitigate or compensate for impacts arising from their projects, and may be related to the low voluntary investment observed.



Table 2

Total value of Mandatory Social Applications of companies participating in the BISC survey (2007 to 2022) and percentage in the environment

Reference years	2022	2021	2020	2019	2018	2017	2016	2015
Total value of compulsory social investment (in billions of reais, not adjusted for inflation)	R\$ 10,8*	R\$ 1,9	R\$ 1,2	R\$ 1,7	R\$ 1,0	R\$ 2,3	R\$ 3,0	R\$ 0,67
% of compulsory actions in the environment (in the community and in the company)	33%	44%	17%	12%	1%	53%	75%	3%
Reference years	2014	2013	2012	2011	2010	2009	2008	2007
Total value of compulsory social investment (in billions of reais, not adjusted for inflation)	R\$ 0,5	SD	R\$ 2,5	R\$ 2,0	R\$ 0,7	R\$ 0,48	SD	SD
% of compulsory actions in the environment (in the community and in the company)	42%	80%	84%	89%	58%	79%	SD	SD

*unprecedented volume, resulting from specific companies, not being disseminated.

NOTE: information on the total values applied was impaired in the 2015 and 2018 BISC editions.

SD = no data.

Sources: Cardoso (2008), Oliveira (2009), Peliano (2010), BISC (2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023).

The BISC reports from 2022 to 2018 provided information about companies' performance in the SDGs from the perspective of the 2030 Agenda. According to the BISC 2022 Report, 63% of companies responded that they have projects in SDG 6, observing a gradual increase in companies with projects with this objective (Table 3).

Table 3

Companies' performance in SDG 6 from the perspective of the 2030 Agenda according to BISC surveys from 2018 to 2022

Reference years	Percentage of companies				
	2022	2021	2020	2019	2018
It has a project related to SDG 6 and incorporates the perspective of the 2030 Agenda	63%	45%	27%	29%	38%
It has a project related to SDG 6, but without incorporating the perspective of the 2030 Agenda	SD	18%	18%	29%	13%
There is no project related to SDG 6	SD	36%	55%	43%	50%

SD = no data.

Sources: BISC (2019, 2020, 2021, 2022, 2023).

4.2 GROUP OF INSTITUTES, FOUNDATIONS AND COMPANIES (GIFE)

GIFE – Group of Institutes, Foundations and Companies was born as an informal group, in 1989, from a philanthropy committee formed at the American Chamber of Commerce of São Paulo. In 1995, it became a non-profit organization, being the first in South America to bring



together private social investors, whether they are companies or corporate or independent CSOs (Grupo de Institutos, Fundações e Empresas, n. d.). Currently, there are 160 members, represented by companies and foundations, institutes or philanthropic funds - corporate, family or independent, which together contributed R\$5.3 billion in social investment in 2020, according to data from the GIFE 2020 Census (Group of Institutes , Foundations and Companies, s. d.).

The GIFE Census is a survey carried out since 2001, self-declaratory and voluntary, every two years, which provides a general overview of ISP in Brazil, its main characteristics and trends, providing support to the actions of social investors. The census is based on indicators such as types of social investors and operating environment; financial resources; operating modes; focuses of activity; relationship with other actors and coordination between peers; institutional management; monitoring, evaluation and communication (Group of Institutes, Foundations and Companies, n. d.).

Unlike the BISC survey, the GIFE censuses report the percentages of respondents who worked in different areas, but not the percentage of financial resources invested in each of them, with the exception of the 2022-2023 and 2005-2006 Censuses. The percentage of respondents with ISP in the environment, in the historical series of the GIFE Censuses from 2005-2006 to 2022-2023, varied between 23% and 58%, with an average of 42% over the years (Table 4). In 2018 and 2020, this area was subdivided into “Urban environment and sustainability” and “Natural environment and sustainability”.

Table 4

Evolution of Private Social Investment (ISP) by companies participating in the GIFE Census (2005-2006 to 2022-2023) and percentage of companies operating in the environmental area

GIFE CENSES		2023 2022	2020	2018	2016	2014	2011 2012	2009 2010	2007 2008	2005 2006
Environment*	Urban environment and sustainability	26%	40%	47%	47%	48%	43%	58%	46%	25%
	Natural environment and sustainability	23%	45%	42%						

*in 2018 the environment area was subdivided into two categories.

Sources: Brettas (2021); GIFE (2019); GIFE (2017); Degenszajn, Santiago & Rolnik (2015); GIFE (2013); GIFE (2010); GIFE (2008); GIFE (2006).

The 2022-2023 Census presents the percentages of respondents by priority focus of activity and only 5% indicated “Natural environment and sustainability” and 2% “Urban environment and sustainability”. Exceptionally, this census presented the value of investments



by area and “Natural environment and sustainability” represented only 3.91% and “Urban environment and sustainability” only 1.88%, for a total of R\$ 4.78 billion in ISP (R \$187 million and 90 million, respectively). By way of comparison, the area of “Formal Education” received R\$1.529 billion and “Non-formal Education” received R\$452 million (32% and 9.45%, respectively) (Group of Institutes, Foundations and Companies, 2023). The 2005-2006 Census also presented the value of investments by area and “environment” represented 2.95%, just over R\$18 million in a total of R\$614 million in that period (Grupo de Institutos, Fundações e Empresas, 2006). These values corroborate the low percentages of investments in the environmental area presented in BISC surveys.

In the 2018 census, a breakdown of the ISP in the environment was presented and the water theme represented only 8% and 6% of projects in the “natural environment and sustainability” and “urban environment and sustainability” categories, respectively. In this same census, 82% and 88% of respondents said they did not have a focus on “natural environment and sustainability” and “urban environment and sustainability”, respectively, in any of their most representative projects (Grupo de Institutos, Fundações e Empresas, 2019) . Regarding the SDGs, the 2020, 2018 and 2016 Censuses provided detailed information about the respondents' activities and 21%, 20% and 19% said they had projects on SDG 6, respectively, which represents a small portion of ISP in the universe of SDGs.

4.3 CORPORATE WATER MANAGEMENT AND PRIVATE SOCIAL INVESTMENT IN SDG 6

The data collection from BISC and GIFE, described in the previous item, resulted in a list of 21 participating companies, excluding duplicates that participate in both: Alphaville, Banco do Brasil, BRF, BRK Ambiental, Cargiill, Casas Bahia, Coca-Cola Brasil, Estre, Gerdau, Iguá Saneamento, Invepar, Neoenergia, Raiadrogasil, Santander, Serasa Experian, Solar Coca-Cola, Toyota, United Health Group, Vale, Vivo, Votorantin Cimentos. General information was collected about these companies and data extracted from their sustainability reports, or similar, on water management and ISP related to SDG 6 (Table 5).



Table 5

General information about the 21 companies participating in BISC and GIFE, data on water management and ISP related to SDG 6 extracted from their sustainability reports, or similar (base year 2021)

Companies	Nationality	Branch	Segment	1	2	3	4	5	6	7	8	9	10	11
Alphaville	BR	S	Construction	x	-	x	x	x	x	x	x	x	x	-
Banco do Brasil	BR	S	Bank	x	-	x	x	x	x	x	-	-	x	x
BRF	BR	I	Foods	x	-	x	x	x	x	x	-	x	-	-
BRK Environmental	BR	S	Sanitation	-	x	-	x	x	x	x	-	-	x	x
Cargill	ES	I	Agroindustry	x	x	-	x	x	x	x	-	-	x	x
Casas Bahia	BR	C	Furniture and appliances	x	-	x	x	-	x	x	-	-	-	-
Coca-Cola Brazil	ES	I	Drinks	x	x	x	-	-	x	x	x	x	x	x
Estre	BR	S	Waste	x	-	x	-	-	-	-	-	-	-	-
Gerdau	BR	I	Mining	x	x	-	x	x	x	x	x	x	x	-
Iguá Saneamento	BR	S	Sanitation	x	-	x	x	x	x	x	-	x	x	x
Invepar	BR	S	Highway, subway and airport concessions	x	-	x	x	x	-	x	-	-	x	-
Neoenergia	ES	S	Energy	x	x	x	x	x	x	x	x	x	x	x
Raiadrogasil	BR	C	Pharmaceutical	-	-	x	x	x	-	x	-	x	x	-
Santander	ES	S	Bank	-	x	-	x	x	x	x	x	x	x	x
Serasa Experian	BR	S	Financial services	-	x	x	-	-	-	-	-	-	-	-
Solar Coca-Cola	ES	I	Drinks	-	x	-	x	x	x	x	-	x	x	x
Toyota	ES	I	Automotive	x	-	x	x	x	x	x	x	x	-	x
United Health Group	ES	S	Health	-	x	-	-	-	-	-	-	-	-	-
Vale	BR	I	Mining	x	x	x	x	x	x	x	x	x	x	-
Vivo	BR	S	Telecommunications	x	x	-	x	-	x	x	x	x	x	-
Votorantin Cimentos	BR	I	Cement	x	x	-	x	x	x	x	x	-	-	x

National. = Nationality; BR = Brazilian; ES = Foreign; S = Service; I = Industry; C = Commerce

Key columns: 1. Has a foundation or institute based in Brazil. 2. Participate in BISC. 3. Participate in GIFE. 4. Cites the SDGs in your Report; 5. Cites SDG 6; 6. Cites water crisis; 7. Mention measures to reduce and efficiency water consumption; 8. Mention rainwater harvesting; 9. Mention water reuse; 10. Uses GRI indicators for water; 11. Cites Private Social Investment in SDG 6.

Source: Company Sustainability Reports

The general information collected about the 21 companies identified that 66.6% (14) are Brazilian and 33.3% (7) are foreign. The predominant branch was services with 52% (11), followed by industry, with 38% (8), and commerce, with 9.5% (2) of companies. A good proportion, 71% (15), have a foundation or institute based in Brazil. Regarding sustainability reports, 90% (19) of companies were published on their websites, generally under the “sustainability” tab. Only two companies did not have a report, Estre and Serasa Experian, and were not considered in the data collection. Of the 19 reports analyzed, all were in Portuguese. In relation to the reference year, 2021 predominated in 89% (17), and 2020 in two companies.

Regarding water management, 84% (16) of companies mentioned the issue of the water crisis, and the vast majority, 94% (18), cited measures for efficiency and reduction of water



consumption, including reuse, 63% (12), and rainwater capture, 47% (9). Regarding the GRI Standards, three companies, Toyota, United Health Group and Votorantin Cimentos, did not use them in their reports; and two used it, but not for water, BRF and Casas Bahia. Among the GRI indicators used by the 14 companies on the topic of water, the most cited was 303-5, on water consumption, by 71%. Only three companies used all indicators – GRI 103 and 303, on the topic of water in their reports, Cargill, Gerdau and Vale. Regarding biodiversity indicator 304-3, which deals with protected or restored habitats, it was cited by six companies (43%).

Regarding the Sustainable Development Goals, most companies, 89% (17), mentioned them as sustainability guidelines in their reports, and 79% (15) mentioned SDG 6. The 19 companies mentioned that they carry out Investment Private Social (ISP), mainly in education and health, and just over half, 52% (10) cited ISP related to SDG 6: six companies with actions in goal 6.6 Protect and restore ecosystems; five companies with actions in target 6.1 Drinking water for all; three in target 6.2 Sanitation for all; and one in target 6.3 Improve water quality (Table 6).

Table 6

List of companies that have Private Social Investment (ISP) in SDG 6, respective SDG 6 targets and description of actions

Companies	SDG 6 targets	SDG 6 Related ISP Description
Banco do Brasil	6.1 Drinking water for all	Bem Viver no Semiárido Project - improving water, health issues and food and nutritional security for family farmers.
BRK Environmental	6.2 Sanitation for all	WIL Brasil – innovation laboratory for engaging young people and potential leaders on water and sanitation challenges.
Cargill	6.1 Drinking water for all	Guardians of Meia Ponte Project - protection of the river that supplies the company with recovery and preservation actions.
Coca-Cola Brasil	6.2 Sanitation for all	Guardians of Meia Ponte Project - protection of the river that supplies the company with recovery and preservation actions.
Iguá Saneamento	6.6 Protect and restore ecosystems	Bolsa Floresta Program - conserve and protect the forest in a strategic region in the Amazon for the formation of flying rivers and the country's climate balance.
Neoenergia	6.6 Protect and restore ecosystems	Adopt a Spring Program - aims to recover native vegetation in Permanent Preservation Areas (APP) of springs and watercourses in a situation of degradation.
	6.6 Protect and restore ecosystems	Access to quality water for human consumption and production and the expansion of capacities of families in the remaining quilombo communities.
Santander	6.1 Drinking water for all	Reforestation in the regions surrounding hydroelectric plants, ensuring preservation, maintenance and increase of local flora, as well as recovery of river sources, in the three main Brazilian biomes (Amazon, Atlantic Forest and Cerrado).
Solar Coca-Cola	6.6 Protect and restore ecosystems	Sustainable Station – implementation of water reuse at the Vila Olímpia station, in the city of São Paulo.



Votorantin Cimentos	6.3 Improve water quality	Water+Access - contribute to expanding and improving access to treated water in rural and isolated communities.
	6.1 Drinking water for all	Decent Housing - increase the number of decent housing for the low-income population, water and sanitation.
Toyota	6.1 Drinking water for all	Legado das Águas is the largest private Atlantic Forest reserve in Brazil, with 31 thousand hectares, and aims to protect the forest, develop scientific research, produce native plants and ecotourism.

Source: Companies' Sustainability Reports (see Table 5)

According to Brettas (2019), the ISP's possibilities for action on the water issue are diverse and may include conservation of basins and land use; access to water and sanitation; improvement of water use by productive sectors; strengthening water resources governance; production and dissemination of knowledge on the topic of water, river basins and sanitation; and raising awareness in society.

According to the Group of Institutes, Foundations and Companies (2021), the ISP is a driving agent for the transformation of society and, in relation to the water crisis, investors can contribute by: enabling stages and processes that qualify the restoration chain; proposing and supporting projects to conserve natural areas; encouraging the adoption of conservation practices by rural producers; and the promotion of investments in natural infrastructure aimed at water management.

5 CONCLUSION

Surveys of the historical series of the BISC Reports - Benchmarking in Corporate Social Investment and the GIFE Censuses - Group of Institutes, Foundations and Companies, demonstrated that Private Social Investment (ISP) in the environment in Brazil is one of the areas that receives the least resources, even though it is an increasingly urgent topic given the challenges currently faced such as the climate crisis and the collapse of ecosystems.

It was observed that the environmental area prevailed in the mandatory socio-environmental applications of companies participating in BISC, meaning that companies have carried out projects under legal imposition, to compensate for their impacts and damage to the environment. According to Safatle et al. (2019), while expectations rise for a stronger contribution to the climate, water and renewable energy agendas, the ISP faces new challenges in Brazil, such as gaining more transparency, relevance and scale.

Of the 19 companies analyzed, only ten had an ISP related to SDG 6, with target 6.6, which deals with the protection and restoration of water-related ecosystems, having the greatest



performance, by six companies. Brazil has faced severe water crises in the largest urban centers and this may have led companies to act to conserve water beyond their walls, understanding the complexity of water security in a scenario of climate change and degradation of supply sources.

There will be no government capable of solving and taking care of the problems and growing demands for water security alone and the ISP can play an important role in this scenario. The private sector is a large consumer of drinking water and the perspective of sustainability in this century requires new forms of corporate water management, beyond company walls and legal impositions.

ISP in the environment in Brazil is still not very representative, but there are cases to be studied, such as those identified in this research, and made a reference for other companies. It is recommended that further research on ISP in the environment can be developed and that the effectiveness of voluntary corporate projects related to SDG 6 can be investigated in greater depth.

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