



Session Overview

Session title	Soda giants, land, and good practice: lessons from a land conflict in Brazil
Date	Wednesday 16 November 2016
Time	11:40-13:00
Room	XXVII
Moderator	Irit Tamir, Oxfam
Speakers	Renata Albuquerque, Comissão Pastoral da Terra (CPT), Brazil Gustavo Ferroni, Oxfam Brazil (translator for Renata) Andrew Slight, PepsiCo Brent Wilson, The Coca-Cola Company
Organizer	Oxfam *Spanish translation will be available

Presenter Bios

- Irit Tamir is Advocacy Manager with Oxfam America’s Private Sector Department and policy lead for Oxfam’s community-based human rights impact assessment project.
- Renata Albuquerque is a journalist and advisor with CPT and managed the community-based human rights impact assessment project.
- Gustavo Ferroni is a policy and advocacy advisor with Oxfam Brazil and closely supporting CPT on their HRIA.
- Andrew Slight is Director, Global Public Policy and Government Affairs, with PepsiCo.
- Brent Wilson is Global Director of Workplace Rights and Human Rights, with The Coca-Cola Company.

Overview of the session

This proposed session will examine how a company’s “zero tolerance for land grabs” policy can be implemented in practice. Various stakeholders involved in a current land conflict in Brazil will share perspectives and recommendations. Guiding questions for the session: How are MNCs and relevant stakeholders driving systemic change on land rights in sugar supply chains? How can we reconcile and validate evidence in a company-led impact assessment and a community-based human rights impact assessment of this case? How to leverage company influence to achieve broader positive impact for affected communities?

Aim of the session

The main purpose is to highlight a real-life example of putting company policy into practice. The session is structured to facilitate active engagement from the audience whereby participants become engaged to examine the case and offer strategies and solutions. The case is still active so the inputs audience members make will be beneficial as opportunities are being explored by all parties involved in the case.

Format

Quick panel presentations followed by audience reflections and discussion

Session organizers

Oxfam in collaboration with Comissão Pastoral da Terra (CPT), The Coca-Cola Company, and PepsiCo

Overview of the case

Usina Trapiche operates a sugar mill on the coast of Pernambuco in northeastern Brazil. It has been embroiled in conflict with local fishing communities over the control of nearby islands and contamination of the estuary at least since 1998. Usina Trapiche is a supplier to both Coca-Cola and PepsiCo.

Core to the conflict remains the fight for control of state land that is under a form of concession to Trapiche: 53 of the affected families had lived on the islands since 1914, until Trapiche forced them to relocate to the nearby town. According to the families, the move has brought great hardship and included violent actions. In addition, communities are experiencing mass deaths of fish – a critical food source – and an increase in health issues among women wading in the water to fish, consequences of pollution allegedly caused by Trapiche.

Communities, with the support of a local organization called the Pastoral Land Commission (known by its Portuguese acronym CPT), asked the government of Brazil to designate the area as an extractive conservation reserve, or RESEXⁱ. This designation would enable communities to “resume their traditional way of living, rescue their culture, go back to their freely chosen work and contribute to the environmental conservation” of the estuaryⁱⁱ. Trapiche, however, seeks to maintain control over the area and opposes a RESEX.

ⁱ See relevant federal law at <http://www.mma.gov.br/port/conama/legiabre.cfm?codlegi=322>

ⁱⁱ CPT (2016). “Starving to Death Little by Little Every Day: Impacts on human rights caused by the Usina Trapiche Company to a fishing community in the municipality of Sirinhaem/State of Pernambuco, Brazil” http://www.cptne2.org.br/downloads/pdf/dossie_sirinhaem_ingles.pdf, pg 104