



WWF

SUMMARY

2011

WORKING TOGETHER
TO HELP PROTECT THE
WORLD'S FRESHWATER
RESOURCES

HSBC 
The world's local bank

Freshwater

BRAZIL WATER AND CLIMATE INITIATIVE

BACKGROUND

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Brazil has the greatest freshwater reserves of any nation with nearly 14% of the world's available freshwater. It is also home to the planet's largest continental wetland (the Pantanal) and flooded forests (the Amazon). The country is almost unrivalled in terms of freshwater biodiversity – the Amazon alone is estimated to be home to 3,000 species of fish, around four times as many as are found in any other river in the world.

In addition, Brazil's water resources also support over 190 million people and a booming emergent economy which grew by 7.5% in 2010.

Management of these water resources, particularly in an integrated manner, is a relatively new subject in Brazil. There are some truly groundbreaking policies that have been put in place, such as the National Water Resources Plan, and excellent examples of good water management, such as the work in the São João River Basin. However, there is still much work to be done.

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THREATS

While Brazil's National Water Resource Plan is among the most progressive in the world, there is an urgent need to replicate and implement water resource plans at the state and river basin levels and to build capacity in public bodies to ensure effective

implementation.

In 2010, Brazil witnessed its fastest economic growth in 24 years, bringing with it extra pressure on the country's natural resources, particularly water. Further hydropower expansion is planned to support the growing economy (and population), with likely negative impact on freshwater ecosystems.

Brazil will also be one of the countries hardest hit by climate change, and the country's unequally-distributed freshwater resources will be particularly severely impacted. As the Amazon experiences more extreme floods and droughts (such as the two 1 in 100 year droughts in Amazon that occurred in the last five years) and greater unpredictability of supply, the problems of overuse, poor management, deforestation and pollution of water sources that already leave 40 million people without access to clean drinking water, will be exacerbated.



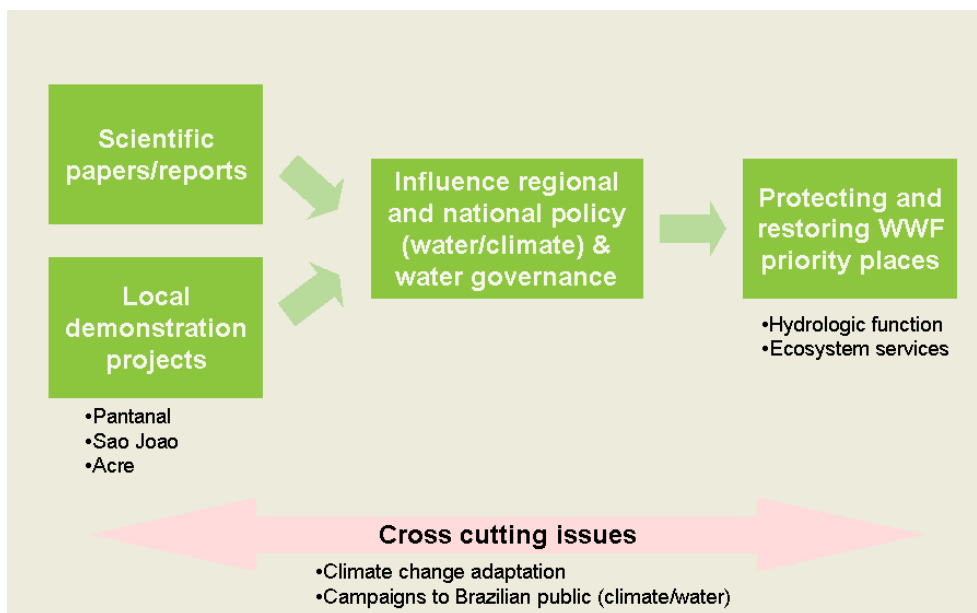
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PROGRAMME VISION

The HSBC Climate Partnership aims to take a local to global approach by carrying out demonstration projects and activities in priority areas (Amazon, Pantanal and Atlantic Forest) to support state and federal policy asks and provide exemplars to aid other river basin management institutions in developing basin management plans. Projects have been designed to promote good water governance and to build the resilience and adaptive capacity of the ecosystems and communities to climate change. In addition, through the partnership, WWF is developing a series of reports and tools in order to promote a more sustainable energy vision for Brazil - providing greater energy security and reduced pressure on freshwater ecosystem from hydropower development. Finally, a series of high profile campaigns will seek to raise awareness of water and climate issues among the Brazilian public.



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HCP IMPACTS

CLEANER WATER FOR OVER 600,000 PEOPLE

Through support to the Sao Joao Consortia, the HCP has leveraged over R\$300 million in investments to water treatment and environmental conservation resulting in a 80% decrease in pollution in emblematic Lake Aruruama- great news for 600,000 local residents and over 2 million tourists. São João, situated in Rio de Janeiro State, has become a national example of good river basin governance and a MoU will be signed between State Environment Agency and WWF to upscale good water management practices to other river basins. In addition, the São João work was presented at a national convention in 2010, attended by 160 river basin committees.

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CONSERVING THE PANTANAL'S MOST IMPORTANT SPRINGS

In the Pantanal, the world's largest freshwater wetland, a vulnerability assessment has highlighted the headwaters most important for maintaining the annual flood pulse. Climate change will exacerbate existing stresses, particularly erosion resulting from poor land use management. Conservation work has begun in one priority headwater area, (the Cabaçal). WWF, through HCP, empowered local communities to plant thousands of trees and weave nets to protect river banks. A significant reduction in erosion has already been noted. These successes are being scaled up to other key headwaters through the Springs of Brazil movement.

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THE AMAZON'S FIRST STATE WATER PLAN

The Acre State Water Plan, which will come into force later in 2011, will be the first of its kind in the Amazon. This plan is vital protection for the world's largest river basin and includes measures for climate change adaptation. The plan also provides a great demonstration of how to involve civil society in the development of public policy. Over the last two years 1548 community representatives, including rubber tappers, river dwellers and indigenous peoples, travelled an average of 168 hours each, mostly by boat, in order to contribute to the formation of the plan. With HCP support, WWF worked closely with the Acre State Government in the development of

the Plan and in mobilising and building capacity of community representatives.

CLIMATE SMART NATIONAL WATER POLICY

Using learning from HCP demonstration projects, WWF Brazil has been successful in lobbying the Brazil government on the 2011-2015 National Water Plan, with two key asks around climate change adaptation adopted. WWF Brazil were also successful in having an important resolution on water, forests and soils passed by the Federal Environment Agency (CNRH)



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MORE SUSTAINABLE ENERGY MATRIX

In the next few months two reports on sustainable electricity generation will help WWF to influence the development of Brazil's Low Carbon Action Plan.

REACHING OUT TO 17 MILLION PEOPLE

The partnership has supported a number of WWF climate and water campaigns reaching an estimated 17 million Brazilians. Earth Hour is a major vehicle for communicating climate change in Brazil with over 200,000 visits to the website and signups from 101 government bodies, 3,075 companies, 772 schools, and 58,306 individuals (2010 figures). As well as being a primary sponsor, HSBC staff and customers across 13 countries in Latin America added their support through numerous events and activities.



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FOR MORE INFORMATION ABOUT THE HSBC CLIMATE PARTNERSHIP

PLEASE FEEL FREE TO CONTACT

Hugh Mehta at HMehta@wwf.org.uk



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.
wwf.org.uk