



International
Water Association

Member's biographical reviews | *Márcio Amazonas*

Márcio Amazonas
Water Resources Manager
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Márcio Amazonas has been working for The Coca-Cola Company since 1991, when he became Coca-Cola Brazil Division's first Environmental Manager. He led the creation of a business coalition to promote packaging recycling (www.cempre.org.br) and coordinated benchmarking programmes around water resources management, energy conservation and protection of air quality against impacts from distribution fleet and refrigeration equipment.

A key accomplishment around his water quality work in Brazil was the basic research and installation of more than a dozen fish habitats attached to wastewater treatment systems at bottling plants, demonstrating performance before discharge to natural bodies of water - an award-winning initiative that remains a reference for other bottling plants around the world. Márcio moved to Coke's Corporate offices in Atlanta in 1998 to join the newly created Water Resources Management Department, in charge of ingredient water quality and water treatment technologies.

Currently he coordinates global water governance programmes and innovative approaches to watershed protection. Márcio has a B.Sc. in Agricultural Engineering from the University of Campinas, Brazil and two M.Sc.equivalent degrees from Paris 7 University in Environmental Engineering & Management, and on Public Relations for the Environment.

Solving the food security challenge without harming the environment was a major dilemma in the early years of his career, constantly in search of synergies to also bridge the sanitary gap in poor countries. Márcio directed his post-graduate studies to food waste prevention and organic waste management, which included biosolids composting in France and municipal solid waste management in São Paulo, Brazil. His passion for the water cycle developed after an internship on a river basin management project in the Franco-Belgium border (Yser River), where he played an important role in the stakeholders engagement process that led to a major agreement to revive the watershed.

Finding a balance among various conflicting interests, around natural resources was the most important public policy lesson, revisited many times along his professional life. And when science or economics can't rescue common sense, passion and stubbornness become our last resource. Márcio believes Climate Change is possibly the most challenging phenomenon requiring more courage than articulated thinking to avoid the fast depletion of the planet's assets, including millions of human lives.

He also thinks working on the binomial strategy Carbon Sink for Sustainable Freshwater is the single most important contribution for individuals and corporations to pursue for a positive legacy. As the old Chinese proverb says: "All water has a source and every tree a root".

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