

# The Amazon Deforestation

## The role of investors and their clients

Dr Grace Iara Souza

SRI Services & Partners 'Screened Themed and Engaged  
Annual Event, 9<sup>th</sup> October 2019'

On the brink

# The Amazon is approaching an irreversible tipping point

*The results would be disastrous, for Brazil and for the world*



Bloomberg

[Print edition](#) | [Briefing](#) >

Aug 1st 2019 | NOVA XAVANTINA AND SANTARÉM



THE AMAZON basin, most of which sits within the borders of Brazil, contains 40% of the world's tropical forests and accounts for 10-15%

# Earth is a spaceship, and the Amazon is a crucial part of our life-support system, creating up to 20% of our oxygen. Here's why we need the world's largest rainforest.

Morgan McFall-Johnsen Aug 24, 2019, 1:58 PM





WORLD NEWS 29/08/2019 14:47 BST



# The Entire Global Economy Is Complicit In The Destruction Of The Amazon

Hundreds of global corporations have promised to help limit deforestation. None of them is meeting that goal.

By Travis Waldron, Chris D'Angelo, HuffPost US



**PRESIDENT JAIR BOLSONARO HAS  
PLEGGED TO MOBILISE THE ARMY  
TO HELP COMBAT THE BLAZES**

REUTERS

Name any fast-food restaurant, personal care product or home good you have bought recently, and chances are it contributed to the deforestation of the Amazon. Now name a big bank – any big bank, really. More than likely it has helped finance that destruction.

Furniture companies like IKEA and La-Z-Boy, and footwear giants like Nike,



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# Complicity in Destruction II:

**HOW NORTHERN CONSUMERS AND FINANCIERS  
ENABLE BOLSONARO'S ASSAULT ON THE BRAZILIAN AMAZON**





# Photos show huge climate-change protests around the world, which have spread across continents as millions strike to demand action

Rosie Perper, Sinéad Baker and Sara Kiley Watson Sep 20, 2019, 11:30 PM







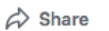
### Flourishing Diversity Series

• 26 September • Edited •

Almost (!) all the delegates who attended the [Flourishing Diversity Series](#) in London in Sept. Uniting representatives from the Guarani (Brazil and Argentina), Ashaninka (Brazil and Peru), Bishnoi and Idu Mishi (India), Arhuacho (Colombia), Jul'hoan Khoisan (Namibia), Sami (Sweden), Lakota (S.Dakota), Maori (New Zealand), Ifa/Orisha (West Africa) and Mayan (Mexico). — with Mahesh Sufi and Elin Teilus.

33

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# On the Global Day of Action for the Amazon, companies must look at their role in fuelling the Amazon fires



Global Canopy

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Helen Burley



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## THE CHALLENGE

**A relatively small number of companies, investors, governments and other actors have an outsized influence on tropical deforestation.**

Whether it is through production, manufacturing, retail or investment in companies in forest risk supply chains, these 'powerbrokers of zero deforestation' have an opportunity to make a major contribution to ending large-scale tropical deforestation. However, commitments to identify and act upon this opportunity, and the associated risks of inaction, have often been weak or entirely absent due to a lack of assessment and scrutiny.



# Revealed: rampant deforestation of Amazon driven by global greed for meat

Animals farmed is supported by



About this content

**Dom Phillips and Daniel Camargos in São Félix do Xingu, Andre Campos in São Paulo, and Andrew Wasley and Alexandra Heal in London**

Tue 2 Jul 2019 14.01 BST



22,993





02.07.19 FOOD AND DRUGS > FOOD AND FARMING

# JBS: THE BRAZILIAN BUTCHERS WHO TOOK OVER THE WORLD

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If you eat meat, you probably buy products made by one Brazilian company. A company with such power it can openly admit to having bribed more than 1,000 politicians and continue to grow despite scandal after scandal. And you've probably never heard of it.

Meat is now the new commodity, controlled by just a handful of gigantic firms which together wield unprecedented control over global food production. The Bureau has been investigating the biggest of all: JBS, a Brazilian company which slaughters a staggering 13 million animals every single day and has annual revenue of \$50bn.

When it comes to scandals, you can take your pick — during its rapid rise to become the world's biggest meatpacker, JBS and its network of subsidiaries have been linked to allegations of high-level corruption, modern-day "slave labour" practices, illegal deforestation, animal welfare violations and major hygiene breaches. In 2017 its holding company agreed to pay one of the biggest fines in global corporate history — \$3.2bn — after admitting bribing hundreds of politicians. Yet the company's products remain on supermarket shelves across the world, and its global dominance only looks set to grow further.

Published July 2 2019

By [Andrew Wasley](#), [Alexandra Heal](#),  
[Lucy Michaels](#), [Dom Phillips](#),  
[André Campos](#), [Diego Junqueira](#),  
[Claire Smyth](#), [Rory Winters](#)



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**The worst company in the world. We recognize that this is an audacious claim. But when it comes to addressing the most important problems facing our world, including the destruction of the natural environment, the pollution of our air and water, the warming of the globe, the displacement of Indigenous peoples, child labor, and global poverty, Cargill is not only consistently in last place, but is driving these problems at a scale that dwarfs their closest competitors.**

That Cargill would make a grand commitment and then ignore it shouldn't be a big surprise.

From having their membership in the Chicago Board of Trade suspended shortly after incorporating for trying to corner the market on corn and artificially drive up its price, to being responsible for the distribution of more than 150,000 pounds of contaminated beef to supermarkets just last year — Cargill has a long and sordid history of duplicity, deception and destruction. Just



## Petition

# Demand the EU & UN sanction Brazil to halt increased deforestation of the Amazon

The government of Brazil led by Bolsonaro favour the development of the Amazon rainforest over conservation, escalating deforestation.

Deforestation threatens indigenous populations who live in the forest, loss of a precious and complex ecosystem and a vital carbon store that slows global warming.

► [More details](#)

**Sign this petition**

**122,595** signatures

[Show on a map](#)

100,000



## Parliament will debate this petition

**Parliament will debate this petition on 7 October 2019.**

You'll be able to watch online on the [UK Parliament YouTube channel](#).



## Government responded

This response was given on 30 September 2019





## The Amazon is burning: No to EU-Brazil trade deal!

To the Ministers of Trade, Environment and Agriculture of the EU countries and all European leaders

### Petition

Given the well documented deforestation, human rights violations, and the refusal to respect climate commitments, we call on all European leaders to halt negotiations for an EU-Mercosur free trade agreement, especially with Brazilian

First name:

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Country:

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**220,911**  
of 250,000 signatures



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# Ricardo Salles to meet with European chemical and car giants



Exclusive: Leaked agenda shows Brazil's environment minister will meet with BASF, Bayer, VW and British fossil fuel and mining interests next week



28.09.2019 by **Joe Sandler Clarke**

@JSandlerClarke



Ricardo Salles has been a key figure in Jair Bolsonaro's government. Photo: Carolina Antunes/PR

## More on Brazil

- Jair Bolsonaro's government blocked funding for fire prevention
- Brazil pesticide approvals soar as Jair Bolsonaro moves to weaken rules
- #PrayforAmazonia: why Brazil's forest fires turned Sao Paulo's skies black

Brazil's environment minister will meet with German pesticide and car giants, as

# "Stop Brazil's Genocide": protestors target Brazil's Minister Salles during UK visit

October 3, 2019



## Tribe

Brazilian Indians



## Video clip

Interview with Kayapó leader Raoni Metuktire



IDEAS

# Follow the Money to the Amazon

Who is profiting from the development that led to these fires?

SEP 4, 2019

**Anna Lappé**

Author of *Diet for a Hot Planet*



preventable  
surprises

The Intercept



88

Trucks drive alongside scorched fields on the BR-163 highway in the state of Mato Grosso, Brazil, on Aug. 23, 2019. Photo: Leo Correa/AP

# A TOP FINANCIER OF TRUMP AND MCCONNELL IS A DRIVING FORCE BEHIND AMAZON DEFORESTATION



Ryan Grim

August 27 2019, 4:53 p.m.

[LEIA EM PORTUGUÊS →](#)

**TWO BRAZILIAN FIRMS** owned by a top donor to President Donald Trump and Senate Majority Leader Mitch McConnell are significantly responsible for the ongoing destruction of the Amazon rainforest, carnage that has developed into raging fires that have captivated global attention.

The companies have wrested control of land, deforested it, and helped build a controversial highway to their new terminal in the one-time jungle, all to facilitate the cultivation and export of grain and soybeans. The shipping terminal at Miritituba, deep in the Amazon in the Brazilian state



# 230 Investors with USD \$16.2 trillion in AUM Call for Corporate Action on Deforestation, Signaling Support for the Amazon

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[230 Investors with USD \\$16.2 trillion in AUM Call for C...](#)



September 18, 2019 | [Deforestation](#)

Today, 230 institutional investors representing USD \$16.2 trillion in assets under management are calling on companies to take urgent action in light of the devastating fires in the Amazon, which have been fueled in part because of the deforestation happening at an alarming rate in Brazil and Bolivia.

"It is with deep concern that we follow the escalating crisis of deforestation and forest fires in Brazil and Bolivia," the investors wrote in a statement released today. "As investors, who have a fiduciary duty to act in the best long-term interests of our beneficiaries, we recognise the crucial role that tropical forests play in tackling climate change, protecting

# Greenwish: The Wishful Thinking Undermining the Ambition of Sustainable Business, by Duncan Austin

Raj Thamotheram | 22 July 2019

[Blog & Articles, Publications](#)

I'm pleased to post an original essay, **Greenwish: The Wishful Thinking Undermining the Ambition of Sustainable Business**, by Duncan Austin (available [here](#)). Duncan has been active in the sustainability field for 25 years, initially at an environmental NGO and then at a sustainable investment firm. This dual experience gives Duncan a unique insider perspective and he now researches and writes as an independent.

In the essay, he argues that the two-decade-old sustainable business movement has reached a major crossroads. On one hand, the sector seems to be thriving: a quarter (some say 50%) of global financial assets are now managed sustainably, and chief sustainability officers are common. Yet, in the real world, global environmental metrics continue to deteriorate. Global CO2 emissions are re-accelerating and the UN has just reported that ecosystem health is declining at rates unprecedented in human history.

How does Duncan explain the divergence of these trends? He proposes that 'greenwish' – the earnest hope that voluntary sustainability efforts are much closer to achieving the necessary change than they really are – is our sector's key challenge today. Greenwish may, he says, be as problematic as it's more cynical cousin, greenwash because it is much more widespread and fuelled by good intentions.

Without doubt, there has been a big increase in SRI (or ESG investing) over the last 20 years but it has also coincided with ever more rigorous application of SVM (shareholder value maximization). And as Duncan illustrates, SVM trumps SRI.

I started Preventable Surprises when I realized that investors are the primary enablers of dysfunctional corporate and market behaviour and that the ESG "project" as it has become commonly understood is not on track to change this. Duncan warns that unless the CSR/ESG industry acknowledges its limitations, it could divert energy from the only form of change – systemic policy change – that can now address our environmental challenges fast enough.

Raising a problem is useful but even more so when you show a way forward. Duncan believes that companies and investors who are genuinely





**Greta Thunberg** ✓

@GretaThunberg



"People are suffering. People are dying. Entire ecosystems are collapsing. We are in the beginning of a mass extinction. And all you can talk about is money and fairytales of eternal economic growth. How dare you!" My speech in UN General Assembly in print [theguardian.com/commentisfree/...](https://theguardian.com/commentisfree/...)



**If world leaders choose to fail us, my generation will never for...**

We are in the middle of a climate breakdown, and all they can talk about is money and fairytales of eternal economic growth, says [theguardian.com](https://theguardian.com)

preventable  
surprises

**Thank you!**

Dr Grace Iara Souza

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♡ 142K 4:13 PM - Sep 23, 2019

