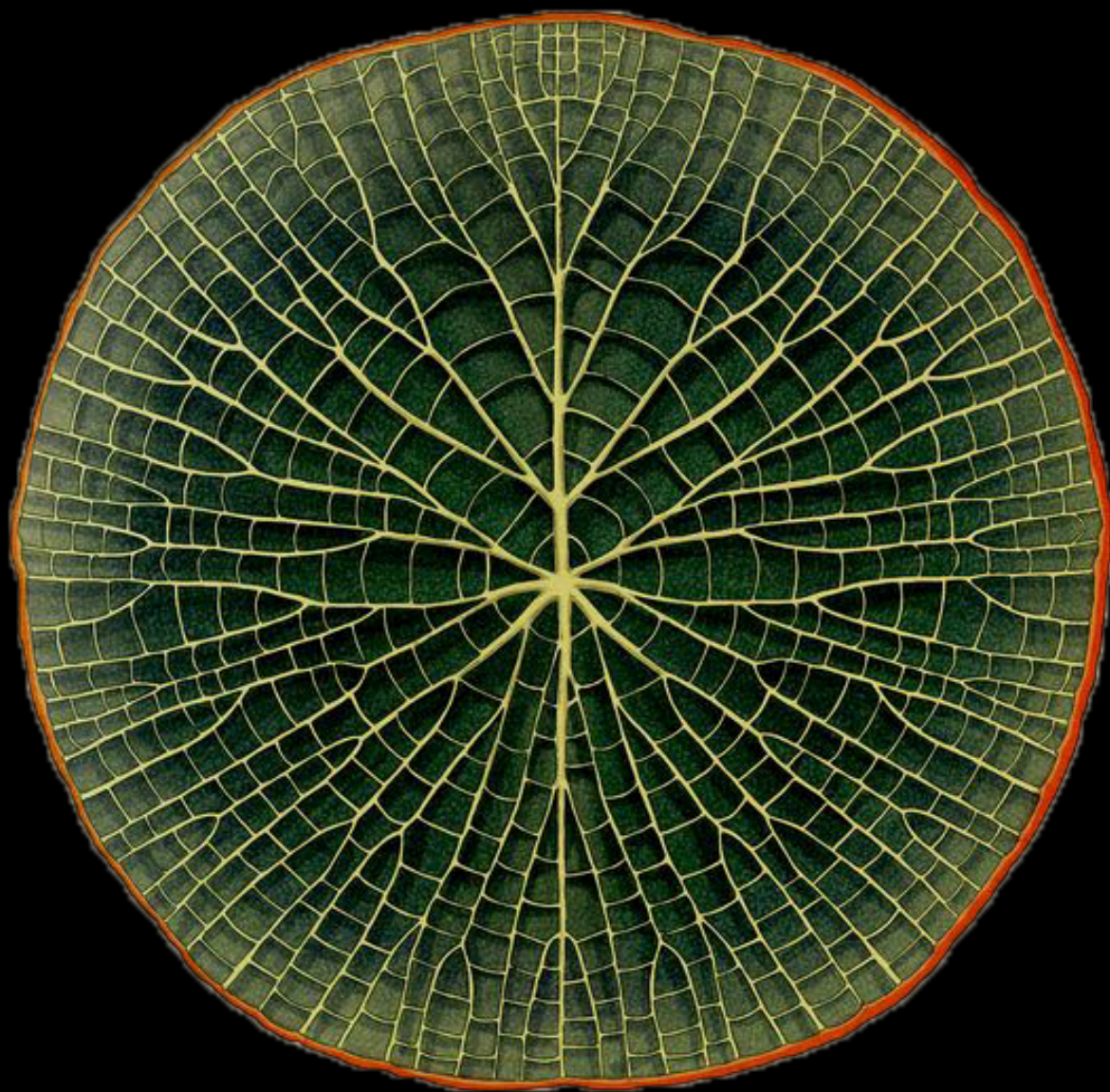


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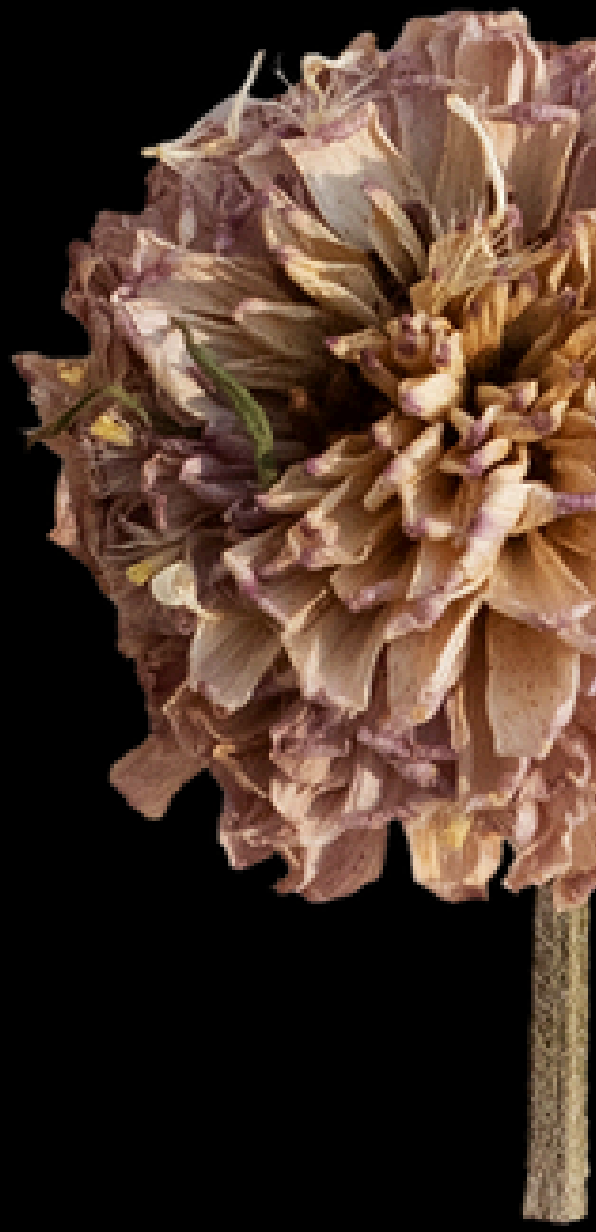
# ateha report



**ateha**  
business for climate

**'WE SHALL REQUIRE A  
SUBSTANTIALLY NEW  
MANNER OF  
THINKING IF  
MANKIND IS TO  
SURVIVE'**

— Albert Einstein



**ateha**  
business for climate

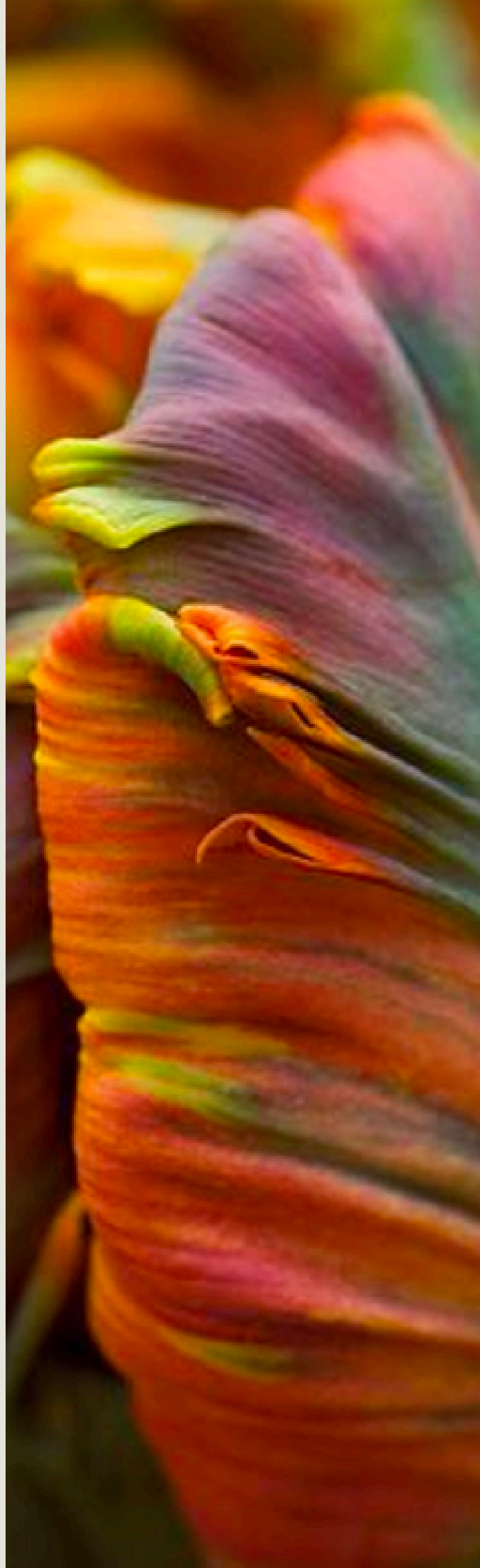
# abstract

This report was created to celebrate the first anniversary of **ateha business for climate**.

It will guide you through the company so you can learn more about our history, our purpose, our code of conduct, the way we operate, our thesis, and our impact report. It will also give you access to exclusive documents and data from our projects and to our companies' portfolio.

It is where we transparently share our impacts, knowledge, and goals.

We welcome you to the ecosystem of climate solutions we are pleased to be a part of, alongside many people and organizations that we admire.



# sumário

## ateha

ABOUT US

FOUNDERS

OUR TEAM

PARTNER COMPANIES

ECOSYSTEM COMPANIES

TOOLS AND MANAGEMENT

OUR VALUES

OUR PRINCIPLES

ETHICAL CODES

## portfólio

EDUCATION

TERRITORIES & REAL STATE

WATER AND AGRI-FOOD SYSTEMS

REPORT OF ACTIVITIES

## impact report

IMPACT REPORT



# about us



**A SUSTAINABLE HUMAN  
COMMUNITY IS DESIGNED IN  
SUCH A MANNER THAT ITS  
WAYS OF LIFE,  
TECHNOLOGIES, AND  
SOCIAL INSTITUTIONS  
HONOR, SUPPORT, AND  
COOPERATE WITH NATURE'S  
INHERENT ABILITY TO  
SUSTAIN LIFE."**

— Fritjof Capra



# about us

## OUR HISTORY

ateha is **a climate venture builder.**

Founded in 2021, ateha originates from the meeting of entrepreneurs who came together in the challenging context of contemporary climate emergencies as an attempt to contribute with an action scheme. With a regenerative vision of action, ateha's purpose is to sustain life through business.

We do this by combining technology and human development, in order to challenge traditional systems and models, to build market climate solutions that offer positive impact + financial return.

**If the Earth wins, humanity wins.**

To this end, we are committed to rebuilding a cycle of prosperity based on the sustainable and integrated use of our natural resources through innovative and regenerative business models.

We offer intellectual and financial resources, an accessible ecosystem, training and a support network for companies, entrepreneurs and projects that demonstrate a high aptitude for solving challenges in three axes:

# education

We need people who are committed to transforming. We know that, to achieve substantial change, it is essential to provide quality information and education as well as to tutor the ones who will lead the transformation.

Education is the main channel of awareness, and our leading goal is to **inspire and empower** people to take actions that will **generate positive impact**.

We offer knowledge, tools, connections, and a load of content to push awareness and human development.

The short-term purpose of our projects is democratizing access to the theory and practices that foster a viable and sustainable future. In the medium term, we aim to encourage actions that leverage positive businesses and consumption. Our long-term objective is to contribute to the perpetuation of a regenerative economy.

► **VEJA O QUE ESTAMOS FAZENDO EM EDUCAÇÃO**



# land

In Brazil, poor land use and occupation are the main causes of greenhouse gas emissions, and many of the practices in related sectors accelerate climate change. In the Brazilian context, a country in full development, it is inevitable to rethink the practices of land use and occupation through smart and sustainable projects.

It is urgent that we challenge ourselves to create real estate and territorial development projects that are disruptive and regenerative.

Technologies, knowledge, and the market are ready to absorb this demand and fulfill the need for new occupation solutions.

Building on this, ateha has put together a group of specialists in sustainable territorial development who are willing to build the smart spaces of the future.

► [CHECK WHAT WE ARE DOING IN LAND](#)





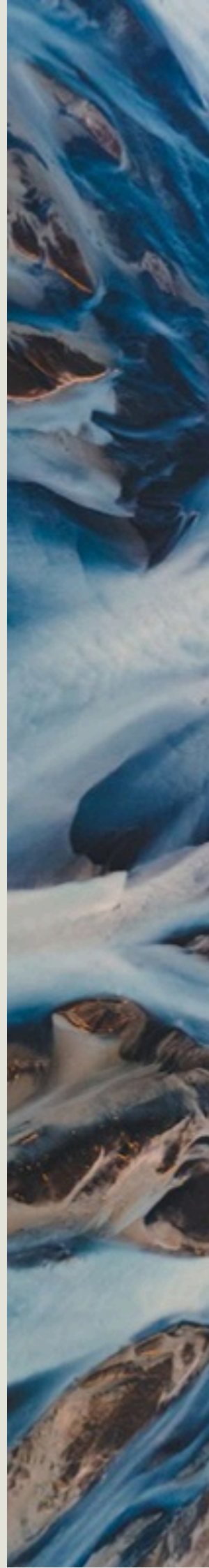
# water and agri-food systems

Humanity and the population density of planet Earth will reach growth levels where ensuring food security for all will be increasingly challenging.

There is a latent need to create systems for water and soil use that are capable of fulfilling our alimentary needs without degrading ecosystems, but rather preserving natural resources.

The food and beverage industry has an enormous potential to generate a positive impact by changing production chains, educating consumers with new products, and transforming local economies, thus generating benefits for the society and the environment.

► [CHECK WHAT WE ARE DOING IN WATER AND AGRIFOOD SYSTEMS](#)





# julia maggion

CEO

Impact Entrepreneur. Has previously worked in corporations such as Citibank, Havaianas and Unilever. In 2007, co-founded Plura Inclusão Social, one of Brazil's first social impact businesses. Former Executive Director and Counselor of Sistema B Brasil (2013–2017), Counselor of Comunidade B Santa Catarina. Former Director of Institutional Relations at Empresa B Guayaki Yerba Mate, Counselor at Sinal do Vale, Venture Partner at Arca Natural and co-founder and CEO of Ateha.



Bachelor of Management (University of São Paulo, USP), MBA in Management in Social Entrepreneurship (FIA – Administration Institute Foundation – USP), Marketing Certificate Program (University of California, Santa Barbara), Creativity & Social Innovation (Schumacher College, UK). Mother of Teresa, Isabel and Marina. Left São Paulo in 2019 to live in Garopaba, Santa Catarina.

***“OVER THE LAST 15 YEARS, MY PROFESSIONAL GOAL HAS BEEN TO DO EVERYTHING IN MY POWER TO PROVE THAT BUSINESSES CAN BE A FORCE FOR GOOD.”***

# raymundo magliano

CIO



Entrepreneur.  
Former CEO of Magliano Corretora, Co-Founder of Expomoney, the largest event for the democratization of the Financial Market ever held in Brazil.

Dedicates his life to the democratization of knowledge as the key to push towards new solutions, and consequently the economy. With a focus on education, access, and green solutions, he supports and advises companies and projects.

Bachelor of Economics from USP (University of São Paulo), MBA in Finance from IBMEC and MBA in Investor Relations from FIPECAFI. Training in Internet and Capital Markets (University of California, Irvine).

Lives in São Paulo.

***"IN ADDITION TO THE URGENT NEEDS, THERE IS A LATENT OPPORTUNITY FOR BRAZIL TO BECOME A LEADER IN A GREEN-BASED ECONOMY."***

# humberto matsuda

CTIO

Impact Investor.  
Co-Founder of Performa Investimentos, one of Brazil's first positive impact funds. He has dedicated the last few years of his career to building a portfolio of initiatives, projects and companies aimed at positive socio-environmental impacts.

Founder of Matsuda Invest, Counselor of ABVCAP, Anjos do Brasil, StartUpFarm, Grupo Ultra, Dínamo and Climate Ventures.



Bachelor of Laws from USP (University of Sao Paulo), MBA in Finance, Marketing and Investor Relations from FIECAFI. Training at the Venture Capital Institute at Emory University in the United States.

Lives in São Paulo.

***"MY ROLE IS TO PASS ON THE LESSONS I HAVE LEARNED OVER THE YEARS RELATED TO EVERYTHING STARTUPS, VENTURE CAPITAL AND INNOVATION! ESPECIALLY ON WHAT NOT TO DO!"***

# our team

**'THE BEST WAY TO LEARN HOW TO PARTICIPATE CORRECTLY IS TO PAY MORE ATTENTION TO THE INTERACTIONS AND SYSTEMIC RELATIONS AS WELL AS TO THE QUALITY OF CONNECTIONS AND OF FLOWS OF INFORMATION WITHIN THE SYSTEM.'**

— Daniel Christian Wahl



# team



**Paula Scherer**  
COO

Entrepreneur. Bachelor's degree in Culinary Arts from PUC-RS. Specialist in fermentation, products and technologies in the food and health sector. New business consultant, continuous improvement, construction of investment pipelines, business modeling, S&OP, PCP and more. She focuses on operational management in early-stage startups, entrepreneurship culture, network building and innovation communities. Currently lives in Florianópolis, Santa Catarina.



**Camila Dias**  
HEAD OF CONTENT

Entrepreneur and organizer of creative hubs. Holds a bachelor's degree in Social Communications from ESPM – SP, in Culinary Arts and in Self-Directed Learning from the Masters of Learning Academy. With experience in new businesses in the food industry, she is a consultant and content producer for people and companies that seek to create new realities in a transitioning world. She lives in Florianópolis with her daughter Maitri.



# team



## Fábio Kenji

### HEAD OF LAND DEVELOPMENT

Bachelor of Civil Engineering from the UFPR with an MBA in Strategic Planning from PUCPr. Angel Investor at PetBooking. Has been leading entrepreneurship projects in information technology for 30 years, namely in the sectors of hardware, software, and services. Developer of real estate enterprises, including subdivision of land. Current lives in Balneário Camburiu.



## Mônica Alzamora

### SUSTAINABILITY MANAGER

Bachelor of Architecture and Urban Planning from PUCPr and Master of Environment and Energy Studies from the Architectural Association School of Architecture. Partner at Zenni Alzamora Arquitetura, expert in environmental comfort and energy efficiency. Vast experience in coordinating multidisciplinary teams to develop integrated projects, combining traditional and innovative solutions that best meet the client's objectives and needs. She currently lives in Curitiba

# team



## Tuarekam

HEAD OF DIGITAL  
MARKETING

Entrepreneur from Santa Catarina. Advertising photographer, co-founder of the collective Janela Verde Fotografia. Digital strategist. Has worked in advertising agencies such as Fullgaz Comunicação and Job Content Agência de Inbound Marketing. Marketing coordinator at Gratt Indústria e Tecnologia Ambiental. Passionate about human relations, he considers nature as the bedrock allowing him to carry out the necessary changes to society's contemporary dilemmas.



## Helena Nabuco

DESIGNER

Helena graduated in Graphic Design from ESPM, with complementary studies at Libera Università di Lingue e Comunicazione, in Italy. She studied Phenomenology of Design and Leadership at the Schumacher College, UK. Helena has been honored the Emilie Chamie ESPM Award (Honorable Mention), Green Project Awards Brazil, Design Award – Burti and the ESPM Digital Portfolio Award. She focuses her work as a graphic designer on branding and publishing.

# team



## Isadora Winkler

**REAL ESTATE PROJECT  
MANAGER**

Bachelor of Architecture and Urban Planning from the University of Santa Catarina, her professional experience includes designing a startup focused on retail sales through social media. She works with real estate digital marketing, social media, and digital business strategy.



## Fernanda Ruschel

**DIGITAL MARKETING  
MANAGER**

Entrepreneur and Bachelor of International Trade, Fernanda has served as a Global Operations Manager in Australia. A specialist in Digital Marketing, her experiences involve working as a Marketing and Operations consultant in different companies and being responsible for branding projects, external and internal communication, market expansion, and innovation. She currently resides in Florianópolis and is a partner at Ginger Marketing.

# team



## Juliana Faria

### SPECIALIST

Entrepreneur and Impact Consultant. Multiplier of Sistema B. Bachelor's in business administration and specialized in Change Management. Owns a postgraduate degree in Project Management and Women's Rights, Sustainability Design, from Gaia Education. Certified by Certiprof in OKR Trainer. Trained by PUC-Rio in Business Projects with Social and Environmental Impact. ESG Strategies, Impact Assessment and Advisor for B certifications. Lives in Florianópolis.



## Fernanda Bittencourt

### SPECIALIST

Impact Entrepreneur. Bachelor in Business Administration from CE – PR, Founder of Aflora Consultoria Regenerativa. She believes and dedicates her professional life to bring to life profitable businesses that also have a positive impact on ecosystems. She has lived for many years in New Zealand and currently lives in Garopaba, Santa Catarina.

# partners companies and organizations

At ateha, we have created a work model that involves collaborating with numerous players in the Brazilian and international ecosystem of climate. We believe that solutions are only viable when integrated and made possible through the interlocution of various organizational entities.

**AMAZ<sup>1</sup>**

**idesam**





# ecosystem companies and organizations

Our thesis of positive impact implies offering support to companies and entrepreneurs engaged in solutions for the climate system. We create an ecosystem of assistance and access to information, with training and connections that accelerate the learning curve and encourage the growth of the market of climate solutions.



# suppliers, tools, and services

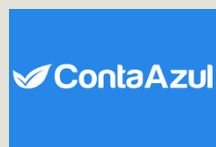
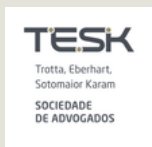
## management



## communications



## business administration





# our values

At **ateha** we are committed to communicating and keeping our values strong not only to reach our goals, but to daily accomplish – with seriousness and self-responsibility – our tasks, activities and work, every day.





## ► **visibility**

Our goal is to make public all the actions we develop, masks off. Therefore, we are on the way to finding the best practice to account for and measure our activities. This report is just a first step.



## ► **transparency**

An action that must be kept in secret is certainly not only unfair but also not worthy of being carried out. Thus, the principle of transparency leads us into taking responsible decisions that can be effortlessly communicated.



## ► **access**

There is an important "interdependence" or "connection" between market rules and the social context in which the market operates. Our current social context challenges the market to function based on new principles. From Ego to Echo. We believe that it is through market access that impact businesses can lead us to a better and regenerative future.





# our principles

We believe in and share principles that allow our positive impact and direction to be assertive and guided in a steady and continuous manner. We have developed our business and work model in order to encourage human development and collaboration.





## CONVICTION

### **we are convinced of the positive impact we want to make**

We are facing a climate and biodiversity crisis. The world is not on track to achieve its regeneration goals. Not only are we far from our target, in several aspects – from CO2 emissions to the extinction of different species – we are moving in the opposite direction. The time to act is now. And companies are essential in the solution. We mobilize intellectual and financial resources at the service of businesses that demonstrate a high aptitude for solving climate challenges and prospering in the market.

## PASSION

### **we are passionate about all stages of the process**

We get involved in projects and ideas that we are truly passionate about. Not only do we care for their potential impact on climate and business, but also for the opportunity they offer us to apply our best qualities to support their development. We are entrepreneurs of expertise and soul! For many years, we have been developing projects with companies, organizations, and investments. What makes our involvement sincerely unique is the possibility of offering our best version to the businesses we support.



## BEHAVIOR

### **we believe that human potential is as a key factor for a viable future**

We are deeply focused on human behaviors. Our main focus is people, the entrepreneurs who are at the forefront of ideas and companies. The humane aspect of business. We believe that to get where we want to be in terms of climate solutions we need to invest a lot of resources in human consciousness. We wish to be recognized for the relationships we build.

## EXPERIENCE

### **we share knowledge and experience as a tool for human development**

To develop an idea, to develop a business model, develop a brand, to place, to assemble a team, to structure financial and impact indicators, to set up an operation, commercial channels, partners networks, etc... We offer a hands-on experience and genuine partnership. That is why we look very carefully and closely at our projects: this it is the attention and care that we offer.





# ethical codes

We are formally committed to global policies of conduct and ethics for our employees, customers, suppliers, and stakeholders. We communicate, measure, and monitor the ethical performance of our ecosystem on a daily basis.



## environment

We are categorical in choosing and guiding our paths, activities, and results towards the continued promotion of the common good and the preservation of the balance of the Earth's ecosystem (air, water, soil, biodiversity). Every aspect of our work involves sustaining the pillars of positive impact, financial return, and disruptive innovation. When combined, these pillars promote a business ecosystem capable of fostering innovation for climate solutions, fostering the conservation and regeneration of ecosystem services that maintain life and make it possible to guarantee the existence of human beings on planet Earth.

## anti-discrimination policies

**ateha businesses for climate** adopts anti-discrimination policies promoting fair and impartial treatment of all employees regarding recruitment, promotion, wage and working conditions, regardless of gender, race, color, language, disability, political views, age, religion, nationality, or social background. While maintaining the highest levels of integrity and honesty in business, we observe that these activities are carried out in accordance with local laws and good international practices.



## **governance**

**Ateha's** corporate structure and management bodies are constituted in such a way as to internalize the common good, and, at the same time, concretely enable inclusive decision-making processes qualified by listening to the agents and interested publics affected by its activities, directly and indirectly.

## **dedication**

**ateha businesses for climate** respects and supports the protection of internationally recognized human rights. Any form of compulsory enforced labor or activity that does not comply with the norms and laws in force should be related to any work carried out by **ateha** or for **ateha**.

## **work environment**

We offer a work model and an office with adequate health and safety conditions for our employees, collaborators, and partners. We encourage an interactive work environment where employees have opportunities to present their ideas to the management body, including mechanisms for complaints, compliance with Labor Laws, monitoring of potential negative effects on work safety and health, with open communication and acknowledgement of any accident or concern within **ateha**.





## SDGs

The creation of our ecosystem, our business thesis, as well as the initiatives we support and/or manage aim to solve challenges directly related to 14 out of 17 United Nations' Sustainable Development Goals for 2030:



# our portfolio

**‘GROWTH IS A NATURAL  
CHARACTERISTIC. BUT WE  
NEED IT TO BE LIMITED.  
SOME SYSTEMS NEED TO  
STOP GROWING FOR  
OTHERS TO BLOOM, IN A  
CYCLE OF GENERATION  
AND REGENERATION,  
LIKE IN A FOREST.’**

— Fritjof Capra



**ateha**  
business for climate



A T E H A R E P O R T 2 0 2 2 - 2 0 2 3

# education



**ateha**  
business for climate



# our content

Human consciousness and knowledge are key not only to innovations and new paths, but also to their preservation. To the same extent that we create solutions, we need to educate the people who will sustain them in the long term. We educate and encourage human potential as the main driver of the change we need in the world.



## 2022 agenda



### NEW ECONOMY

#### THE CHALLENGES OF A DEVELOPING MODEL

Understand the global corporate movement that is seeking to design real alternatives to the core logic of Capitalism.



### ESG IN THEORY

#### ESG TRACK

An invitation to reflect on your system of personal values and its relationship to the global economy. How can we promote human dignity and support the search for ecological sustainability?



### ESG IN PRACTICE

#### ESG TRACK

We propose the applicability of a didactics focused on the action of environmental, social, and governmental (ESG) practices and policies in companies, communities, cities – and why not, ourselves?

► [GET FREE ACCESS TO OUR COURSES](#)





# reflorestamente

Reflorestamente is based on three axes: a nationwide campaign, an event for community building, and a documentary series on climate solutions.

We want to reforest the human mind with new models of thinking and action paths. Let's create a community of problem-solving agents for Climate Change.

*LAUNCHING SOON*

► [GET IN TOUCH WITH JULIA TO FIND OUT MORE](#)



A T E H A R E P O R T 2 0 2 2 - 2 0 2 3

# LAND & REAL STATE



**ateha**  
business for climate

# the greatest CLIMATE CHALLENGES are related to LAND USE

44%

of Brazilian carbon emissions  
come from changes in land  
use

38%

of global carbon emissions  
come from civil  
construction

25%

of Brazilian carbon emissions  
come from agriculture

Alongside a powerful group of entrepreneurs, specialists, companies, and service providers, **ateha** aims to solve the main challenges associated with Brazilian land development.

Created in 2022, this initiative seeks to support, manage, and structure projects for urban planning and land use. We aim to create disruptive strategies to regenerate degraded soils and boost ecosystems with housing models and regenerative communities.

Source: SEEG, Climate Observatory



# solutions

With our solutions we approach in an integrated way all aspects of sustainable land development, including soil and biome regeneration processes; conservation and maintenance of native green areas, reforested areas, riparian forests, and springs; development of territories that are integrated to the local context; civil construction projects with minimum impact and compensation protocols; use of technologies that minimize processes that negatively impact the system. Our focus is to plan, manage, and implement smart occupations that deliver quality, financial performance, and positive impact.



# urbanism

Our urban planning projects and services offer an integrated perspective that seeks to meet the principal human demands for environments that are inserted in nature, providing quality of life, regeneration of biomes, financial return, and positive impacts.

- Master Plan
- Urban planning Project
- Architectural Project
- Landscaping Project
- Project for Common Areas and Public Spaces
- Legislation and Licensing
- Housing Potential
- Tourism Potential
- Soil Study
- Technical Feasibility Report
- Environmental Feasibility Report
- Environmental Licensing
- Management and Coordination of Technical Projects





# property development

Clearly and objectively, we manage and implement projects by integrating sustainable occupation practices and models, market knowledge and financial intelligence to deliver intelligent and sustainable long-term solutions.

- Private properties and commercial occupation
- Deployment management
- B2B relationship and sales
- Analysis of thermo-energetic performance of buildings;
- Definition of building performance goals and objectives regarding the use and saving of energy, water, air quality and materials.
- Management and integration of complementary projects committed to meeting performance goals and objectives;
- Advice on projects for the development of integrated solutions with improved performance in terms of sustainability and environmental quality.



# economic viability

The key to building a culture of sustainable occupation lies in generating income and economic viability in an assertive and targeted manner.

- Economic viability matrix
- Funding solutions
- Legal structuring

# services

We offer management and application of long-term services not only to produce income and offer opportunities, but also to promote community engagement to safeguard and conserve their land and its purpose.

- Essential services
- Energy: generation and implementation of renewable energy, resulting in a discount for the end customer and remuneration for the developer
- Sanitation: stations and sewage treatment network for remote areas, attracting investment for the execution of effluent treatment and management.
- Telecommunications: implementation of a logical/neutral network, telecommunications services operation (AAA), service operation and recurring result for the operator;
- Environmental Services
- Waste sorting and disposal
- Facilities: cleaning, concierge, security
- Certification of carbon credits
- Agroforestry and community harvesting;
- Urban services
- Lighting systems
- Electric car supply systems.



# marketing and sales

We believe in full transparency and create strategies to communicate both value and revenue to all our stakeholders.

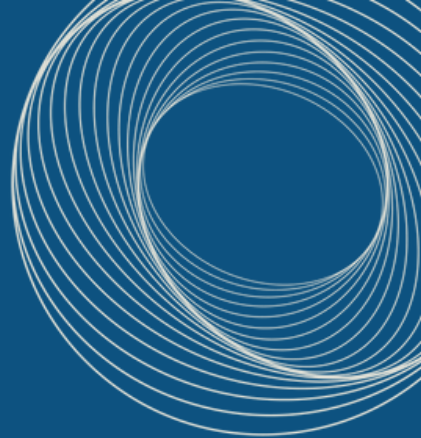
- Commercial Management
- Sales
- Commercial Strategy
- Disclosure

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# water & agri-food systems



**ateha**  
business for climate



**CLIMATE CHANGES**  
**ARE THREATENING LIFE**  
**ON EARTH AND WE**  
**BELIEVE BUSINESSES**  
**ARE AN ESSENTIAL**  
**PART IN THE SOLUTION**





# companies

Regarding water and agri-food systems, we scale companies and products that propose business models based on the sustainable use of natural resources and encourage circular, fair, and regenerative economies for all the parties involved.

We believe that the consumer also plays a very important role in this transition process. Thus, we focus on being able to offer products that legitimize conscious choices and empower the consumer to vote for better alternatives.







## **ekuia | Amazônia food lab**

Born in the city of Manaus, the ekuia Amazônia food lab is the result of a partnership between Idesam, AMAZ and **ateha businesses for climate**, meant to solve the main challenges of gaining scale in the food chain of the Amazon rainforest.

From a series of diagnoses, we understood that, even though the Amazon is one of the most biodiverse forests – and one of the richest in terms of food produces – there are still few initiatives that can increase market share and even fewer that can give back development and security to the local economy.

**As a business developer, ateha challenged itself in a partnership with Idesam and AMAZ to propose a business model capable of valuing biodiversity and regenerating the forest – structured on a new economy that is grounded on the sustainable use of forest resources.**

***“HOME TO A THIRD OF ALL LIFE FORMS AND SOURCE OF 20% OF THE PLANET’S OXYGEN, THE AMAZON IS ONE OF THE GREATEST EXPRESSIONS OF LIFE ON EARTH”***

# activities in the project

## ATEHA'S OPERATION

Main activities monitored, managed, and implemented by ateha:

- Business model;
- Brand identity;
- Storyline creation;
- Allocation of executives;
- Operational management;
- Participation in Events;
- Ecosystem mapping;
- Internal Research;
- Legal apparatus.

## FUNDING AND ROAD SHOW

CFundraising I

Model: blended capital (paid in)

Total value: R\$ 130,000.00

Fundraising II

Model: blended capital (ongoing)

Total value: R\$ 1.5MM

## PHASE

Beginning of validation of the MVP thesis with the development of a valuation cycle of five productive chains linked to 4 development stages of five products from the Amazon.

Validation period: 1.5 years

# project activities

## ATEHA EMPLOYEES' OPERATIONS

### JULIA MAGGION

#### Main activities:

- Opportunity identification and team building;
- Identification and management of partnerships;
- Strategic advice;
- Road Show and fundraising;
- Business Model Validation;

### HUMBERTO MATSUDA

- Strategic advice;
- Road Show and fundraising;
- Business Model Validation;

### RAYMUNDO MAGLIANO

- Strategic advice;
- Road Show and fundraising;
- Business Model Validation;

### ISADORA WINKLER

- Executive advice;
- Monitoring agendas and initiatives;
- Community management;
- Copywriting;

### FERNANDA RUSCHEL

- Digital marketing;
- Website and SEO;
- CRM management;
- Monitoring nutrition flows;
- Social media.

### PAULA SCHERER

- Management of service providers and external consultants;
- Management and coordination of initiatives;
- Research and benchmark;
- Travel, connections, meetings, and strategic partnerships;
- Participation in events, fairs, and lectures;
- Training, courses, and technical studies;
- Mapping of startups;
- Mapping of corporations;
- Mapping of investors;
- Designing and supporting the business model structuring;
- Mapping and structuring of initiatives and partnerships;
- Road Show and Investment fundraising;
- Investor Relations.

### TUAREKAM

- Support in digital campaigns

## HOW TO SUPPORT EKUIA?

- Support and attract national and international investment;
- Support and recruit national and international research and development specialists;
- Support and connect with corporations in the food industry;
- Connect with startups in the Amazon that work in the food industry or related areas;
- Connect with public bodies and non-profit organizations in the Amazon;
- Support and connection for ekuia's participation and presentation in events, lectures, and broadcasting channels;
- Support and connection with solutions in packaging, logistics and nanotechnology;
- Support and connection with chefs, restaurants, and chains of food service;

▶ [DOWNLOAD EKUIA'S PITCH DECK](#)

▶ [DOWNLOAD EKUIA'S STRATEGIC DETAILS](#)

▶ [GET IN TOUCH WITH PAULA TO LEARN MORE](#)

# team and partners



**Paula Scherer**  
**PROJECT MANAGER**

Entrepreneur. Bachelor's degree in Culinary Arts from PUC-RS. Specialist in fermentation, products and technologies in food and health. New business consultant, continuous improvement, construction of investment pipelines, business modeling, S&OP, PCP and more. She focuses on operational management in early-stage startups, entrepreneurship culture, network building and innovation communities.



**Carlos Koury**  
**Idesam**

Holds a degree in Forestry Engineer from the University of São Paulo (ESALQ/USP), currently is the Technical Director of Idesam, where he supervises projects and coordinates the Bioeconomy Priority Program. Has been working with matters related to the Amazon since 2001.



**Mariano Cenamo**  
**AMAZ**

Mariano is a forestry engineer, co-founder of Idesam. He is part of the Lemann Foundation network of leaders and advises several organizations and enterprises focused on sustainable development. Founder of AMAZ, an impact accelerator in the north of Brazil, he is one of the 50 most innovative Brazilian personalities for the climate, according to Época Negócios (April/2021).



**Sâmia Moullen**  
**Idesam**

Biologist, with a master's degree in Conservation Genetics from the Universidade Estadual Paulista. Her experience includes more than five years working with biotechnology in the private sector. Has training in Social Impact by the Amani Institute with focus on peripheral social businesses, and currently PPBio with projects that aim to make Amazonian assets economically relevant worldwide.



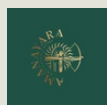
# ecosystem

## SUPPORTERS

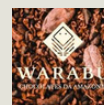
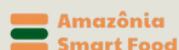


FutureBrand

## STARTUPS



INATU



SOUL BRASIL  
cuisine



- ▶ [EKUIA IN THE MEDIA](#)
- ▶ [VISIT THE EKUIA WEBSITE](#)
- ▶ [REGISTER YOUR STARTUP IN OUR MAPPING OF FOODTECHS IN THE AMAZON](#)



## CBR – Cia de Bebidas Regenerativas

In 2021, **ateha** began to offer support to Bhagavan, a company from Florianópolis that produces agroecological kombucha tea. Throughout the development of this collaboration with **ateha**, the opportunity to merge with the organic kombucha tea company Wayta was identified.

Considering the mutual benefits of joint development, synergistic purposes, and people committed to creating positive impacts through their companies, the businesses come together to give life to Cia de Bebidas Regenerativas.

Born with the purpose of providing an outlet for agroforestry and organic inputs, CBR is the first regenerative beverage company in the south of Brazil.

Through an agroecological supply chain, producer support, and recovery of biomes, CBR is committed to regenerating springs by fostering a development cycle incorporated into a portfolio of healthy, clean-label beverages that favor fair trade.

# founders



**LUCAS OLIVELLA**

HEAD OF MKT AND INNOVATION



**KAUANA PRETO**

HEAD OF OPERATIONS



**MARCELO HENNING**

KOMBUCHA BREWER



**ADRIANO BUENO**

HEAD OF SALES

# activities in the project

## ATEHA'S OPERATION

Main activities monitored, managed, and implemented by ateha:

- Business model;
- CBR Brand identity;
- Storyline creation;
- Allocation of executives;
- Standardization and S&OP process;
- Creation of integrated production flow;
- Legal apparatus;
- Support and implementation digital boost;
- MAAT R&D support and consultancy;

## FUNDING AND ROAD SHOW

CFundraising I

Model: venture capital (paid in)

Total value: R\$ 200,000.00

Fundraising II

Model: venture capital (ongoing)

Total value: R\$ 1.2MM

## PHASE

The merger is completed, the company received seed money to consolidate the agreement and is structured to capture expansion and launch of a new line. Sales and recurring revenue with a strong presence in Florianópolis.

# activities in the project

## ATEHA EMPLOYEES' OPERATIONS

### PAULA SCHERER

#### Main activities:

- Strategic advice;
- S&OP implementation;
- MAAT R&D support;
- Business Model Validation;
- Road Show and fundraising;
- Operation of fusion flows;

### HUMBERTO MATSUDA

- Strategic advice;
- Road Show and fundraising;
- Business Model Validation;

### RAYMUNDO MAGLIANO

- Strategic advice;
- Road Show and fundraising;
- Business Model Validation;

### ISADORA WINKLER

- Social media planning and execution;
- Copywriting;

### CAMILA DIAS

- Communication support;
- Business model support and validation;
- Road Show Support;

### FERNANDA RUSCHEL

- Digital marketing;
- SEO support;
- Social media.

### JULIA MAGGION

- Design and support the structuring of the business model;
- Management of service providers and external consultants;
- Management and coordination of initiatives;
- Research and benchmark;
- Travels, connections, meetings, and strategic partnerships;
- Participation in events, fairs, and lectures;
- Training, courses, and technical studies;
- Mapping of startups;
- Mapping corporations;
- Mapping of investors;
- Mapping and structuring initiatives and partnerships;
- Road Show and Investment Capture;
- Investor Relations.

### TUAREKAM

- Support digital campaigns

## CBR PORTFOLIO

### BHAGAVAN

Lightly carbonated kombucha tea made from herbs and agroforestry produces.

[LEARN MORE](#)

### MAAT

Lightly carbonated energy drink made of organic yerba mate, produced from agroecological and agroforestry ingredients.

***LAUNCHING 2023***

### WAYTA

Lightly carbonated kombucha tea made from refreshing organic fruits.

[LEARN MORE](#)

- ▶ [VISIT BHAGAVAN'S WEBSITE](#)
- ▶ [VISIT WAYTA'S WEBSITE](#)
- ▶ [DOWNLOAD THE CBR PITCH DECK](#)
- ▶ [CBR IN THE MEDIA](#)



## HOW TO SUPPORT CBR?

- Support and attract national and international investment;
- Connect with co-packers in São Paulo;
- Connect with distributors in Santa Catarina, Rio Grande do Sul, Paraná, and São Paulo;
- We are looking for can filling equipment;
- We are looking for tin suppliers / co-packers;
- We are constantly looking for suppliers of agroforestry inputs;
- Support our participation in fairs and events.

A T E H A   R E P O R T   2 0 2 2 - 2 0 2 3

# report of activities



**ateha**  
business for climate

nov 2021

## AMAZON JOURNEY

At the time of its constitution, the partners of ateha came together to undertake a journey of research, connections, and mapping of the main challenges that the development ecosystem of the Amazon region faces.

Home to at least a third of the world's biodiversity, the Amazon is one of the largest natural reserves in the world but also the vector of a series of challenges related to climate change.

We challenge ourselves to research, study and create integrative dialogues with the main players and businesses communities in the region.

We have identified a series of challenges and opportunities in the axis of development of the Amazonian bioeconomy.

### Main results:

- Partnership and collaboration with Climate Ventures;
- Partnership and collaboration with CBA (Centro de Biotecnologia da Amazônia);
- Partnership with PCT Guamá;
- Partnership and collaboration with Manaus Tech Hub;
- Partnership and collaboration with Impact Hub Manaus;
- Partnership and collaboration with Idesam and AMAZ;
- Amazon Food Lab Project;
- Startup mapping.

**dec 2021**

## **CONSTITUTION OF ATEHA**

In December 2021, upon returning from the Amazon journey, the social constitution of **ateha businesses for climate** is established.

The first documentation and strategic descriptions of performance and operation of the business model are organized.

### **Main results:**

- Fiscal headquarters at Impact Hub Florianópolis;
- Brand identity by Helena Nabuco;
- Storyline creation by Felipe Watanabe.

**feb 2022**

## **STRATEGIC PLAN**

Establishment of the strategic plan and first version of **ateha's** operating model. A first private investment agreement is signed to inaugurate operations.

### **Main results:**

- First Version of the Business Model;
- Investment Agreement;
- Hiring Paula Scherer.

**feb 2022**

## **ROUNDTABLE WITH PEDRO TARAK**

First meeting with Garopaba's (SC) local community. . Opening the discussion forums on topics relevant to the construction of Markets with Local Impact.

### **Main results:**

- Launch of live broadcasts and YouTube channel;
- Fostering the impact ecosystem in Florianópolis and surrounding regions;
- Formalization of partnership with several local agents such as: Garopaba Sustentável, ACI, Gaia, Saberes da Praia, Runakay e GreenThinking Project.

**mar 2022**

## **DESIGNING THE FIRST COURSES**

The course development plan and creation of strategic content associated with the education thesis begins.

### **Main results:**

- Hiring a digital marketing team;
- Hiring and developing a team of content partners.

**mar 2022**

## **NATURAL TECH EXPO WEST 2022**

Voyage to California in search of benchmarks and reference models for the Amazônia Food Lab project.

### **Main results:**

- Visit to KitchenTown;
- Validation of Business Thesis;
- Contacts and partnerships.

**apr 2022**

## **FORMALIZATION OF IDESAM PARTNERSHIP**

Following up on the Amazônia Food Lab project, created from the association between ateha, Idesam and AMAZ during the 2021 journey in the Amazon, the ekuia Amazônia Food Lab is born.

A partnership agreement is formalized between the parties and an investment is defined to create the business model.

### **Main results:**

- Consultancy with Bruno Erlinger HIGH;
- Visual Identity and BrandBook Future Brands;
- Meraki Investment;
- ateha investment.

### **Amounts raised:**

- R\$ 130,000.00 (one hundred and thirty thousand BRL) in blended capital;
- BRL 50,000.00 (fifty thousand BRL) in services.



jun 2022

## IMPACT LEADERS EU

Event B For Good Leaders. To continue the structuring and promotion of the Global Movement of B Companies in Europe. **ateha** made its first appearance to the international ecosystem of B leaders.

### Main results:

- International insertion;
- Impact Leaders Partnership;
- Glocal Partnership.

► [LEARN MORE](#)

## 2nd JOURNEY TO THE AMAZON

On a second trip to the Amazon territory to consolidate partnerships and research as well as to give continuity to **ateha's** presence in the region.

### Main results:

- Partnership with Impact Hub Manaus;
- CBA Partnership;
- Participation in ExpoAmazônia and FIINSA.

## NATURAL TECH AND BIOFACH BRASIL

Connection and articulation with businesses in the agri-food axis of the entire Brazilian ecosystem.

### Main results:

- Relationship with Amazonia Em Casa Floresta Em Pé.
- Relationship with AMAZ.

## EXPO AMAZÔNIA E BIOTIC

**Ateha** and the Amazon biotechnology ecosystem.

### Main results:

- Mapping local startups and solutions.

Jul 2022

## AMAZ CONSULTING

Consulting project carried out for AMAZ to support the structuring of the thesis and business model for the next rounds of investment fundraising and acceleration.

### Main results:

- Blended finance investment fund mechanism;
- Targeting resources associated with impact.

## INITIATION OF WAYTA + BHAGAVAN MERGER

Identification of an opportunity to scale up two brands from Santa Catarina in order to provide an outlet for organic and agroforestry inputs.

### Main results:

- Restructuring and merger;
- CBR creation;
- Legal apparatus.

## ROUNDTABLE MATERIALS FROM THE FUTURE

Second roundtable with Garopaba's (SC) local community.

### Main results:

- Connections and promotion of the local ecosystem;
- Creation of a teaching and training program on SDGs in schools in Garopaba.

aug 2022

## HEADQUARTERS SÃO PAULO BIOMA FOOD HUB

Opening of the **ateha business for climate**

headquarters in São Paulo at Bioma Food Hub. A center for business and innovation in the food industry.

**Main results:**

- Insertion in the ecosystem of foodtechs;

## NEW TEAM AND STRATEGIC ADAPTATION

Entry and hiring of a technical team to expand channels and communication for **ateha** and projects.

**Main results:**

- Team mostly concentrated in Florianópolis based in ImpactHub Primavera.

## START ROAD SHOW EKUIA

Presentation and approval of the business model and fundraising project for the ekuia Amazônia food lab.

**Main results:**

- Business model;
- Blended finance strategy.

## ROUNDTABLE ESG BEYOND THE ACRONYM

Third roundtable with Garopaba's (SC) local community.

**Main results:**

- Online broadcasting;
- YouTube channel.

sep 2022

## LAUNCH OF CONTENT PLATFORM

Official launch of the content platform of **ateha business for climate**.

### **Main results:**

- New partnerships;
- Content curation and mapping;
- Community creation.

## 3rd JOURNEY TO THE AMAZON

Maintaining presence and connectivity with the Amazonian biotechnology ecosystem.

### **Main results:**

- Field visit;
- Conversation with entrepreneurs;
- Projects and partnership with Manaus Tech Hub.

## ROUNDTABLE WHO INVESTS IN ESG?

Fourth roundtable with the local community of Garopaba.

### **Main results:**

- Launch of podcast channel.

oct 2022

## LAUNCHING ATEHA

Launching event for **ateha business for climate** in Florianópolis, Santa Catarina. The event took place at the Seiva Institute and brought together several players from the positive impact business ecosystem of Santa Catarina and São Paulo.

### Main results:

- Formal launch in the media;
- Connection with new local entrepreneurs;
- Presentation and conviviality with the ecosystem;

## ARVO DECARBONIZATION

**ateha** consolidates its takeoff with the decarbonization of the largest sustainable national music festival in the south of Brazil. In addition to zero waste, the 7th edition of ARVO becomes carbon neutral in partnership with **ateha**.

### Main results:

- Partnership with Arvo;
- Planting Sítio Flor Bela;
- Agroforestry Carbon Partnership;
- +5k people impacted;
- Activation on social media.

## ROUNDTABLE WHERE DO HAPPINESS AND ESG MEET?

Roundtable took place in Garopaba, in partnership with Casa Alma.

### Main results:

- Formalization of partnership with Casa Alma.

**nov 2022**

## **FIINSA**

**ateha** presents at FIINSA – the 2nd forum for sustainable impact investments in the Amazon – a panel on the importance of food in bioeconomy.

### **Main results:**

- Formal presentation of ekuia;
- Mapping of the region;
- Partnership with CERTI;
- New initiatives and partners.

## **ACTIVATING REGENERATION**

Support and participation at the 4th regeneration thinkers meeting network that has been taking place since 2016 under the leadership of Pedro Tarak, Alex Pryor, and Thais Corral.

### **Main results:**

- Meeting's content production;
- Production of educational content for Reflorestamente campaign.

## **REFLORESTAMENTE PROJECT**

Conception of the Reflorestamente project and start of the recordings and interviews that will compose one of the axes of the project. A global campaign to “reforest the human mind”.

### **Main results:**

- +20 impact leaders interviewed;
- Partnership and contact with new LATAM impact companies;
- Structuring the model and project schedule..



dec 2022

## CBR CONSOLIDATION

Completion of the CBR merger and consolidation process, with approval and legal formalization. Start of joint sales and production.

### Main results:

- CBR business model;
- First regenerated spring;
- Road Show process started.

## PLANTING AT SÍTIO FLOR BELA

Planting with an open invitation to the community to plant trees that will decarbonize the ARVO festival.

### Main results:

- Relationship Sítio Flor Bela;
- Supporting the CBR regenerated spring.

## CLOSING 2022 ATEHA

Closing get-together with all **ateha's** employees and collaborators.

### Main results:

- Hiring Juliana Faria: B Corps Certification.

## PARTICIPATION OXRFC 2023

International panel where ekuia and Meraki Institute talked about the role of philanthropy in food chains.

### Main results:

- International ecosystem connection;
- Potential international partners.

► [WATCH](#)

# news

## ATEHA IN THE MEDIA

### **Companies need to be protagonists in environmental issues**

Revista Pará – AUG 2022

<https://paramais.com.br/empresas-precisam-ser-protagonistas-nas-questoes-ambientais/>

### **Florianópolis gains hub for climate solutions**

Economias SC – OCT 2022

<https://economiasc.com/2022/10/24/florianopolis-ganha-hub-de-impacto-para-solucoes-climaticas/>

### **Impact hub for climate solutions is launched in Florianópolis**

Diário Comercial – OCT 2022

<https://diariocomercial.com.br/index.php/noticia/9597/hub-de-impacto-para-solucoes-climaticas-e-lancado-em-florianopolis>

### **New impact hub for climate solutions is launched in Florianópolis**

Amanhã – OCT 2022

<https://amanha.com.br/categoria/sustentabilidade/novo-hub-de-impacto-para-solucoes-climaticas-e-lancado-em-florianopolis>

# news

## ATEHA IN THE MEDIA

### **New impact hub for climate solutions in the country is launched at an event in Florianópolis**

Diário Comercial (RJ/SP)– NOV 2022

### **Magliano's green investment**

Forbes Brasil – NOV 2022

<https://economiasc.com/2022/10/24/florianopolis-ganha-hub-de-impacto-para-solucoes-climaticas/>

### **Brazil should be a protagonist in green entrepreneurship**

TI Inside – SET 2022

<https://tiinside.com.br/16/11/2022/brasil-deveria-ser-protagonista-no-empreendedorismo-verde/>

### **Brazil should be a protagonist in green entrepreneurship**

Gazeta do Povo – SET 2022

<https://www.gazetadopovo.com.br/opinioao/artigos/brasil-deveria-ser-protagonista-no-empreendedorismo-verde/>

# news

## ATEHA IN THE MEDIA

### **Brazil should be a protagonist in green entrepreneurship**

Gazeta do Povo – SET 2022

<https://www.gazetadopovo.com.br/opinioao/artigos/brazil-deveria-ser-protagonista-no-empreendedorismo-verde/>

### **A new framework of values**

VEJA SP – JAN 2023

[https://drive.google.com/file/d/13ho8PYUiK65JSORmRYfROkt5o9tRkP9J/view?usp=share\\_link](https://drive.google.com/file/d/13ho8PYUiK65JSORmRYfROkt5o9tRkP9J/view?usp=share_link)

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# impact report



**ateha**  
business for climate

**'YOU NEVER CHANGE  
THINGS BY FIGHTING  
EXISTING REALITY. TO  
CHANGE SOMETHING,  
BUILD A NEW MODEL  
WHICH MAKES THE  
EXISTING MODEL OBSOLETE'**

— Buckminster Fuller



# theory of change



## WHAT IS THE THEORY OF CHANGE?

The Theory of Change is designed to give us a **clear vision on how results and impacts will be achieved**, based on the activities carried out and the resources invested by a business. It's a visual transcription of the big goals of an impact business.

It is thus important to recurrently update the Theory of Change **to ensure that the impact assessment is aligned with the business strategy** and that it accurately measures progress according to the defined objectives.

The theory of change should answer questions such as:

What are the activities necessary to achieve the desired outcomes? What are the intermediate results needed to reach the end result?

How will the business measure progress according to the desired outcomes? How do I significantly contribute to the change we intend for the planet?





# theory of change

## STRUCTURE OF THE THEORY OF CHANGE

### **1 THE PROBLEM**

Detailing and analyzing the problem to be solved and its direct impacts analyzed through data, internal evidence and recognized sources.

### **2 STAKEHOLDERS**

All parties that are directly impacted by actions and consequences resulting from the given problem.

### **3 THE STRATEGY**

Analyzing and detailing the strategies adopted to solve the problem, its resources, and activities to be carried out for this purpose.

### **4 THE RESULTS**

Immediate and non-immediate resulting from the strategy, resources, and activities.

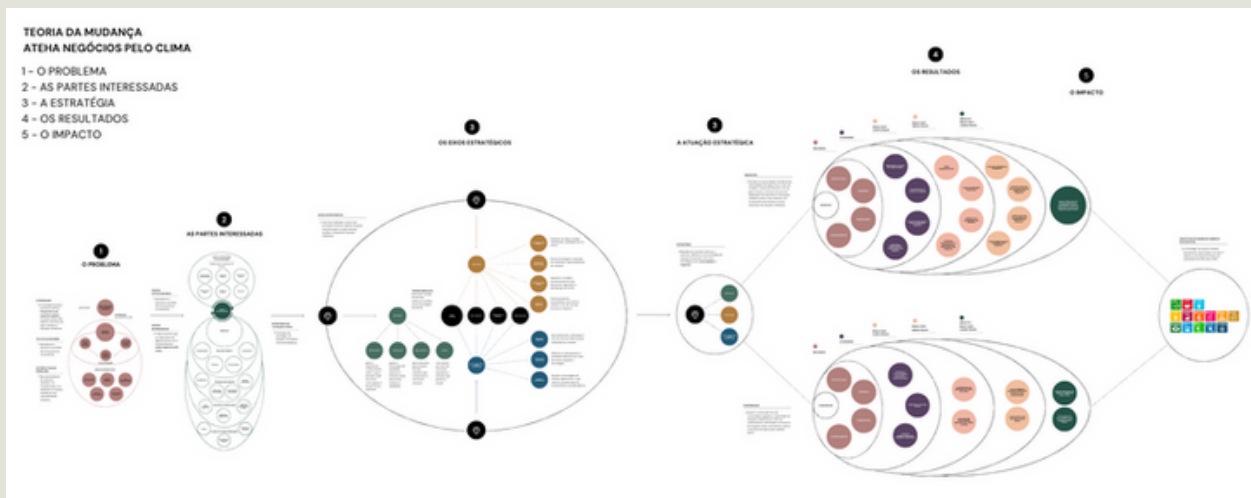
### **5 THE IMPACT**

The long-term impact measured and certified, on all stakeholders through internal and global targets.



# theory of change

## ATEHA BUSINESS FOR CLIMATE STRUCTURE OF THE THEORY OF CHANGE



► [ACCESS THE COMPLETE INFOGRAPHIC](#)



1

# the problem



## ABSTRACT

Through the emission of greenhouse gases, humanity has increased the temperature of the global surface by 1.1° C. According to the latest IPCC report, the main human activities considered to cause the emission of greenhouse gases involve the uneven history of continuous contributions, resulting from the unsustainable use of energy, land, lifestyles, and consumption patterns.

Human influence has warmed the atmosphere, ocean, and land. As well as increased the chance of extreme events. This 1.1°C increase in temperature is dreadful and is causing adverse effects.

Devastating impacts on food and water security, human health, economies, and society. There are countless damages to nature and people, and they are increasingly irreversible.

The increasing scale of changes in the climate system as a whole and the current state of many aspects of the climate are unprecedented.

Lack of access to solutions, lack of investment in the climate sector, lack of effective public policies and other challenges further accelerate the risks of a viable future.



## 1

### THE PROBLEM

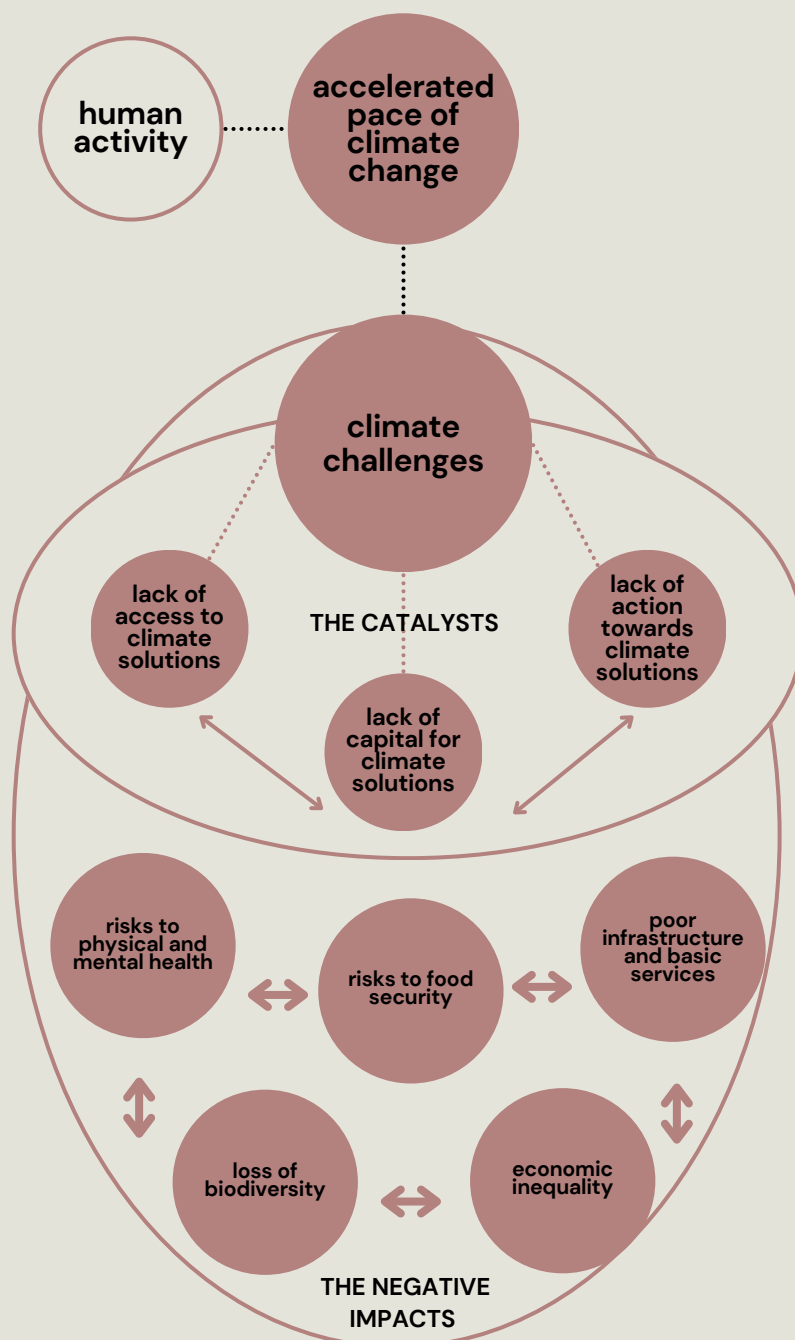
Human activity has increased the global surface temperature by 1.1°C, making courses of action aimed at climate solutions even more urgent.

### THE CATALYSTS

The current scenario is catalyzed by economic and market models that do not generate access or support for solutions

### THE NEGATIVE IMPACTS

They are devastating in several senses and are correlated and accelerated to the same extent as their vulnerability to climate change.

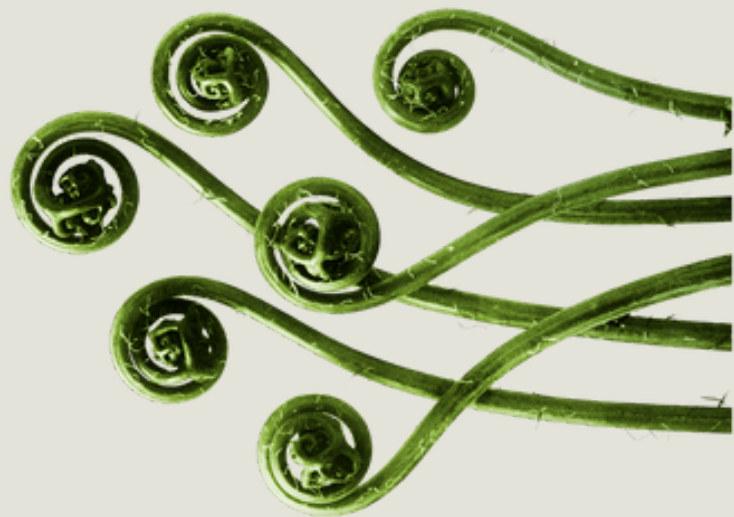


2

# stakeholders

## ABSTRACT

Stakeholders are all those directly benefiting from or impacted by the activities carried out by the company. We prioritize having a close relationship with all the players that belong to our ecosystem, to be sure that the intended impact is benefiting and generating the expected positive impacts.





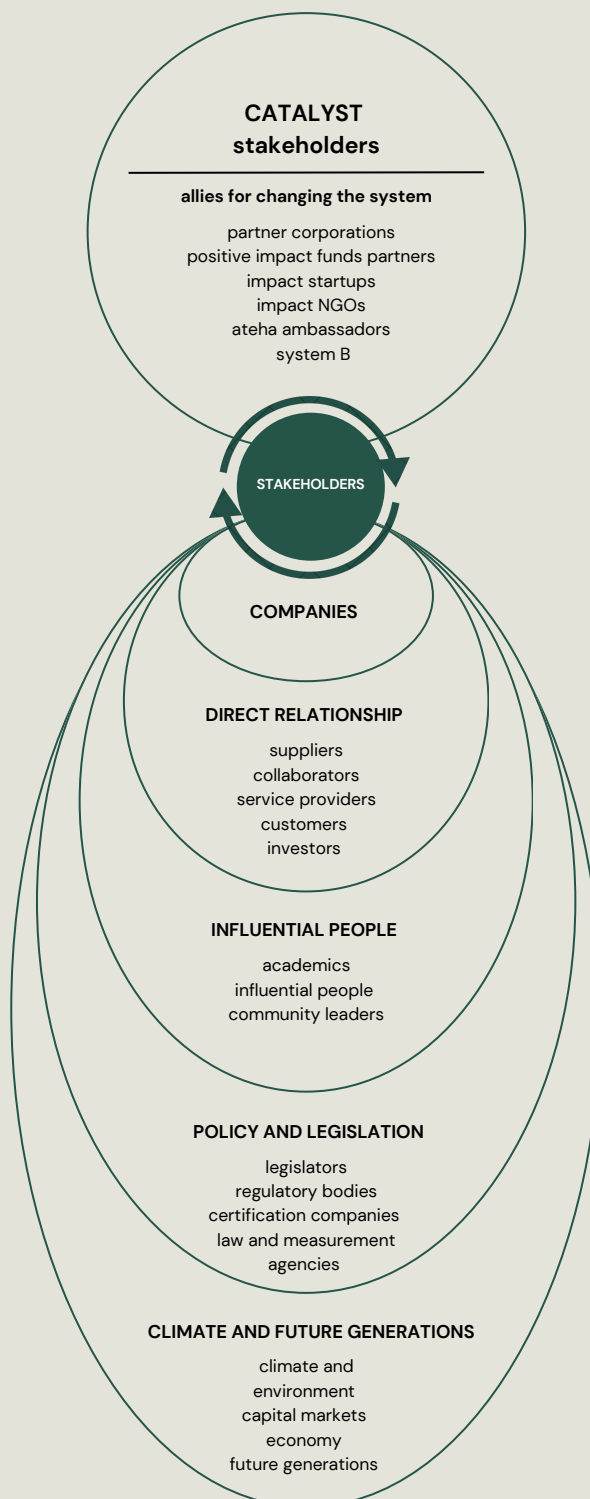
## 2

### CATALYST PARTIES

Supporters and partners adding fairly to the ecosystem.

### STAKEHOLDERS

All parties that relate in some way with **ateha's** ecosystem.

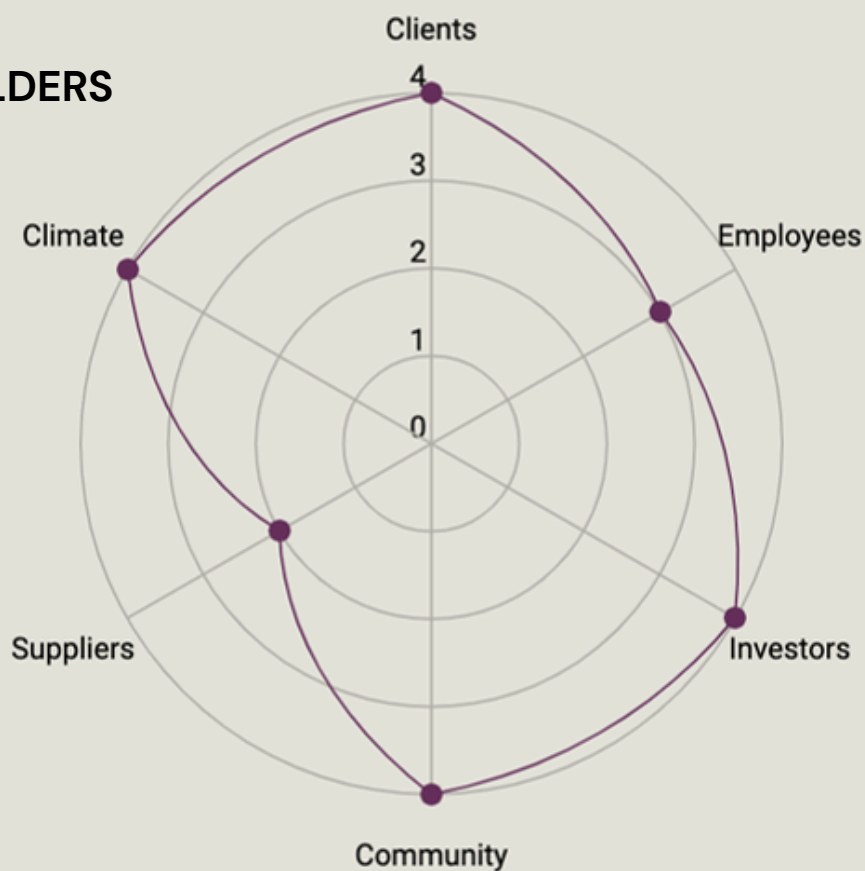


## 2

### IMPACT ON STAKEHOLDERS ATEHA | BUSINESS FOR CLIMATE

On a scale of 1 to 4, we assess the weight of the impact generated on each of the interested parties, to be able to boost our results and strengthen our relationship with those involved.

#### STAKEHOLDERS



2

ATEHA STAKEHOLDERS

# climate

The climate is our stakeholder, our greatest beneficiary. Thus, we leverage businesses that possess, in their chain of values, the protection of our strategic axes: education, land and water & agri-food systems. We also offset the CO2 footprint of our activities, protecting land and springs.

## 20 hectares

of environmental preservation areas in Garopaba (SC)

## 400 trees

planted in partnership with the ARVO Festival

## 4 hectares

of agroforestry planting for the regeneration of degraded areas in the interior of São Paulo (SP).



# 2

## ATEHA STAKEHOLDERS

# clients

We scale companies and products that propose business models based on the sustainable use of natural resources and foster circular, fair, and regenerative economies for all parties involved. We believe that the consumer also plays a very important role in this transition process. We thus focus on being able to offer products and services that legitimize conscious choices while empowering the consumer or client to improve the way they invest.



2

ATEHA STAKEHOLDERS

# employees

We take care of and care for all employees. Starting with the selection process, that is carried out in an inclusive way and based on building human relationships. Our work environment is dynamic and participatory, with suggestions for interaction aimed at human development and trust as allies of performance and personal satisfaction in the work environment. Contracts and models that support fair pay and equitable governance are devices that guarantee opportunities for growth.

100%

of the people who work on our team say they have improved their actions and habits in relation to the climate

85%

of the team is composed of women

43%

feel they belong

85%

of the team believe they have a decent salary

100

ENPS Score



**We work so that everyone involved in ateha feels committed to acting on behalf of the climate.**

### TESTIMONIALS FROM EMPLOYEES

*"I pay much more attention to all my choices, from consumption to behavior, to investments, etc..."*

*"My awareness of the environmental impacts has increased a lot, and the need to engage more with actions and initiatives."*

*"The conversations with the team inspire transformations. The fact that we talk a lot and debate choices at work (that are related to choices in personal life), where we talk a lot about what is bubbling in the world, creates expansion of consciousness and invites us to take continuous steps of actions on a daily basis."*

*"Totally impacted! I feel alive, in a relationship with work where there is purpose and potential for real impact. I understand that my role is to help to spread ateha's message to people and transform businesses, but the challenge of transforming people and reaching businesses remains."*



## THEORY OF CHANGE

**We work so that everyone involved at ateha feels impacted by the desire to do something more for the climate**

### TESTIMONIALS FROM EMPLOYEES

*"Today I am aware that our company is ahead of its time, we are protagonists of a paradigm shift that has been gaining global scale."*

*"Being part of an active ecosystem makes me more aware of every action I take on a daily basis. It's impossible not to think about micro attitudes when you belong to a company that is fighting for climate causes every day. They are daily awareness alerts."*

*"I'm more conscious as a consumer, as well as an investor and mentor to other companies. I've always started to weigh socio-environmental decisions more in my daily life management, as well as in all businesses that collaborate in other ways."*





2

ATEHA STAKEHOLDERS

# suppliers

At ateha we seek to work with local suppliers who identify with our causes and seek to engage with climate issues.

66%

**of our suppliers choose to take responsible actions in climate matters**

66%

**believe that working in partnership led them to rethink actions with a positive socio-environmental impact or more sustainable ones.**

*"Improving documents with a focus on positive impact."*

*"It has helped me to develop clauses and documents with a focus on positive socio-environmental impact."*

*"Understanding that it is feasible to achieve financial return, without generating major negative impacts on the ecosystem we are part of. That it is possible to reap the fruits of nature, climate and people, without generating permanent wear and tear."*



# 2

### ATEHA STAKEHOLDERS

# investors

From the first investments we are creating a tool that aims to prove the thesis of financial return and positive climate impact.

**ateha's** investor base is made up of people interested in expanding and/or adapting their investment portfolio for climate impact.

### ATEHA COEFFICIENT

Coefficient that demonstrates the climate impact linked to the invested capital, to demonstrate the **ateha** impact thesis through one or more key indicators.

#### Next steps:

- adaptation methodology
- indicator tool
- application guide

#### Road Map:

- first two cases of analysis
- delivery in November 2023



2

ATEHA STAKEHOLDERS

# community

**ateha** is committed to daily working in an integrated way with the community, generating opportunities for meetings, conversations, debates, connections, and promotion of dialogues that generate actions for the climate. Examples of activities in the community:

## ROUNDTABLES

In 2022, we held more than five roundtables with the local community of Garopaba, **ateha's** birthplace. Achievements such as the implementation of teaching SDGs in the public schools of Garopaba (SC) are a successful example of connections generated in the ecosystem of **ateha business for climate**.

## RITA

RITA (Regional Impact Trade Alliance) was born from a collaboration between Mendoza and Melbourne. Its proposal is to realign regions according to their economic and biological aspects and to exchange knowledge, technologies, and products. **ateha** will represent the movement in the region of Santa Catarina, Brazil from 2023 onwards.



### CLIMATE CONNECTION

Climate Connection is a private sector entity dedicated to the development of honest climate businesses in Brazil. According to their decree, the entity's mission is to “promote the agenda of fighting climate change in a broad sense, mainly in issues related to carbon markets”.



## 3

# the strategy

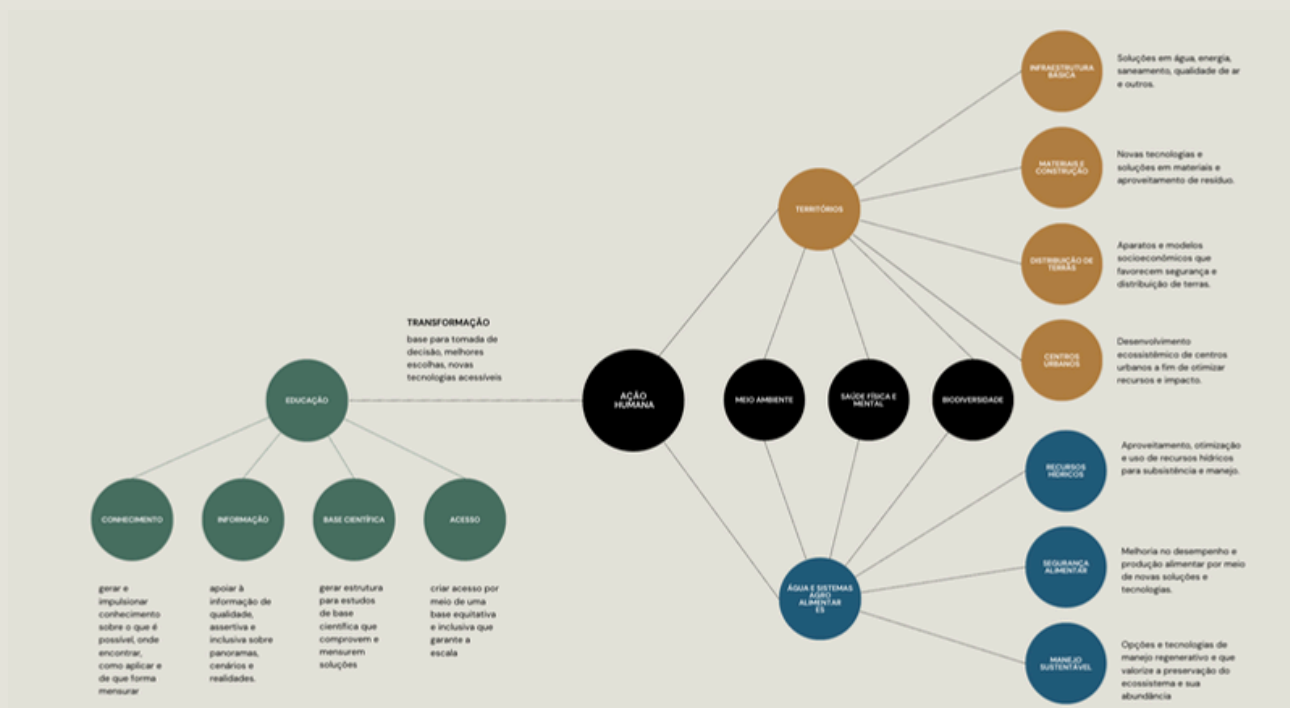
## ABSTRACT

Based on internal and external studies, we defined a horizontal action strategy based on three axes for communities and businesses.

## STRATEGIC AXES

Three axes defined from the main systems capable of generating transformation in human action and accelerating and perpetuating climate solutions, which are:

**education, land and water and agri-food systems.**



### 3

#### THE STRATEGY

With the goal of building and consolidating solid access structures that allow the creation of climate solutions, our strategy includes acting towards **business** and the **community**.

Companies are the 2nd largest form of social organization, so we bet on business as agents of transformation.

At the same time, to welcome and assist these businesses, we act systematically via support communities that foster and sustain businesses locally and globally.



### 3

#### **BUSINESS**

We meet the needs of companies in different stages of maturity. We support the creation of market climate solutions, giving access to resources and an ecosystem to promote business for the climate.

#### **COMMUNITY**

Support the construction of an engaged and qualified community in climate through knowledge, information, and resources in order to generate greater collective awareness and support structure to catalyze actions.





### 3

#### Resources offered by ateha in the pursuit of its role:



TECHNOLOGICAL

FINANCIAL

HUMAN

INTELLECTUAL

**Technological:** connection and facilitation of knowledge transfer, generating access to technologies that propose solutions to one or more challenges.

**Financial:** access to private, philanthropic, governmental, or other investments and capital mechanisms.

**Human:** training and development of human capital engaged in creating climate solutions.

**Intellectual:** connection with intellectual capital able to support entrepreneurs committed to solving climate challenges.



### 3

#### KEY ACTIVITIES IN BUSINESS

mentoring,  
training,  
business  
modeling

access to  
impact  
solutions and  
technologies

investment and  
access to  
capital

education and  
training courses

**Mentoring, training, and business modeling:** support in decision-making, strategic training, and exchange of knowledge to achieve business models capable of generating financial return and positive climate impacts.

**Access to solutions and impact technologies:** connection between intellectual capital, technological and scientific resources generating access to technologies with a positive impact.

**Investment and access to capital:** specific resources to boost early-stage project challenges and support due diligence of impact startups for investment, multilateral and other funds. Training and mentoring for businesses that show aptitude, generating greater adherence to investment.

**Education and training courses:** we provide and support quality content, relevant information, and continuous diagnostics for businesses with positive impacts.



### 3

#### KEY ACTIVITIES IN THE COMMUNITIES



**Courses and training in climate solutions:** we offer courses and training on climate solution-oriented topics.

**Local roundtables:** we promote connection, exchange, and learning through conversation circles in regions with specific climate impact development.

**National and international events:** we support and create events in Brazil and worldwide to generate visibility for action and education towards climate solutions.



4

# results

## BUSINESS

### DIRECT RESULTS

improvement in  
financial and  
impact  
performance  
and functioning

improvement in  
customer  
satisfaction

financial  
sustainability

organizational  
climate

### MEDIUM TERM RESULTS

+ businesses  
for impact  
transition

lower mortality  
rate of impact  
businesses

increased  
growth rate  
impact  
businesses

increased  
engaged  
leaderships

### LONG TERM RESULTS

potential economic,  
social and  
environmental  
development through  
climate businesses.



4

# results

COMMUNITIES

## DIRECT RESULTS

mobilization of people in favor of the climate

financial sustainability

## MEDIUM TERM RESULTS

communities and people adopting more sustainable practices

increase the growth rate of impact businesses

## LONG TERM RESULTS

boost actions and businesses for climate

Development of an ecosystem of businesses for climate



# planning 2023

After a year of action, we know that we have made a sustainable contribution to business and the community. We take impact seriously and are aware of our responsibility as a company of impact. Yet, there is a long way to run. Much more to be done. And we enjoy the challenge.

Our intention for climate impact is to create a movement. A path that we must continue to tread. We will never stop.

Therefore, we have a plan to implement new actions and activities, always seeking the necessary results for the impact on the climate ecosystem.

## Governance

- Include Socio-environmental performance in decision-making.
- Disclose information publicly and transparently, both internally and externally.
- Create managerial job descriptions that explicitly incorporate the company's socio-environmental performance.

## Social (Employees)

- Expand the training plan offering continued training, opportunities for external professional development and better wages.



## Social (Employees)

- Implement an evaluation process for all employees with guidance on professional development, achievable and clearly identified socio-environmental goals.
- Develop and disseminate the employee handbook.
- Create formal feedback and governance mechanisms that go beyond direct ways of reporting and aim to respond to employee concerns and improve company practices.
- Create a financial security plan for employees with adjustments according to the local cost of living, bonuses, and possibilities for actions.

## Social (Community)

- Include in all job postings a statement affirming our commitment to diversity, equity, and inclusion, as well as analyzing the language and requirements set out in the descriptions.
- Provide training for all employees on issues related to diversity, equity, and inclusion.
- Set specific and measurable diversity improvement goals, with specific and measurable targets.





## Social (Community)

- Create policies to give preference to suppliers with people from underrepresented populations and with diversified shareholding among their owners.
- Create citizenship policies, with investments in the community, in addition to partnerships with charitable organizations or participation in community organizations.

## Social (Customers)

- Create mechanisms to receive customer service feedback or complaints, monitoring our customers' satisfaction, as well as evaluating the results produced by our customers with our services.
- Monitor customer satisfaction and retention by setting targets and sharing our results publicly.



# let's be

## We are on the course of becoming part of the B movement in Brazil

**Sistema B Brasil** has been a partner organization of B Lab since 2012, responsible for engaging, publicizing, and promoting the entire B movement throughout the country.

The **Global Movement of B Companies** was created in 2006 in the United States with the aim of redefining economic success so that not only financial success is considered, but also the well-being of society and the planet. This is a global community of leaders who use their businesses to build a more inclusive, equitable and regenerative economic system for people and the planet.

### About B Lab

The B Lab is a non-profit organization that emerged in the United States and Canada in 2006 aimed at redefining the meaning of business success: **solving social and environmental problems of products and services sold.**

In 2016, the B Movement was already a global movement, present in Continental Europe, the United Kingdom, Portuguese-speaking Africa, and Australia. And it is made up of companies that are committed to implementing continuous improvements and generating positive social impacts.



To be part of the **B Movement** and to be a B Company, it is necessary to follow specific and strict guidelines. Being B has a lot to do with embracing a change in organizational and corporate mindset and culture. Thus, it is necessary to clarify: change is a constant.

Acting as a **B Corp** means, in practice, assuming a commitment to continuous improvement, measured regularly to ensure that the implemented actions are within the desired high standards, impacting the five areas: **Governance, Employees, Community, Environment and Customers.**

The Certification as a B Company thus becomes a direct consequence of the perennial and constant practices already implemented. It is a "certificate" that proves that the culture has already been transformed and that the management of this constant positive impact is already part of the day-to-day business. Therefore, we use and recommend the use of the B Impact Assessment tool, or just BIA. It is the tool used by B Companies when treading the path to Certification, ensuring through an audit process that the impact generated in theory is the same applied to practice.

**ateha** already has the B clauses in its Social Contract and in 2023 it will be a B company, along with the companies in its portfolio. .





# thank you

Do you have any questions,  
suggestions or want to talk to us?  
Write to [alo@ateha.life](mailto:alo@ateha.life)