



J AMARAL
ADVOGADOS

UN GLOBAL COMPACT

COMUNICAÇÃO DO PROGRESSO
(COP) 2022

Período de cobertura: 21 de julho de 2021 a 21 de julho de 2022

DECLARAÇÃO DO PRESIDENTE

Às partes interessadas

Após um ano de comprometimento contínuo, a partir da implementação de diversas ações, tenho o prazer de reafirmar o apoio do J Amaral Advogados aos dez princípios do Pacto Global das Nações Unidas sobre Direitos Humanos, Trabalho, Meio Ambiente e Combate à Corrupção.

Nessa Comunicação do Progresso Anual descrevemos nossas ações e indicadores, com o objetivo de promover a melhoria constante da integração do Pacto Global e dos seus princípios em nossa estratégia de negócios, cultura empresarial e operações cotidianas.

Além disso, nos comprometemos a compartilhar tais informações com todas as partes interessadas usando nossos principais canais de comunicação.

Atenciosamente,

João Eduardo de Villemor Amaral Ayres
Sócio Fundador e Diretor Presidente

DIREITOS HUMANOS

Ações e Indicadores

PROGRAMA NOTA A DIFERENÇA

O J Amaral, por meio do seu programa Nota a Diferença, oferece apoio contínuo à ONG Banco de Alimentos, com o objetivo de auxiliar na erradicação da fome no mundo. Neste programa, parte de qualquer nota de honorários emitida pela organização é destinada ao Banco de Alimentos.

No período compreendido neste relatório, foram destinados mais de seis mil reais ao Banco de Alimentos.

Vinculação aos *Global Goals*: 1 (no poverty) e 2 (zero hunger).

DIGNIDADE POR MEIO DA EDUCAÇÃO

O J Amaral possui um sólido programa de incentivo à educação e aperfeiçoamento constante do seu time. Para além de cursos regulares de extensão de pós-graduação lato e stricto sensu e extensão, subsidiados pela Organização e cursados em diversas áreas do conhecimento, o J Amaral oferece a todos os integrantes apoio mensal para compra de livros, como forma de incentivar o hábito da leitura e a troca destes livros entre os integrantes da Organização.

Além disso, a Organização, apostando no poder transformador da educação, criou a Brain4Tech Education, *startup* cuidadosamente pensada para construir e disseminar conhecimento de forma estruturada e que oferece jornadas de qualificação com certificação em *blockchain*, utilizada por centros de excelência como a Harvard University.

Vinculação aos *Global Goals*: 4 (quality education).



DIREITOS HUMANOS

Ações e Indicadores

OUTRAS MEDIDAS

O J Amaral reforça seu apoio e respeito à proteção dos direitos humanos reconhecidos internacionalmente, bem como assegura expressamente que não participa ou contribui para qualquer tipo de violação destes direitos, bem como exige dos seus clientes e parceiros o mesmo comprometimento na condução dos seus negócios.



TRABALHO

Ações e Indicadores

CULTURA WORK FROM ANYWHERE

Desde 2020, o J Amaral Advogados tem como princípio basilar a cultura *Oficelles* e *Work From Anywhere*, que, em português, significam "sem escritório" e "trabalhe de qualquer lugar", respectivamente.

Isso significa que os colaboradores do J Amaral possuem liberdade geográfica, podendo desempenhar as suas atividades em diferentes locais, desde a sua própria residência – *homeoffice* –, até mesmo em outros países.

Referida cultura promove maior qualidade de vida aos colaboradores, ao incentivar o constante equilíbrio entre a vida pessoal e profissional, e ao promover incentivo às mais diversas experiências ao redor do mundo, sejam profissionais, acadêmicas ou pessoais.

O relatório 2022 do Great Place to Work da Organização indica que estamos no Estágio Acelerado quando se fala em inovação. Esse é o nível mais elevado da certificação, e informa que os colaboradores do J Amaral encontram no ambiente de trabalho as condições propícias para inovar. Apenas 33 das 150 empresas melhor avaliadas pelo GPTW estão neste mesmo estágio.

Vinculação aos *Global Goals*: 3 (good health and well-being) e 8 (decent work and economic growth).

GREAT PLACE TO WORK

Desde março de 2021, o J Amaral é reconhecido com o selo *Great Place to Work*. Em março deste ano, o selo foi renovado, estando válido até março de 2023. O J Amaral possui o compromisso de promover as melhorias necessárias para contínuo aprimoramento das diretrizes GPTW.



TRABALHO

Ações e Indicadores

Além disso, o J Amaral atingiu a nota máxima (100) em diversas frentes avaliadas, estas relativas ao respeito entre os colegas de trabalho e a imparcialidade na condução dos trabalhos.

Vinculação aos *Global Goals*: 3 (good health and well-being), 8 (decent work and economic growth) e 5 (gender equality).

OUTRAS MEDIDAS

Com o objetivo de promover a integração e a conexão entre os povos, o J Amaral é associado da Câmara de Comércio e Indústria Brasil-Alemanha e da Câmara Portuguesa.

Além disso, a Organização atua no Conselho Consultivo da Associação Brasileira de Fintechs - AbFintechs e advoga para a Associação Brasileira de Startups - AbStartups, de modo a contribuir para o fomento do ecossistema criativo e de negócios no país.

Adicionalmente, o J Amaral assegura que não participa, promove, tampouco incentiva qualquer forma de trabalho forçado ou escravo. Ademais, a nossa Organização cumpre com os padrões salariais mínimos, e assegura que as decisões relacionadas às contratações são baseadas em critérios relevantes, objetivos, considerando, ainda, a diversidade e a eliminação da discriminação no emprego, bem como a abolição efetiva do trabalho infantil.



MEIO AMBIENTE

Ações e Indicadores

APOIADOR OFICIAL DA INICIATIVA VOZ DOS OCEANOS

Desde 2021, o J Amaral é apoiador oficial da Iniciativa Voz dos Oceanos, liderada pela Família Schurmann.

A Voz dos Oceanos é uma iniciativa essencialmente ESG, voltada fundamentalmente à recuperação dos oceanos, acometidos pelo descarte diário de lixos, especialmente plásticos, pelos seres humanos.

Atuando nas frentes de educação, inovação e ciência, a Voz dos Oceanos tem como sua principal frente a expedição a bordo do Veleiro Kat, por mais de dois anos, a qual conta com o apoio global do Programa das Nações Unidas para o Meio Ambiente - PNUMA.

A iniciativa também conta com diversos apoiadores nacionais, como a Sabesp, e internacionais, como a Plastic Soup Foundation.

Por meio deste suporte, o J Amaral atua diretamente na disseminação da cultura e das práticas ESG, além de auxiliar na divulgação para a necessária atenção às questões climáticas.

Adicionalmente, o J Amaral contribuiu ativamente na elaboração do Relatório Socioambiental da Iniciativa Voz dos Oceanos, relativo às atividades do ano de 2021, auditado pela BDO Auditores Independentes. O Relatório se encontra anexo a este COP.

Vinculação aos *Global Goals*: 4 (quality education), 13 (climate action) e 14 (life below water).



MEIO AMBIENTE

Ações e Indicadores

ATUAÇÃO PRO BONO JUNTO AO FÓRUM BRASIL EXPORT

O J Amaral, por meio de seu Diretor Presidente e dos demais colaboradores, atua diretamente no Conselho ESG do Fórum Brasil Export - Fórum Nacional de Logística e Infraestrutura Portuária.

Acompanhando o escopo ESG, o J Amaral contribui diretamente com as frentes ambiental, social e de governança, por meio das reuniões mensais do Conselho, e, ainda, por meio da participação em diversos eventos, encontros e lives promovidos pelo Fórum.

Neste ano de 2022, e considerando o constante compromisso do J Amaral em fomentar a educação e os temas ESG, foram publicados na revista do Fórum, a “BE News”, 11 artigos sobre os mais diversos temas afetos a sustentabilidade e ESG, de autoria dos representantes do J Amaral. Os artigos são publicados quinzenalmente.

Vinculação aos *Global Goals*: 4 (quality education).

ASSOCIAÇÃO À ABSOLAR

O J Amaral é associado à Associação Brasileira de Energia Solar Fotovoltaica, com o objetivo de estar na dianteira quanto à prestação de serviços relacionados ao desenvolvimento do mercado e do setor.

Vinculação aos *Global Goals*: 7 (affordable and clean energy), 13 (climate action) e 12 (responsible consumption and production).



MEIO AMBIENTE

Ações e Indicadores

OUTRAS MEDIDAS

Adicionalmente, o J Amaral compromete-se, sempre que aplicável às suas atividades, a evitar a promoção de danos ambientais, por meio de manutenção regular dos processos de produção e sistema de proteção ambiental.

Igualmente, o J Amaral apoia a abordagem preventiva aos desafios ambientais, sempre encorajando seus clientes, parceiros e a própria Organização no desenvolvimento e na difusão de tecnologias que não agridem o meio ambiente.



ANTICORRUPÇÃO

Ações e Indicadores

CONSTANTE ANÁLISE DE RISCOS E COMPROMETIMENTO COM A ÉTICA

O J Amaral promove constante análise de riscos relacionados a práticas de anticorrupção na condução dos seus negócios, seja na prestação de serviços aos seus clientes, seja na celebração de parcerias.

A Organização tem como princípio basilar o comportamento ético, e todos os seus procedimentos apoiam-se no compromisso com o combate à corrupção, interna e externamente.

Ao longo do período compreendido neste relatório, não foram identificados quaisquer práticas, atos ou fatos de natureza corruptiva e em desconformidade com os princípios de anticorrupção adotados pelo J Amaral.

Ademais, a Organização mantém canal de comunicação aberto para quaisquer denúncias por parte de seus colaboradores, além de reforçar continuamente a necessidade da manutenção de comportamentos éticos e íntegros dentro e fora da Organização.

Vinculação aos *Global Goals*: 16 (peace, justice and strong institutions).



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ANEXO

Relatório Socioambiental da Iniciativa Voz dos Oceanos

**REPORT
OF ACTIVITIES**



2021



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01

The CEO voice

*"... THE OCEANS ARE OUR HOME,
AND WE ARE CONSTANTLY
AND LITERALLY IN MOVEMENT.
THEREFORE, IN VIEW OF SUCH CHALLENGE,
WE WOULD NEVER STAND STILL"*

- David Schurmann



Right after my birth, my parents took a long trip, during which a dream would come up, and which would transform forever the lives of all of us. With a few months of age, my destiny - and that of all Schurmanns - has been traced. We would be a family of the oceans!

My first decade of life has been marked by the planning and preparation for our extensive sailing.

And my 10th birthday was the starting point for this adventure! Considering that no sailing starts on a Friday, 13... on April 14, 1984, at the age of 10 years and 1 day, I set sail with my parents and siblings towards the world, turning the seas and oceans into our home.

Ten years later, we completed our first round around the world, coming back to Brazil aware that it was just a temporary moment, since a new adventure would begin. Thus, in 1997, we set sail again with our Magalhães Global Adventure - followed by million of people in Brazil and in other 43 countries, on the Internet and TV. But what no one saw on Fantástico at that time was the garbage that, already in 1998, invaded the deserted and paradisiac Henderson Island, in the Pacific Ocean - a scene that has impressed us, leaving the whole Family intrigued with that fact, unprecedented and unexpected so far.

We returned to Brazil in 2000, developed important projects in "national" waters, increased even more our sailing miles until, in 2014, we left for our third world trip on board of our new - and sustainable - sailboat, the Kat, with our Orient Expedition. Once again, our trip was transmitted on free-to-air TV and in the strengthened and popular social media. In 2015, in also deserted and paradisiac West Fayu, another island in the Pacific Ocean, we came across a daunting amount of garbage spread out over kilometers of white sand. They were residues, mostly plastic, which came for all around the world.

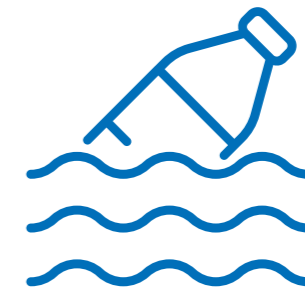
This time, we took this worrisome reality to our channels on Facebook and YouTube, and additionally shared the images and the alert with the traditional media. Our "scream" reached millions of people in Brazil and worldwide. But, on top of that, raised in us an urgency for actions capable of reverting that scenario. When we dropped anchor back in Brazil, in 2016, our next mission did not have a defined route yet, but it was already determined to be shaped for a purpose: save our oceans.

In three decades of history, we have witnessed an increasing and worrisome movement of ab-



surd plastic invasion in our Water Planet. A fact that science started to confirm with the disclosure of impressive indexes. In 2015, scientists revealed, in the annual encounter of the American Association for the Advancement of Science, that, each year, approximately 8 million tons of plastic invaded the seas.

In the following year, during the World Economic Forum in Davos, there was the projection that, if nothing changes, up to 2050 our oceans will have more plastic than fish - in weight. At last, in 2021, during the Global Treaty Dialogue, researches updated the data, informing that, up to 2040, there should be



**By 2040,
the seas will receive
20 million
tons of plastic a year**

20 million tons of plastic in the sea on a yearly basis. Who could imagine that the popular saying "the sea is not for fish" [the Portuguese equivalent to the English saying 'these are hard times'] would get a literal meaning...

Trying to summarize here my history and that of my family, I emphasized some of Schurmann's characteristics: **the oceans are our home (and also the recreation area, the sports area, the working space, the production space, the road that leads us around the world etc.) and we are constantly and literally in movement.** Therefore, in view of such challenge, we would never stand still. Thus, join us in the beginning of a new chapter, a new adventure, a new mission. Be yourself also the Voice of the Oceans!

All the best,

David Schurmann
Voice of the Oceans' CEO



2021

An audited VOICE

*WE HAVE A COLLECTIVE AND
TRANSFORMATIVE MISSION AND PURPOSE*





The Voice of the Oceans is more than a Schurmann Family action. It is an initiative led by the sailors, but with a mission and a collective and transforming purpose. In their trajectory, different people, of the most diverse practice areas, have been impacted and, thus, from the Voice, more and more voices are added and echo.

Within such scenario, it is important to transparently leave this trajectory recorded. It is to value each voice that joins this mission of impact and transformation. And when future comes, it will be possible to look back and check how several voices have dived into a great challenge, sailed seeking for solutions and together celebrated victory with the preservation of oceans.

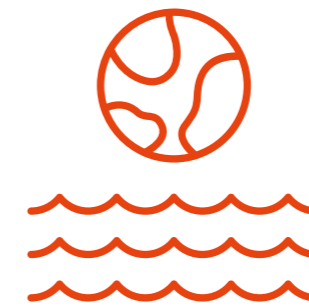
Considering this transparency governance, the Voice of the Oceans submits its first yearly report of activities, counting on the audit by BDO, outstanding in the national and international market as the fifth largest audit and consulting company in Brazil. Under the stance of such a well-renown entity, this content gets to you with all verified and proven information.

It is worth reminding that this is a mediatic mission, i.e., all activities carried out are shared live on Voice of the Oceans' media, in addition to having highlighted moments shared in the media of the Schurmann Family and partners, such as PNUMA; in Fantástico's monthly episode, broadcasted on TV Globo and Globonews; in the Fantástico's website

digital hub, hosted on G1 portal; in short programs broadcasted during TV Globo's program, and in interviews and coverages for radio and free-to-air broadcasters and paid TV, blogs, sites and portals, newspapers, magazines and podcasts.

In addition to conferring even more transparency, this intense communication is one of the main tools for the awareness and engagement to the cause. Therefore, the first edition of the Voice of the Oceans Report of Activities contemplates the actions carried out between January 01 and December 31, 2021, also considering the months preceding the beginning of the expedition, and which were also very important in this process of communication, awareness and engagement.

It is worth emphasizing that the initiative was idealized and started being developed years before, with the Schurmann Family developing and structuring a large and ambitious project; entering into important partnerships, such as the worldwide support of the United Nations Environment Programme and of the Plastic Soup Foundation; setting landmarks and attracting skilled partners to act in the Scientific, Educational and Innovation fronts; prospecting investors capable of making such a broad mission feasible; structuring land and onboard teams to put the Voice of the Oceans literally in the sea and in the world, and even postponing for one year the beginning of the expedition because of the Covid pandemic - actions that are part of the backstage of a history of impact.



AWARENESS

The Voice of the Oceans reflects a particular feature of the oceans: it has no boundaries. Therefore, it is a Brazilian initiative for the world, which has, among its highlighted actions, the execution of maritime expedition. But this is not a leisure trip. It has its route and activities founded on the defense and preservation of the Water Planet. It is a journey to leave a legacy.

AND ENGAGEMENT



03

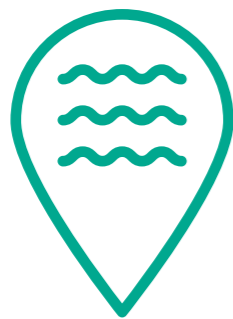
Which voice is this?

*THE VOICE OF THE OCEANS
IS AN INITIATIVE FROM
BRAZIL TO THE WORLD*



Voice of the Oceans is a Brazilian initiative for the world, led by the Schurmann Family - the first Brazilian family to sail around the world on board of a sailboat and to repeat the achievement, so far, twice more in almost four decades of history. With the purpose of making the world population aware of the garbage in the oceans, especially plastics, among the actions developed, the execution of a new expedition, on board of the Kat sailboat, stands out.

The maritime journey of the Voice of the Oceans counts on the global support from the United Nations Environment Programme (PNUMA). This mission, for a period of over two years, will cross approximately 65 national and foreign destinations, from Brazil to New Zealand. The expedition, which also counts on Plastic Soup Foundation among its international supporters, has the intent to witness and record the pollution in the seas and to navigate seeking for innovative solutions to fight such problem.



65

national and international destinations

The Voice of the Oceans bets on four acting milestones to achieve an effective transformation: Expedition/Communication, Science, Education and Innovation. The first is already fully ongoing, in the format planned since 2021 - the year contemplated in this report - while the other ones follow in raising funds to be deployed according to the original proposal. Even so, it is worth emphasizing that the areas of Science, Education and Innovation permeate the 2021 activities by means of other actions carried out in the period, such as the recording with scientists of the Espírito Santo and Rio Grande do Norte Federal Universities, getting to know important researches related to plastic in oceans; in-house and/or online meetings with students of elementary school, high school and technical education of Santos, Ilhabela, Rio de Janeiro, Salvador and Recife, recording and release of innovative solutions for the cleaning of oceans, internationally recognized, with Brazilian young people of Itajaí and Salvador.

MILESTONES OF FUNDS RAISING

EDUCATION

It will carry out educational journeys, which include the creation of educational materials and gamification; educational workshops with studies on the oceans, residues and sustainability, and proposal of cross-sectional and trans-disciplinary inclusion of the theme in school syllabus.



INNOVATION

It will foster entrepreneurs and start-ups having as their proposal finding solutions to decrease or eliminate the use of plastic in the industrial scope



SCIENTIFIC

It will investigate the different levels of impacts the oceans are suffering



04

The voice that sails

Auckland, NZ

Balneário Camboriú, BR

After being postponed for one year due to the Covid pandemic, the Voice of the Oceans expedition began on August 29, 2021, with seven crew members on board of the Kat sailboat of the Schurmann Family, setting off from Balneário Camboriú, in Santa Catarina



From the point of departure, it went to Santos, Ilhabela and Ubatuba, in the State of São Paulo; Ilha Grande, Rio de Janeiro and Búzios, in Rio de Janeiro; Vitória, in Espírito Santo; Abrolhos and Salvador, in Bahia, and Recife and Fernando de Noronha, in Pernambuco. It is worth emphasizing that the crew has broadened some areas of activity with the land travel to cities such as São Vicente, in São Paulo, and Guarujá, in São Paulo, and Igarassu, in Pernambuco.

In 2022, the Brazilian stage has its onset in the beginning of January with the arrival in Natal, in Rio Grande do Norte, and should be completed in March of the same year, after having travelled to Luís Correia, in Piauí; Ilha dos Lençóis, in Maranhão; Soure, Belém, Malato, Curralinho, Breves, Chico, Gurupá, Almerim, Prainha, Monte Alegre, Tapara and Alter do Chão, in Pará, and Macapá, in Amapá. Afterwards, the expedition will move to the Caribbean, United States Atlantic Coast, Bermuda archipelago, going back to the Caribbean, Mexico, crossing the Panama Canal, sailing to Galapagos, proceeding through the South Pacific Ocean to Polynesia and ending in New Zealand, in the second semester of 2023.

As previously mentioned, the whole expedition is carried out on board of the Kat sailboat, which has six cabins, two living rooms, one kitchen and three restrooms. Among the vessel's differentials, is the hydraulic retractile keel and all the sustainable solutions. The sailboat uses clean energy (eolic, hydric and solar), and also counts on low-consumption generators and a sewage treatment system. Some improvements have been made for the Voice of the Oceans, among which, the amplification of the capacity to generate clean energy from 75% to 100%, adoption of Lithium batteries, changes in the water treatment with ultraviolet in the final stage. In addition, all garbage produced is set apart at the Recycling Central and duly treated by the recyclable residues compactor and by the glass grinder. The boat also has a composting unit for the treatment of organic waste.

We remind that presently the expedition is the main action of the Voice of the Oceans initiative, and should enlarge even more its activities by means of the related milestones. Led by the Schurmann Family, the crew records everything it sees in the oceans, including in some remote parts of the planet, and also potential causes or consequents present in land.

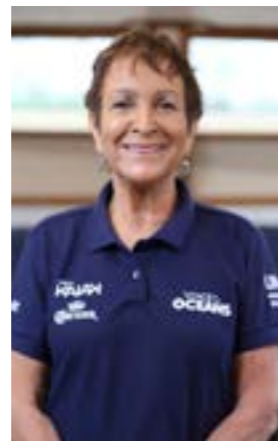
With the support of the United Nations Environment Programme (PNUMA), the expedition also seeks to identify potential solutions for marine pollution, in addition to mobilize authorities, raise awareness and engage the civil society and the private sector to preserve the oceans, inspire innovations and free the seas from the plastic. It is important to add that, for the expedition to be carried out, Voice of the Oceans also counts on a land crew of approximately 15 professionals dedicated to areas such as Events, Logistics, Legal, Audio Visual, Communication, Marketing, Partnerships and Licensing.

SUSTAINABLE EXPEDITION

VOICES ON BOARD



Vilfredo Schurmann
Captain



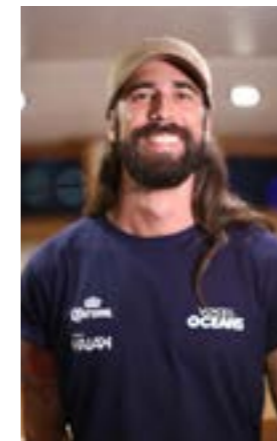
Heloisa Schurmann
Researcher



Wilhelm Schurmann
Skipper



Erika Ternex
Chef



Alan Schvarsberg
Director of photography



Carmina Reñones
Camera assistant



Jeferson França
Digital content creator



05

A familiar voice in the leadership

THE DREAM THAT BECAME A LIFE MISSION

In 1984, after ten years of planning and preparations, Wilfredo and Heloisa Schurmann set off from Santa Catarina, with their sons Wilhelm, David and Pierre - by then, aged 7, 10 and 15 years old, respectively - with the goal of achieving a dream: sail around the world on board of a sailboat. In their first great adventure, the Schurmanns lived for ten years on board in the sea and, when they returned, they began being known as the first Brazilian family to sail around the world in a sailboat. Since then, up to now, there were three world trips. Besides the 10 Years in the Sea expedition (1984 - 1994), the Magalhães Global Adventure, with the daughter Kat Schurmann on board (1997 - 2000), and the Orient Expedition (2014 - 2016) were also carried out. In between such great adventures, miles and miles sailed across the

Brazilian coast and across world seas and oceans with other projects carried out in smaller periods were added, among which, the four editions of the Schurmann Connection - two of them already as Defenders of the Clean Seas campaign of the United Nations Environment Program - UNEP.

At the front of the Voice of the Oceans initiative, the Schurmann Family and other Kat sailboat crew members sail with such a mission, which might be followed on the official social media (@vozdosocianos), from partners and supporters. And as occurred in the last Schurmanns' great adventures, the Voice of the Oceans is also a monthly spotlight at Fantástico, in addition to being present in other TV Globo shows and in several other spontaneous media vehicles.



06

A voice that communicates

EXPANDING
THE FRONTIERS
OF INFORMATION





In 2021, we identified over 550 articles in spontaneous media, including 03 opinion pieces, putting the Voice of the Oceans in the news broadcasted by news agencies, newspapers, magazines, portals, sites, blogs, podcasts, radios and free-to-air and paid TV channels.

DURING THE YEAR, AT LEAST

42 journalistic articles

on TV broadcast mainly by the audience leader

covering

98,41%

of the national territory (Globo)

in addition

56 exhibitions

of special films during Globo's programs breaks

Considering only the results achieved in the printed and online media, from July through December 2021, such spaces were equivalent to over BRL 8 million and the estimated reach is of approximately 39 million people impacted - this not taking into consideration the electronic media of national and regional coverage.

The Voice of the Oceans was news story in printed and online vehicles such as Exame, Forbes, O Globo, O Estado de S. Paulo, Correio Braziliense, Veja, Veja São Paulo, Época, IstoÉ, IstoÉ Dinheiro, G1, UOL and R7, among others, in addition to segment media (for example, Marie Claire, Meio & Mensagem, Prop&Mark).

As a valuation reference, in March 2021

30 seconds of advertising in the broadcaster costed

R\$ 24.900

("Corujão" break) e

R\$ 852.400

("JN - Jornal Nacional" break).

It should also be emphasized that, for 48 years, "Fantástico" keeps being the audience leader, and an exclusive break in its show time might cost over BRL 1 million. In 2021, the "Show of Life" had an average of 18.4 points and an audience share of 30%, which is equivalent to being present in over 4.9 million Brazilian homes.

In the electronic media, emphasis is also added to approximately 10 interviews for the major radio-broadcasters of the country (CBN, BandNews and Jovem Pan).

It has also been a highlight in Brazil and abroad, in the United Nations national and global channels.



550

articles in SPONTANEOUS MEDIA



39 MILLION

ESTIMATED REACH in spontaneous media



4,9 MILLION

of BRAZILIAN HOMES estimated



13

vehicles PRINT and ONLINE



TV journalistic articles **42**



10 radio interviews



07

The digital voice

With profiles on **Instagram, Facebook, TikTok, LinkedIn e YouTube**, the Voice of the Oceans has in the social media its main direct communication channels, and, in the first two channels, in real-time with diverse audiences, according to the profile that is typical of the users of each media. Being led by the Schurmann Family, the expedition also counts on the support for sailors' networks in this digital navigation. In 2021, the Voice of the Oceans achieved over 420 thousand engagements and a coverage/impressions over 10 million in the digital media.

10 MILLION
reach in social media

5
channels

420 MIL
engagement in social media

FROM THE OCEANS TO SOCIAL MEDIA



08 The voice that influences

ONE CAUSE, MANY VOICES

Hub Fantástico | G1

By means of the partnership with Globo, the Voice of the Oceans also has an exclusive channel on Fantástico website, hosted on G1 portal. In 2021, this Digital Hub displayed weekly updates of the expedition route; 11 videos of the Boat's Log, 4 "Voices of the Trip" special news stories, with histories of NGOs and transforming projects "found out" by the crew, monthly surveys and a dashboard of questions to the crew, among other contents that reverberate the cause and the messages of the Voice of the Oceans.

Influencers

Considering the influencers above and their force in a single social media, Instagram, together, the Voice of the Oceans has been taken to over 14.7 million users, rendering its mission close to such a diverse public in terms of people, genders, ages, professions, perceptions and experiences...

In addition, it is also important to highlight the presence of influencers who stand out in the powerful and increasing TikTok, those responsible for the profiles of Marina Curiosidade (582 thousand followers), Operação Barbarussa (401.3 thousand followers) and Tá na História (229 thousand followers) - tiktokers who, together, total 1.2 million followers in this platform alone.

By means of lives and/or visits on board, the expedition had its mission echoing as well as among followers, for example, of:

Astrid Fontenele, presenter
1,1 million followers on Instagram

Chloé Calmon, surfer
250k followers on Instagram

Dani Moreno, actress
722k followers on Instagram

Fe Cortez, founder of MenosLixo
73,1k followers on Instagram

Laila Zaid, actress
166k followers on Instagram

Paloma Bernardi, actress
2,8 million followers on Instagram

Olodum, musical group
187k followers on Instagram

Daniel Dias, brazilian paralympic swimmer and world record holder
117k followers on Instagram

Serginho Laus, surfer
14,3k Instagram

Hugo Bonemer, actor and presenter
417k followers on Instagram

Ítalo Ferreira, brazilian citizen, world's first surfer to win an Olympic medal in the modality, who inaugurated in 2021
2,9 million followers on Instagram

Jefferson Schroeder
475k followers on Instagram

Mannuel Costa, actor
403k followers on Instagram

Mateus Solano, actor
2,2 million followers on Instagram

Raul Aragão, photographer
382k followers on Instagram

Sérgio Marone, actor and presenter
1,7 million followers on Instagram

Tico Santa Cruz, musician
433k followers on Instagram

Toni Garrido, singer and actor
220k followers on Instagram

Uran Rodrigues, cultural promoter
21,2k followers on Instagram





One voice and two young awards

A LEGACY TO THE FUTURE

09

REPORT OF ACTIVITIES 2021



To impact and sensitize the young for them to be protagonists in this huge transformation that will ensure their own future with the legacy of healthy oceans. Right after beginning its trip across the Brazilian coast, the Voice of the Oceans already was a highlight in major awards with the country's young public.

On September 28, the Voice of the Oceans was honored in the category "Help Your World" and "My Nick Awards". The 2021 edition of the award promoted by Nickelodeon received a Guinness World Records (GWR) certificate for achieving the outstanding mark of 513,183,993 votes - the highest amount of votes received by a child program of awards.

Exactly one month later, on October 28, the Voice of the Oceans' CEO, David Schurmann, was at the stage of the Brazilian Young Award, which, in its 20th edition, launched the "Sustainability and Environment" category with projects developed by young people in the "Marine Biodiversity - The Garbage in the Oceans" theme. In such a scenario, the Voice of the Oceans was presented to all as an inspiring initiative, during this that is the world's largest award - in categories - to honor young people standing out in several areas, such as music, television, cinema, sports, environment and Internet.



The voice that occupies the cities

*MOBILIZE CITIES
TO SAVE THE OCEANS*

In the face of the Covid pandemic, to mobilize people with events in public or private spaces has become improper and unfeasible. However, with creativity and safety, the Voice of the Oceans raised awareness by means of urban interventions in the cities of **Rio de Janeiro, Salvador and Recife**.

In the three capitals, monuments that are postal cards known nationally and worldwide, put on "clothes" of the Voice of the Oceans, calling the attention of the local residents and tourists to the cause. There were five iconic experiences - at the Cristo Redentor in Rio de Janeiro, in Farol da Barra, in the Elevador do Taboão and in Elevador Lacerda (Salvador), and in Marco Zero (Recife). It should be added that, in the capital of Pernambuco, the local Globo was inspired by the initiative and kept its antenna lighted in blue, emphasizing the expedition's passing across the city.

The union of forces between the public management and the private initiative also resulted in important urban interventions, with a significant activation of the Voice of the Oceans in the City of Wonders. The initiative's message was spread in banners throughout the Rio de Janeiro's shore, in the **broadcasting of videos concerning the Voice of the Oceans in 800 buses in the municipality**, in addition to counting on the **exposition of audio-visual contents on the initiative in information totems (TO-MIs)**, also located in the famous **Rio shore**.



UNION



A voice stepping on the beach

11

CLEANING STARTS WITH BEACH EDUCATION



Aware of the importance of the **Cleaning of Beaches** as an **educational and awareness instrument**, the Voice of the Oceans has led some actions throughout the Brazilian coast and also participated in other similar activities, recorded by the audio-visual team to be broadcasted nationally by TV, by means of its partnership with Globo. Due to the Covid pandemic, no public callings were carried out, restricting the cooperation to small groups of invited people and complying with the necessary health and safety protocols.

Thus, in 2021, 10 cleanings of beaches, mangrove and floating barriers were carried out, during which it was estimated that the amount of **over 1,250 kg of residues has been collected** - at least. Such actions took place in São Vicente, Guarujá, Ilhabela and Ubatuba (two different actions, one on the beach and another in floating barriers), in the coast of São Paulo; Ilha Grande and Rio de Janeiro, in the coast of Rio de Janeiro; Vitória, in

Espírito Santo, and Abrolhos and Salvador, in the coast of Bahia.

In the actions coordinated and catalogued by partners Instituto Ecofaxina, Instituto Limpa Brasil, Environment State Institute - INEA, Route Brasil and Baleia Jubarte Project, residues such as cigarette butts and boxes, rubber, straws, swabs, PET bottles, polystyrene, cardboard, plastics (glasses, cutlery and stoppers, for example), pieces of road, fishing residues, metal stoppers and glass were found - and collected. In such cleanings, **presence of micro plastics** brought by the sea has also been identified, which were stranded in the beach and in the sandbank.

Among the activities carried out, stand out the **inclusive beach cleaning** in Salvador, carried out in a partnership with Instituto de Cegos da Bahia, raising awareness and the engagement of visually-impaired people (blinded or poor sighted) based on a sensorial experience so far unprecedented in the State.

10
beach
clean-ups

1.250 KG
residues collected





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The voices of action and of transformation

DIFFERENT PEOPLE COMING TOGETHER FOR THE SAME CAUSE

Transformation takes place based on an individual and collective action. In 2021, the Voice of the Oceans came across the path of very diverse people: students, fishers, community leaders and NGOs, businesspeople with social projects, artists... people committed to the well-being of other people and the planet. On board of the sailboat or in their places of activity, there were dozens of transformation agents who interacted with the crew and broadened the coverage of their initiatives by means of the Voice of the Oceans' direct channels and/or contents produced for TV and other communication means.



The future is now! Therefore, in this report, we emphasize the initiatives of six young people of Santa Catarina and Salvador. At the age of 17, Gabriel Fernandes Mello Ferreira, a high school student in Itajaí, was recognized as the first Brazilian to win the **Stockholm Water Youth Award**, which recognizes initiatives that improve the water quality. With his intervention, a filter which removes micro plastic from water, he **overcame other 32 students of all around the world in a popular voting with 26 thousand votes.**



The creativity and the efforts of these young people reflect a generation that wants and believes in the transformation capable of recovering and preserving the oceans, which puts them beside other “more experienced” people, and who are already transforming theirs surroundings, theirs communities

THE FUTURE



In turn, Management students Pedro Dantas, Antonio Rocha and Genilson Brito, along with the System Development Analysis student Thiago Barbosa, and the Chemical Engineering student Ramon de Almeida, composed the Caffeine team. In front of Baía de Todos os Santos, in Salvador, they participated in the **NASA Space Apps Challenge International 2019**, the world’s largest hackathon. With the **Ocean Ride project**, a device to **collect micro plastic particles from waters**, they won the world contest and, in 2022, should end up visiting NASA, in Florida, USA, where they will in-person present the solution - which already counts on new and updated prototypes - to the institution’s representatives.

IS NOW

The creativity and the efforts of these young people reflect a generation that wants and believes in the transformation capable of recovering and preserving the oceans, which puts them beside other “more experienced” people, and who are already transforming theirs surroundings, theirs communities, leading NGOs, initiatives and projects that have been highlighted by the Voice of the Oceans, which, in its channels and/or contents displayed at **Globo**, brought the voices of Aleixo Belov, APAE of Ilhabela, Arte 8 Reciclagem, Berna Barbosa, Brigada Mirim Ecológica of Ilha Grande, Caranguejo Uçá, Catarina Lorenzo, Clube de Canoas Polinésia, Cooperativa de Catadores Cocco e Cia, Cooperativa Ecovida Palha de Arroz, COREMAR BA, Escola Flutuante Recife, Fundação Mamíferos Aquáticos

(FMA), Fundo da Folia, Green Mining, Família na Mesa Group, Tamoio Group, ICMBio, Instituto de Cegos da Bahia, Instituto Ecofaxina, Instituto IRAPA, Instituto Limpa Brasil, Instituto ORCA, Love Trash, Mar Sem Lixo, Na Laje Designs, Navegando nas Artes, Olodum, Paneleiras Capixabas, Piratas do Capibaribe, Poiato Recicla, Porto Digital Recife, Arte no Dique Project, Baleia Jubarte Project, Marulho Project, Pegada Project, TAMAR Project, Quabales, Redemar Brasil, Route Brasil, Stand UPET, SOS Mata Atlântica, Supereco and SurfLimpeza. It is worth emphasizing that they are transforming agents and initiatives, in line with the **Sustainable Development Objectives (ODS) and in the context of urgency of the Oceanic Science Decade for the Sustainable Development - also known as the Ocean Decade (2021 to 2030).**





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AWARENESS AND
ENGAGEMENT FOR
THE RECOVERY AND
PRESERVATION OF THE SEAS

The ESG voices



In order to literally put the expedition to sail along the Brazilian coast and world oceans, the Voice of the Oceans has been prospecting sponsors capable of investing in this initiative, which goes well beyond a Marketing project. It is to bet on a purpose, a mission connected to the **ESG - Environmental, Social and Corporate Governance principles.**

In August 2021, when the expedition officially began with the setting off from Balneário Camboriú, in Santa Catarina, the Voice of the Oceans counted with approximately 35% of the required resources, obtained by means of different sponsorship quotas agreed with **Corona, Natura Kaiak, Faber-Castell and Sabesp.** In December 2021, when the initiative was present in Recife, Pernambuco, a new quota was acquired by **RaiaDrogasil**, ending the year with five partners-investors, companies with initiatives recognized in the Environmental, Social and Corporate Governance areas.



“Corona is a beer that was born in the beach and that has a deep connection with the sea and the nature. It is a pleasure to sponsor an initiative such as the Voice of the Oceans, supporting a family that, like us, loves the sea, fights against plastic pollution and is in favor of the preservation of natural paradises. We hope that the expedition might give visibility to such problems and to the potential solutions, so that more people commit to the protection of our planet”

_João Pedro Zattar,
Corona’s Marketing head



“We know that our commitment to sustainability should overcome the borders of our corporate activity and, therefore, we mapped an opportunity to contribute more broadly. Participating in the Voice of the Oceans expedition, we want to support an serious and committed work, which will bring results to a global, important and urgent theme of mankind”

_Marcelo Tabacchi,
Faber-Castell Brazil’s CEO



“Sustainability has always been one of Natura’s milestones and, among so many prestige brands, one of them was born inspired in the movement of waters, Kaiak. In celebration to the 25 years of the brand, the love for the sea calls us to act. Threatened by pollution, our waters need help, and therefore Kaiak invites for a more conscious look on the garbage we generate and its impact on our oceans. We will be partners of the Voice of the Oceans expedition, its is a gift for Kaiak and for the planet”

_Fernanda Rol,
Natura’s Brazil Marketing director



“With programs aimed to the depollution of waters and also to the Brazilian coast environmental sanitation, such as, for example, Onda Limpa - which extends the sewage collection and treatment services in municipalities in the coast of São Paulo with the objective of rendering sanitation services universal -, Sabesp believes in the incentive to expressions of preservation of the nature and of all and any hydric resource as a manner to transform the society. Therefore, the Company could not be indifferent to initiatives such as the Voice of the Oceans, which helps promoting the understanding of the importance of the conservation of seas, rivers and the whole ecosystem”

_Helio Padula,
Management superintendent of Sabesp’s Environmental Recovery Program of the Baixada Santista



“It is with great pleasure that we announce this partnership to corroborate the voices that echo on behalf of our oceans. Being onboard with the Schurmann Family is part of a path towards sustainability, which is being traced in all our history, and is deeply integrated to our purpose and to the company’s business strategy, in order to work with environmental, social and governance practices, to put sustainability in the core of our business”

_Giuliana Ortega,
RaiaDrogasil’s Sustainability director

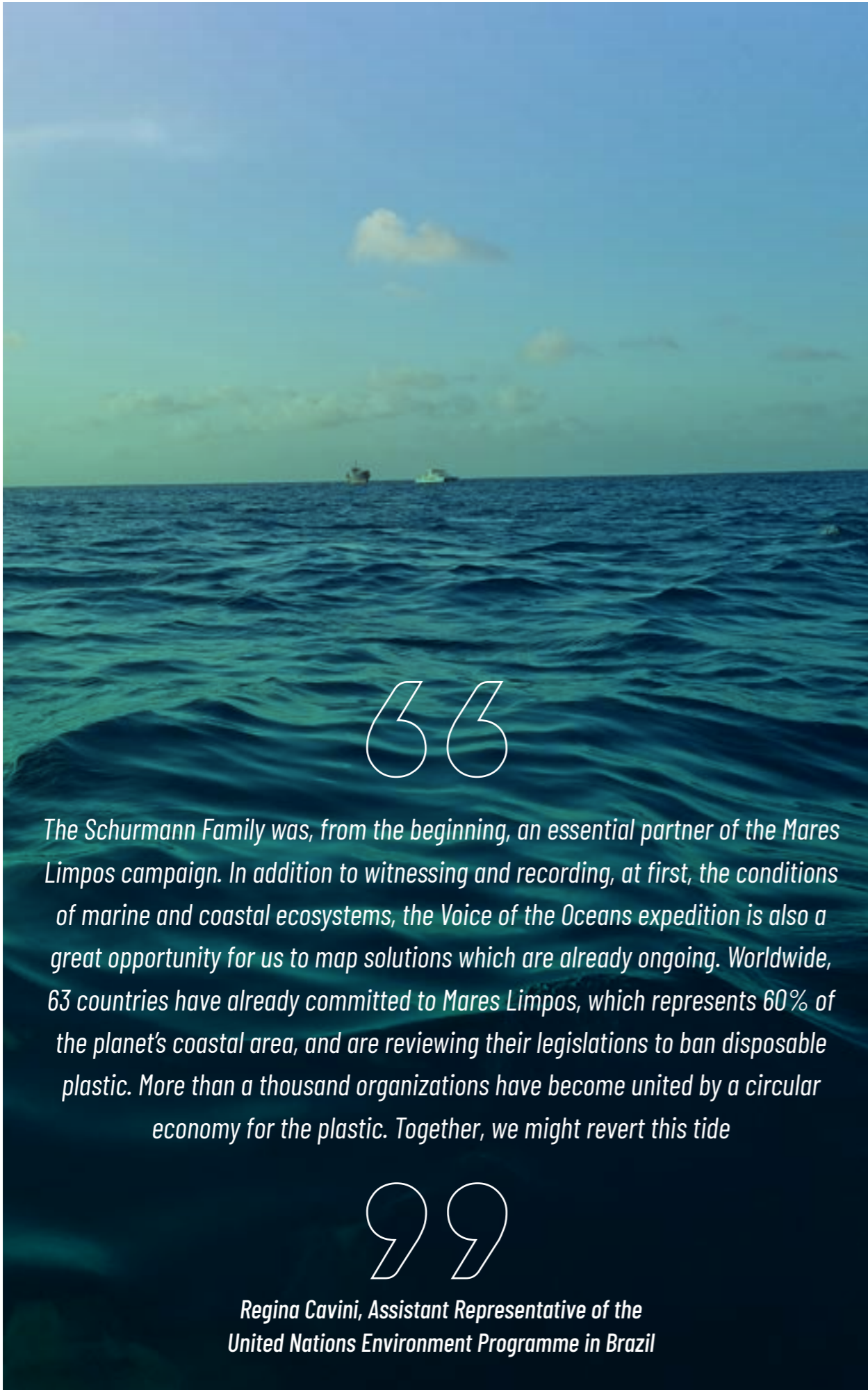




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The voice in the world

THE UNION OF PEOPLE WHO
WANT AND BELIEVE
IN TRANSFORMATION



“

The Schurmann Family was, from the beginning, an essential partner of the Mares Limpos campaign. In addition to witnessing and recording, at first, the conditions of marine and coastal ecosystems, the Voice of the Oceans expedition is also a great opportunity for us to map solutions which are already ongoing. Worldwide, 63 countries have already committed to Mares Limpos, which represents 60% of the planet's coastal area, and are reviewing their legislations to ban disposable plastic. More than a thousand organizations have become united by a circular economy for the plastic. Together, we might revert this tide

”

Regina Cavini, Assistant Representative of the United Nations Environment Programme in Brazil

The Voice of the Oceans expedition began in 2021, one year before the 50-year celebrations of its main world supporter: the **United Nations Environment Programme (PNUMA)**. In five decades, this partner and the main global environmental authority, which sets forth the international agenda on the subject, coordinated a global action to face the major environmental challenges of the planet. Such global collaboration helped repair the ozone layer, gradually eliminate lead fuel, and halt the extinction of endangered species. Thanks to the PNUMA's mobilization power and rigorous scientific research, countries could engage, carry out brave actions and advance in the global environmental agenda. A defender of the **PNUMA's Mares Limpos [Clean Seas]** campaign, the Schurmann Family is proud of having such an important partner onboard the Voice of the Oceans expedition, having begun a series of dialogues, together, with public managers of Brazilian coast cities - in addition to having mobilized the society in campaigns to raise awareness and engagement for the recovery and preservation of the Water Planet.

Thanks to UNEP's mobilizing power and rigorous scientific research, countries were able to engage, take courageous steps and advance the global environmental agenda



It is worth reminding that, in addition to the global support from the United Nations Environment Programme, the Voice of the Oceans also counts on the international support of the **Plastic Soup Foundation**. Since 2011, this foundation with a Dutch origin seeks to sensitize industries, governments and the society, giving great emphasis to the noxious effects of plastic to the human health, with initiatives such as the "Plastic Health Summit", which 2019 edition counted with the presence of Heloisa Schurmann - the only Brazilian. Three years ago, the event already submitted the worrisome results of several scientific researches, carried out in several parts of the world. Female infertility and male impotence were some of the health problems proven in these international studies.



15 The voice that adds

TOGETHER
TO CHANGE
THE WORLD

In 2021, the operating structures of the Voice of the Oceans - São Paulo office, base of the land crew, and the Kat sailboat - counted with the support of official suppliers of products, services and supplies, such as: Atlântica Cama e Banho, Auxtrat, Breton, Fairfax, Kapazi, Nautiflex, Owens Illinois, StarBoard, Tecnosub, Tramontina, Volvo Penta, Weg, Weg Tintas and Yamaha.

In addition, the initiative also set strategic partnerships with the Bloom Ocean Agency, Máquina CW Agency, Audi do Brasil, BDO Auditores Independentes, Estúdio Colírio, Fibra AG Marketing e Publicidade, Fórum Brasil Export, Infinito Mare, Instituto Irapa do Brasil, Instituto SuperEco, J Amaral Advogados and Spin Aceleradora. The year ended with the arrival of USP - Universidade de São Paulo, documented in the beginning of 2022, together with the maintenance of most of the partners, proceeding in line with the Voice of the Oceans' strategies.

Worth highlighting the media partners

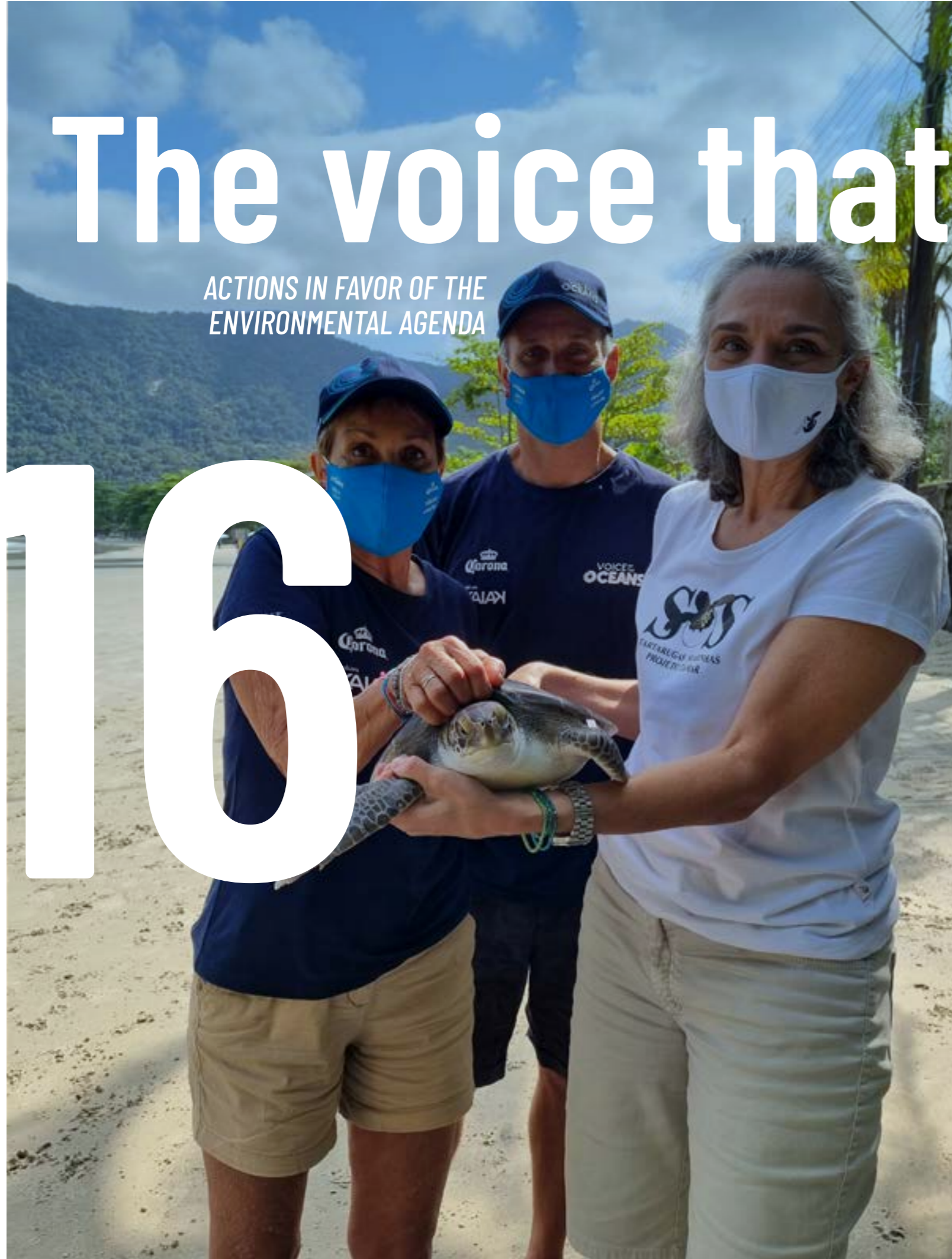


and the licenced brands

Atlantis Gin e Julio Okubo

which revert part of the income collected by the respective products lines in line with the Voice of the Oceans.

PARTNERS



The voice that

ACTIONS IN FAVOR OF THE ENVIRONMENTAL AGENDA

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gathers the public and the private

THE VOICE THAT GATHERS THE PUBLIC AND THE PRIVATE

The passing by and actions of the Voice of the Oceans through different destinations of the Brazilian coast has also gathered the Public and the Private around the expedition and its mission. Among the local supporters of several cities where the Voice of the Oceans initiative was present during the year of 2021, we highlight: Balneário Camboriú City Hall, PZ Empreendimentos, Guarujá Municipal City Hall, Santos City Hall, Santos Yacht Club, Ilhabela City Hall, Yacht Club Ilhabela, Ubatuba Yacht Club, Instituto Chico Mendes de Conservação da Biodiversidade (ICMBio), BR Marinas, Kaiak, Padre Omar, Rio de Janeiro City Hall, Riorur, Route Brasil, Santuário do Cristo Redentor, Onbus, Orla Rio, Espírito Santo Yacht Club, Bahia Marina, Capitania dos Portos da Bahia, Salvador Municipal City Hall and Saltur - Empresa Salvador Turismo, Audi Center Recife, Avantia, Bidweb, Cabanga Pernambuco Yacht Club, Diferren/TI, Recife City Hall, Valcann, Fernando de Noronha Administration and Pousada Zé Maria.





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Two voices and one legacy

With 37 years of history in world seas and oceans, Wilfredo and Heloisa Schurmann, Defenders of the United Nations Environment Programme's Mares Limpos campaign lead the Voice of the Oceans. The excitement of those who, around the 20 years of age, decided to change their lives in land to live onboard, having seas and oceans as their home, is also present in this initiative. Another dream that is coming true. One mission.

One purpose: to leave a legacy for the next generations



*"It is very sad to know that so many animals die on a daily basis due to plastic ingestion, including turtles, whales and sea birds. After all, millions of tons of plastic get to the ocean every year. And, if we do not bet on contention measures, the situation will get even more serious. We need to change our attitude as fast as possible! Therefore, we invite you: **be yourself also the Voice of the Oceans!**"*

HeloisaSchurmann

In these decades onboard, living without borders, we closely verified that the oceans suffer severe changes. They are more and more polluted. Suffocated! All this impacts not only the marine life, but also affects populations in general. The theme is so urgent that the UN has defined the period from 2021 to 2030 as the Decade of the Oceanic Science for the Sustainable Development. We believe that, by means of a great world chain for the good we will be able to change the scenario together!

Wilfredo Schurmann





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Independent Auditor's Limited Assurance Report



To
Board of Directors and Stakeholders
Schurmann Produções Cinematográficas LTDA. ('Voice of the Ocean')
São Paulo - SP

Introduction

We were engaged by Voice of the Ocean to present our limited assurance report on the information included in the Activities Report 2021 of Voice of the Ocean, for the period ended on December 31, 2021.

Management's responsibilities

Voice of the Ocean's management is responsible for the fair preparation and presentation of the information included in the Activities Report 2021 and for the internal controls considered necessary to allow the preparation of this information free of material misstatement, whether due to fraud or error.

Independent auditor's responsibility

Our responsibility is to express an opinion on the information included in the Activities Report 2021, based on the limited assurance engagement performed according to Technical Notice of Ibracon (CT) 07/2012, approved by the Federal Association of Accountants (CFC) and prepared based on Standard NBC TO 3000 - Assurance Engagement Different from Audit and Review, issued by CFC, which is equivalent to ISAE 3000 - International Standard on Assurance Engagements, issued by CFC, applicable to non-historic information. These standards require that we comply with relevant ethical requirements, including independence

requirements, and that the engagement be performed to obtain limited assurance as to whether the information included in the Activities Report 2021, taken as a whole, is free from material misstatements. A limited assurance engagement performed in accordance with NBC TO 300 (ISAE 3000) mainly consists of making enquiries to Management and to other professionals of the Entity involved in the preparation of the information included in the Activities Report 2021, as well as the application of analytical procedures to obtain evidence that allows us to conclude in the form of limited assurance on the information taken as whole. A limited assurance engagement also requires the adoption of additional procedures, if we become aware of issues that lead us to believe that the information included in the Activities Report 2021, taken as a whole, may show material misstatements.

The procedures selected were based on our understanding of the aspects related to the gathering and presentation of the information included in the Activities Report 2021 and of other circumstances of the work, and on our consideration about areas where relevant misstatements may exist. The procedures included:

(a) Planning of the work, considering the relevance, volume of quantitative and qualitative information, and the operating and internal con-

trol systems used as basis for the preparation of the information included in the Activities Report 2021 of Voice of the Ocean;

(b) Understanding the methodology for calculation and the procedures for gathering information by means of interviews with the responsible managers

(c) Application of analytical procedures on the quantitative information and questioning on the qualitative information, and its correlation with the information disclosed in the Activities Report 2021 of Voice of the Ocean;

(d) Analysis of evidence which support the disclosed information

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our limited opinion

Scope and limitations

The procedures applied in the limited assurance report are substantially less in scope than those applied in an assurance engagement intended to express an opinion on the information included in the Activities Report 2021 of Voice of the Ocean. Consequently, they do not allow us to obtain assurance that we were aware of any or all significant matters that might be identified in an assurance engagement intended to express an opinion. Had we performed an engagement for the purpose of expressing an opinion, we could have identified other issues and possible misstatements that may exist in the information included in the Activities Report 2021 of Voice of the Ocean. Consequently, we do not express an opinion on such information. Non-financial data are subject to more inherent

limitations than financial data, due to the nature and diversity of the methods used to determine, calculate or estimate them. Quantitative interpretations on the materiality, relevance and accuracy of data are subject to individual assumptions and judgments. Also, we did not perform any engagement on data informs for prior periods, or in regard to future projections and targets.

Conclusion

Based on the procedures adopted, and described in the present report, nothing has come to our attention that would make us believe that the information included in the Activities Report 2021 of Voice of the Ocean was not gathered, in all material respects, and according to the records and files that served as the basis for their preparation.

São Paulo, March, 31 2022.





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Noun Project
Unsplash
Adobestock

CREDITS

VOICE^{OF}_{THE}
 **CEANS**