



On August 5, 2010, happened at Fundacao Getulio - FGV in São Paulo, in the presence of Minister of the Environment Isabela Teixeira, The launch of the Entrepreneurial Movement for the Protection and Sustainable Use of Biodiversity. This initiative provides space for the joint construction of a positive agenda for the conservation of biodiversity that starts with the Business Charter for the Protection and Sustainable Use of Biodiversity

The United Nations declared the year 2010 the International Year of Biodiversity as a celebration of life on Planet Earth. Being a mega-diverse country in March this offers the opportunity to lead Brazil to the global agenda for sustainable use of biodiversity. In this context a group of leading companies, saw this celebration a great opportunity for bringing the topic of Biodiversity in the political and economic agenda of the country

This celebration (International Year of Biodiversity 2010) offers an excellent opportunity:

- To demonstrate the importance of biodiversity for our quality of life.
 - Reflect on the efforts already undertaken to safeguard biodiversity, recognizing the organizations and actors.
 - To promote and foster all initiatives working to reduce the loss of biodiversity.
- It is expected to stress the recovery of the goals of organizations and individuals working around the world to safeguard biodiversity.
- To Increase public awareness about the importance of safeguarding biodiversity for the continuity of life on Earth, identifying and countering threats.
 - To Increase awareness about the importance of efforts already undertaken by governments and communities to save biodiversity, promoting the participation of all.
 - To Encourage people, organizations and governments to take immediate steps necessary for the protection of biodiversity loss.
 - To Promote innovative ways to reduce the threats that are upon the biodiversity.
 - To Establish a dialogue among participants on the measures to be taken after the year 2010, ensuring continuity of safe programs developed.

THE IMPORTANCE OF BIODIVERSITY IN BRAZIL

The Tropical Region located between the Tropics of Capricorn and Cancer, is rich in species, especially the rainforests of Brazil, which possess the greatest biodiversity known to date being declared by the UN as an area for conservation emergencies , called: HOT SPOT (Area Review). With that Brazil is recognized worldwide as the country holding the largest share of global biodiversity. It is number one among the mega-diverse countries.

Half of Brazilian GDP comes from the direct use of biodiversity through agriculture, livestock, fisheries, aquaculture, forestry, forestry and tourism. Nevertheless, the diversity of cultures we have in our country to be properly acknowledged and valued and diversity of human civilization and the human being is still the most noble creature between biological diversity

Must understand that in the regions, responsible for providing biodiversity and water for human consumption have reduced their agricultural area because of environmental restrictions and the presence of large areas of permanent preservation. Measures of absolute necessity to ensure the volumes and good quality water. These regions are responsible for the supply of water that sustains the quality of life in cities, irrigated agriculture and feed industries, their populations need access to information as being incorporated in public policy programs to be rewarded for it.

There are other schemes in the National Water Agency, Ministry of environment and specific departments to encourage the conservation of biological diversity and the landowners to take care of springs and watercourses. However, these financial resources and information individuals need to reach farmers and empower them.

The West Region of Santa Catarina, is marked by the colonization effort in winning its borders in four cycles: **Livestock, Yerba Mate, Wood and Agroindustrial.**

- Cycle of Cattle-Raising cattle was the major occupation of the area for economic development and the emergence of new towns, but left the degradation of water sources is an enormous environmental burden.
- Cycle of mate-able conditions of climate and the soil had large patches of grass, but has been abandoned by the government in the region at the beginning of the twentieth century that provided further deforestation.
- Cycle of Wood-In the 1930s, the government, unable to promote the development of the region left to the task of colonizing private companies, who received portions of land from the government and since 1940, significantly increased the number of towns and villages . These companies exploited the hardwood, where he had been extracted without control, depleting rapidly.
- Cycle Agroindustrial have the resources and natural plant completely degraded with serious social problem, the settlers already with some experience in agriculture, soon transformed the landscape of pastures for the breeding of pigs and chickens, favoring the installation of refrigerators, for now were the raw material. And as increased product demand in the consuming centers, the small farmer was required to adopt the deployment of new techniques in production, with selected seeds, pesticides, fertilizers and machines which led to the decline in quality of life and total degradation natural resources, soil depletion, depletion of water resources and water sources, dredging, lack of sanitation and a deadly soup of bacteria and odor in water supplies. And a serious social problem with migration of rural workers to urban centers cultural and educational structure without creating the major problem of rural exodus with the increase in crime in the centers.

Source: BAVARESCO, PR-colonization of the Far West of Santa Catarina

Chapecó - Santa Catarina, located in the midst of an intersection of federal and state highways, with easy access to the Mercosur countries (Argentina is 160 km) is a strategic point for cross-border business in southern Brazil. It has an area of territorial unit of 624.3 km² and population of 164,922 inhabitants (IBGE, 2007). The city has a high birth rate (19.9%), as well as the expectation is life (76.29 years). Those under five years represent approximately 9.69% of the population and the elderly are about 6.14% of the population. The percentage of the population considered poor, is 18.59% which is below the national average, also has a high literacy rate of 90.5% of the population and water supply reaches 82% of the population but only 6.7 % of population has sewerage system.

The emblem of this larger social neglect in the two largest and main cities in western and far western Santa Catarina is the micro basin Lajeado St. Joseph, Principal funding source of water for urban supply Chapecó, has an approximate area of 7.6 km² , including the municipal Chapecó and Cordillera Alta. Extraction of water for public supply is held in the Mill Dam Braun, from which they removed about 45 million liters per day. According to the Municipal Agriculture and Rural Services, through the technical staff of Good Water Program and EPAGRI (Company of Agricultural Research and Rural Extension of Santa Catarina) who performed the monitoring of water quality in the Catchment Lajeado San Jose by analysis of physico-chemical and biological, where we sampled four collection points in the longitudinal direction under the influence of urban and agricultural use. We evaluated 57 samples of drinking water on farms from different sources. Of these, 47% were contaminated by coliform organisms.

Sources of supply coming from the shallow wells had the highest rate of microbial contamination, followed by model caxambu sources and springs and the highest levels of contamination were recorded in swine farms with activities, followed by farms with activities of dairy cattle.

In São Miguel do Oeste, one of the main rivers that cross the major city in the watershed region and main source of water abstraction for human consumption, Rio Guamerim shows a visible contamination. According to the researcher Cinthia Paula Zambiasi Merim, with the guidance of Professor Cassius Ugarte Sardiglia, found a lot of garbage on the banks with unbearable stench. From the earliest collections of water, it was found that sewage was discharged from hospital, industrial and household and the population has no critical mass nor the notion that the garbage dumped on the banks can affect both water quality. The spring water of the River Guamerim is considered potable for human consumption, but shortly, the release of sewage and garbage fill the affluent, the city's biggest problem is the lack of basic sanitation, increasing the dumping of industrial waste, household and hospital. The results found were alarming. Of the 24 samples analyzed, 87.5% showed the presence of microorganisms. Only three samples showed no bacteria *Escherichia coli*, highly resistant to antibiotics, which is the main cause of dysentery. The teacher's guiding research, Cassius Ugarte Sardiglia, notes that the biggest concern is that the river is not contaminated with pig manure, but by domestic sewage.

"Our region is characterized by the production of pigs and the consequences of a pig is the water pollution. The river is highly contaminated and Guamerim scariest thing is that this is not contamination by pig manure. Being a river that runs through the city, the contamination is mainly urban, portrait of a city without sewage treatment," he says.

"What I know not, my conscience donot exist on" lack of information, education and awareness, generates lack of sanitation, sedimentation, a deadly soup of bacteria and odor. The region also has not yet, sanitation programs, nor an established public policy (committee Watershed) and municipal services has been keen to clean the dirty wildly that society and are no technical capacity to understand the dynamics that leads to shortages and how to treat it.

The Panorama of the municipalities in western Santa Catarina;

- It is highlighted by the concentration of agri-industrial park tied to the industrialization of poultry and pigs
- Presents counties with weak economies, especially by low economic income for most municipalities.
- Greater regularity of municipalities were classified as Agricultural Overwhelming, the intensive use of land for agricultural activities.
- Most cities in the west have low rates of urban pressure and sanitation critical, except Chapecó and São Miguel do Oeste, which fall into Agro-urban oppressive, has also high the average urban anthropogenic pressure.

In general, surface waters have a high level of commitment because they have high parameters of contaminants such as domestic sewage from urban centers, uses pig manure, industrial effluents and agricultural crops irrigated and yet, the process of soil erosion.

Source: Panorama of Water Resources of Santa Catarina SDS-March-2007

The ideal is to not only ensure good quality water in proper quantity, but also reduce treatment costs, recognize the contribution of those working to "make water". And leverage actions that may contribute to the conservation and protection of natural resources.

The Importance of the cultural dimension to water management was emphasized in World Water Day in 2006. UNESCO suggested that given a cultural approach to the management of water resources, because science alone can not prevent natural disasters, or help people without access to drinking water.

Every human reality is cultural, where the human is the vertebrate in which nature expresses its needs. The space in which we live and work, home, company, street, neighborhood, city, country, America, the planet, finally - Everything has been produced by ourselves, members of society through the work of all the generations that preceded us. And our living space, where we live, work, study, have fun, can be transformed into a harmonious environment for all living beings, for it is crucial to fully understand this environment and water values in a critical manner proactive, productive and constructive but this is proposing the program Motiva Environmental with Gerson Antonio Tasca.

"That crises; Education is the most serious. There is no education without self-education. "
"There are enough talent and Will, Excellence in Education is Creativity"

Worldwide there is increasing difficulty in supplying the city with drinking water of good quality. The main problems are linked to irresponsible use of water in all its demands, whether rural, industrial or residential, and the indifference with which they treated the water courses and springs.

The challenge of solving problems related to national water resources has happened with the advent of Law 9.433/97, which established the National Policy on Water Resources and created the National Water Resources Management (SNGRH). The so-called "Law of Water" is based on principles and foundations today accepted almost all countries that have advanced the management of water resources.

His first principle is the adoption of the watershed as the basic unit of planning for water resources. Within this context of planning and, using the concept of unity by basin, itself the Water Law has brought an important management tool Watershed Plans, to establish goals and point the short, medium and long term with a planning horizon consistent with their programs and projects.

A reality is possible without pesticides and has been reality in this region, we must expand and strengthen the concept of sustainable agriculture for small and medium farmers, as many products containing pesticides are no longer in line to the legislation that determines, according to data provided by the National Health Surveillance Agency (ANVISA), because many can harm health. After all, Brazil is a world champion in the use of pesticides according to a study of German Kleffmann Consulting Group, commissioned by the National Association of Plant Protection (Andef) in 2009. See more: Blog World Citizens - What do we eat? (06/29/2010) National Agency for Sanitary Vigilance - ANVISA Pesticides Act.

Groundwater - Aquifer Guarani

Basically there are two large reservoirs of groundwater: the Guarani Aquifer (Botucatu) and Serra Geral Aquifer. Groundwater is generally of good quality for human consumption, not requiring complex treatments. They are naturally better protected from the agents of pollution affecting rivers and lakes. In the case of the Guarani Aquifer, in the main event, is protected by the spillage of the Serra Geral formation.

However, research indicates that the Guarani aquifer, one of the main groundwater sources in the country, is at risk of contamination by the use without a more rigorous control.

Source: ZANATA, LC; COITINHO, SBL-use of deep wells in the Guarani aquifer for public supply in Santa Catarina

SOS SUSTENTAR; enterprise marketing management technology in socio deployment and control of projects that aim to contribute in solving problems in environmental and social enterprise known as environmental responsibility. A strategic and innovative tool, beneficial to the environment, for businesses with aggregate results of companies and for society. Through the program SOS SUSTENTAR, we acted shared with companies that want to ensure your space in the new consumer perspective, influenced by the debate around the environmental and social sustainability. The study for the development of the project "Water in Our Daily Life and Integrated Watershed bringing also references the Project Micro basins developed under the Environmental Management Component Sub-component through the support of the Integrated Management of Watersheds and executing institution is to the Board of Water Resources - DRHI the Department of Sustainable Economic Development – SDS

Biodiversity
is our life



Faça acontecer.



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