



Rio+20 Report

The Brazilian Model

Sustainability Report of the
Organization of Rio+20

Memory and Legacy of Rio+20

- Aware of the intrinsic challenges of organizing such a mega event, the Brazilian Government created, through Decree 7.495 (from June 7th 2011), the National Organizing Committee of Rio+20 (NOC Rio+20)
- An executive body, related to the Minister of Foreign Affairs of Brazil

Organization of Rio+20: Facts and Numbers

- 80 Heads of State were present
- 7 Vice-Presidents
- 9 Deputy Prime Ministers
- 4 Members of Royal Families
- 487 Ministers of State

- 191 UN Member States sent Official Delegations
- 2 Observer Countries
- 85 International Organisms and Specialized Agencies

Public Participation:

- Riocentro: 45.763 credentials emmited
- Parque dos Atletas: 171.000 accesses
- Píer Mauá: 135.000 accesses
- Arena da Barra: 18.000 accesses
- Galpão da Cidadania: 20.000 accesses
- Museu de Arte Moderna (MAM): 40.000 accesses
- Arena Socioambiental and Peoples Summitt:
300.000 accesses

Logistics

- More than 3.000 landings and takeoffs
- 500 receptive professionals
- 665 executive vehicles, 89 of them armored
- Dedicated vehicles for disabled people
- 359 buses
- Under the coordination of NOC Rio+20, worked 5.000 people
- To deal with the services needed on Host Country Agreement, NOC Rio+20 hired 1.600 staff
- Security Forces involved 25.000 military agents

Side Events and Built Up Area

- More than 6.000 side events throughout Rio de Janeiro
- 488 side events only in Riocentro
- 280 bilateral events between Brazilian and foreign authorities
- 100.000 m² of additional built up area in Riocentro, which complemented the existing 571.000 m²
- Rio+20 used double the area available during Rio-92
- Parque dos Atletas: 45.000 m²
- Píer Mauá: 18.000 m²
- Galpão da Cidadania: 6.000 m²
- MAM and all its internal and external area accupied

Connectivity

- NOC Rio+20 installed in Riocentro the largest wireless network for events in Brazil
- Up to 30.000 simultaneous accesses

Innovation

- The biggest innovation of NOC Rio+20 on organizing the event was to do so considering the three pillars of Sustainable Development on its planning and execution activities
- The origin of the Coordinations of Sustainability, Social Inclusion and Accessibility and Development of Partnerships

The Environmental Pillar

Strategy of Sustainability based on nine dimensions:

- Greenhouse Gases (GHG) Management
- Solid Waste Management
- Sustainable Procurement
- Water Management
- Energy
- Sustainable Buildings
- Sustainable Tourism
- Transportation
- Sustainable Food

The work developed in all dimensions were complemented by a strategy of communication

Greenhouse Gases Management

- Model based on common but differentiated responsibilities
- Measuring: Two inventories (*ex ante* and *ex post*).
- Sources considered: Usage of fuel in official sites, usage of fuels from official fleet, consumption of electricity in official sites and waste disposal.
- Compensation: Based on Certificates of Emissions Reductions (CERs) from Clean Development Mechanisms (CDM) from Kyoto Protocol.
- NOC Rio+20 compensated all emissions associated to the organization of the conference
- Compensation of air travels: Made possible, in partnership with UNDP Brazil and Caixa (a Brazilian bank), through an online voluntary mechanism
- Official Suppliers of CERs: Novo Gramacho – Gas Verde, Tractebel Energia – GDF Suez, Estre, Plantar, Rima, Vallourec & Mannesmann of Brasil and State of Rio - Rio Municipality - Haztec

Solid Waste Management

- First mega event in Brazil to consider a Plan of Solid Waste Management, according to the national law on the subject
- Simple Selective Waste Collection: Recyclable (blue bin - 52 tons), Non-recyclable (grey bin – 210 tons), compostable (24 tons) and Batteries and Mobiles (orange bin)
- First of a series of recent Brazilian great events that the media made only positive considerations
- 69 recyclable waste pickers were specially trained to work as environmental educators
- 22 Cooperatives of recyclable waste pickers joined the efforts of NOC Rio+20

Sustainable Procurement

- 80% of these processes considered sustainability criteria, summing up US\$ 77,5 million
- A special commission was created to help supervising compliance of contracts
- NOC Rio+20 has managed one of the greatest processes of Sustainable Procurement of Brazilian Federal Government since 2010

Water Management

- 12,6 millions of liters of water consumed during Rio+20 (29,3 liters per person)
- 160 thousand liters of drinking water consumed
- 650 water saver devices installed
- Approximately 2 million liters of water saved (4,3 liters per person)
- At Rio+20 it was possible to monitor online the water consumption of three official sites: Riocentro, Parque dos Atletas and MAM

Energy

- Power generators supplied most of the electricity consumption in official sites (approx. 2.000 MWh)
- Aprox. 63% of the fuel used in the power generators was diesel B20 (with 20% of biodiesel), for the first time in mega events in Brazil
- NOC Rio+20 efforts to save energy resulted in 16,5 MWh of electricity saved only in Riocentro

Sustainable Buildings

- NOC Rio+20 published guidelines for more sustainable temporary buildings
- 68% of wood used was certified
- 87% of light bulbs and 57% of air conditioning devices used have the highest level of energy efficiency
- 78% of flooring used considered sustainability criteria, saving 400 m³ of wood

Sustainable Tourism

- To mobilize hoteling sector, NOC Rio+20 published guidelines of sustainability for hotels
- Green Passport Program was the main tool to reach the tourist
- 50.000 guides were distributed in the official kit for participants
- The contents of the Program were available in the official app of the Conference

Transportation

- Use of fuels by the official fleet: 48% ethanol, 32% gasoline E20 (with 20% of ethanol) and 20% diesel B5 (with 5% of biodiesel)
- Official mass transportation system was fueled by a diversity of technologies and options, such as hybrid or sugar-cane diesel buses, second generation ethanol vehicles and subway passes for participants
- Bike racks were installed additionally to Rio's existing infrastructure for bicycles

Sustainable Food

- NOC Rio+20 published guidelines of sustainability for food court companies
- 50% of Riocentro's restaurants and snack bars offered organic food
- 90 liters of used palm oil became biodiesel

Communication for sustainability

- Based on National Law on Environmental Education
- Created to inform the participants on the efforts of NOC Rio+20 to make a more sustainable Conference
- Signaling was the main tool to achieve the goal
- Information was made public through the official website and press releases

The Social Pillar

Based on four dimensions:

- Sustainable Communities
- Culture
- Volunteering
- Accessibility

Sustainable Communities

Five locations with Pacification Police Units:

- Babilônia/Chapéu Magueira
- Cantagalo/Pavão-Pavãozinho
- Cidade de Deus
- Rocinha/Vidigal

Seven projects of social inclusion about Rio+20 selected:

- ECO Rede: Debates on how to link the Conference to community's reality
- Bate-Papo Favelas: Empowerment of local leaderships
- Surf Bus Ambiental: Promotion of aquatic sports and sustainability
- Rio Sustentável: Simulation of Rio+20 in the community
- Rocinha + Verde: Workshops with local people about the themes of the Conference
- Favela + Limpa: Workshops on recycling to create art
- Workshops on Recycling: Environmental education about recycling

Culture

- Culture as a way to promote social inclusion, in partnership with UNDP Brazil
- Galpão da Cidadania was the main hub of Culture at Rio+20

Projects supported by NOC Rio+20:

- CucaA
- Rocinha de Fênix+20
- Marking memory and history of Rocinha through art
- Eco Periphery Exhibition
- Aldeia Global: It's all ours!
- Marco infantil
- Support to development of Favela Museum
- Grupo Corpo em Movimento
- Projeto Imagem – Identidade: Entrelaces
- UltraPPasse
- Pintando o Sete com Portinari
- We residents on the picture
- Folkloric Company Brincantes
- Juvenile Ecumenical Choir of Good Will

Cultural events supported by NOC Rio+20 in the official agenda of the Conference:

- Video exhibition Brasil Cerrado – Siron Franco
- Samba in Riocentro – Sururu na Roda
- Film festival Rio+20: Sustainability in 24 frames
- Musical A Brazil for beginners – Abel Gomes
- Gala Concert at Municipal Theater – Heitor Villa-Lobos and Francisco Mignone
- Concert I Want my Future – Maestro João Carlos Martins, Bachiana Orchestra and Voices of Children from Rio Orchestra

Accessibility

- Based on UN Convention on the Rights of Persons with Disabilities
- 1380 meters of tactile flooring
- 90 ramps
- 3284 hours of dedicated services to persons with disabilities
- NOC Rio+20 website was accessible accordingly to norms of Accessibility Model of Electronic Government
- First time in Brazilian mega events that accessibility was one the pillars of organization

Program of Volunteering

- Created in partnership with UNDP Brazil
- Volunteering as a way to mobilize local people for Rio+20
- 1191 volunteers from all over the country
- Most of them from low income families
- 26 volunteers specialists on Brazilian Sign Language (LIBRAS)
- 110 volunteers specially trained to assist logistics of sustainability
- NOC Rio+20 encouraged persons with disabilities to volunteer

Sustainable Development Dialogs

- Ten topics debated: Unemployment, decent work and migrations; Sustainable development as an answer to the economic and financial crises; Sustainable development for fighting poverty; The economics of sustainable development, including sustainable patterns of production and consumption; Forests; Food and nutrition security; Sustainable energy for all; Water; Sustainable cities and innovation; Oceans
- Dialogs at Rio+20 as the pinnacle of a process initiated in April 2012 on an online platform, with participation of 12 thousand people.
- Average audience of 1,3 thousand people per day
- 30 recommendations were sent to Heads of State at the Conference

The Economic Pillar

- Partners to enhance NOC Rio+20's actions
- Strategic Partner: UNDP
- 13 partners in the categories: Official, Platinum, Diamond and Gold
- 17 Official Suppliers of products and services
- 7 Official Suppliers of CERs for compensation of GHG emissions

Strategic Partner



United Nations Development Program

- Present in Brazil since the 60's, UNDP has been tackling the specific challenges of the country through an integrated idea of development
- Rio+20 reinforced the need to accelerate the progress to achieve Millennium Development Goals (MDGs) and called the States and the peoples to create “Sustainable Development Goals” and UNDP is fully committed to make the international society to achieve these goals

Official Partners

Eletrobras – The main supplier of electricity in Brazil was present at Rio+20 with a building of 1600 m² in Parque dos Atletas



Petrobras – The biggest national oil company in the country, it supplied Rio+20 with the fuels needed by the logistic implemented



SEBRAE – Its mission is to promote small entrepreneurships in Brazil and supported NOC Rio+20 since its beginning



VALE – The national leader of mining sector supported other companies to engage on debates on side events of Rio+20



Platinum Partners

- Banco do Brasil
- Caixa



Diamond Partners

- Correios
- Oi



Gold Partners

- Banco do Nordeste
- BNDES
- FINEP
- Invepar
- Natura



Official Suppliers

- Banco da Amazônia
- BMW Group
- Braskem
- Nova CEDAE
- Coca-Cola Brasil
- Instituto Doe Seu Lixo
- Embraer
- Faber-Castell
- Foz do Brasil
- GL Events
- MAN Latin America
- Michelin
- SERPRO
- Suzano
- TAM Air Lines
- Píer Mauá
- Volkswagen



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