

Social Risk Investigation: Vale S.A. Brumadinho Dam Break



***“Once again history tragically repeats itself. On one side, Vale SA, global mining company and on the other the Brazilian people gathering bodies sunken into the mud of criminal enterprises. We demand #justice!
#Brumadinho #ValeAssassina” –[Twitter](#), 2019***

“Our work creates prosperity with social responsibility and respect for the environment.” –Vale S.A. Mission Statement

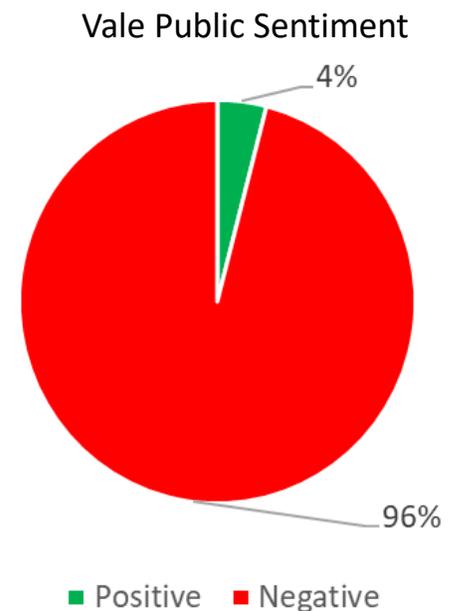
Overview

Despite Vale S.A.’s reputation for, and [emphasis](#) on, corporate social responsibility (CSR) initiatives, its reputation is forever tainted following January’s [deadly collapse](#) of a dam at Minas Gerais in Brumadinho, Brazil. Using advanced data analytics and Social Listening tools, this report reveals how this single event completely overshadows Vale’s previous CSR efforts. Moreover, it illustrates how the lack of communication between Vale and its community partners, combined with the company’s failure to guide online conversations following the dam break, exacerbated its negative effects.

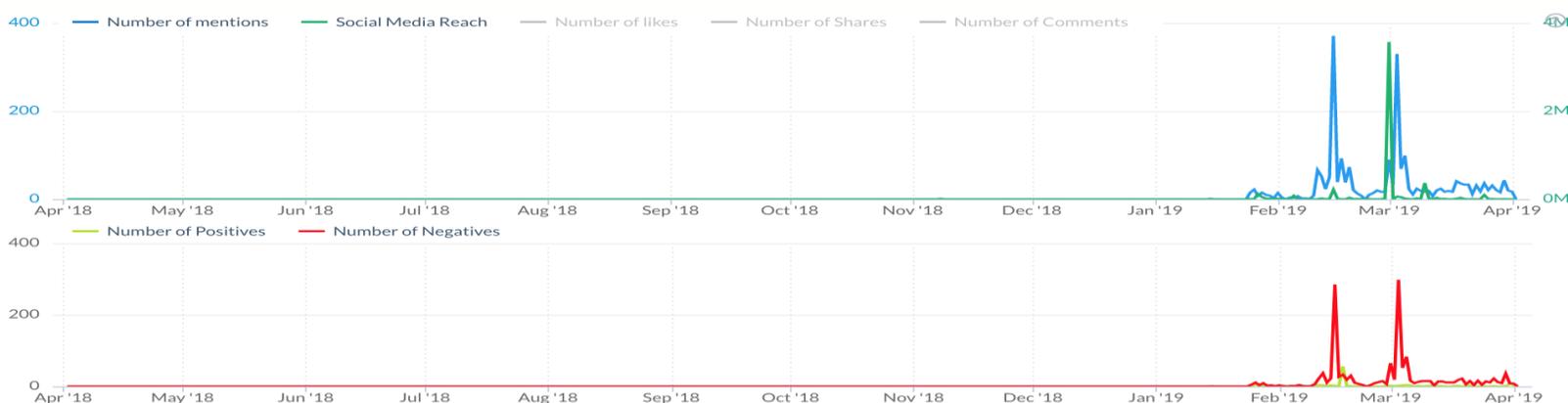
Sentiment Analysis

Measured public sentiment associated with Vale and its CSR initiatives

- Online discussions about Vale and its [CSR initiatives](#) were extremely limited before the event, which suggests their impact was negligible
- Negative posts about Vale spiked immediately after the dam break in January
 - 96% of online conversations expressed negative sentiment
- Despite its CSR efforts, there were few positive posts to offset the flood of negative discussions after the dam break



Social Reach and Sentiment Over Time

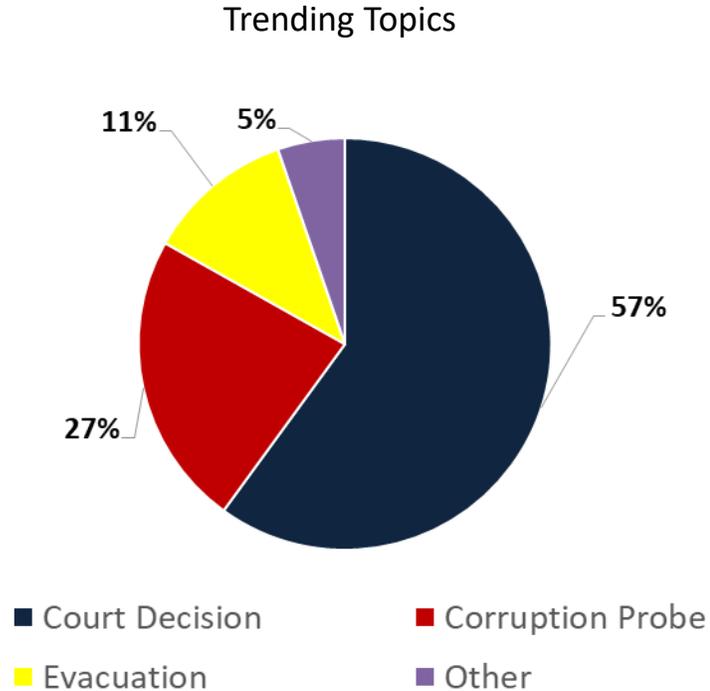


“It was not an accident. ENVIRONMENTAL CRIME occurs from behaviors and activities tragedy that occurred in Brumadinho. #sosbrumadinho” – Twitter, 2019

Topic Modeling

Grouped trending online discussion into four (4) broad categories:

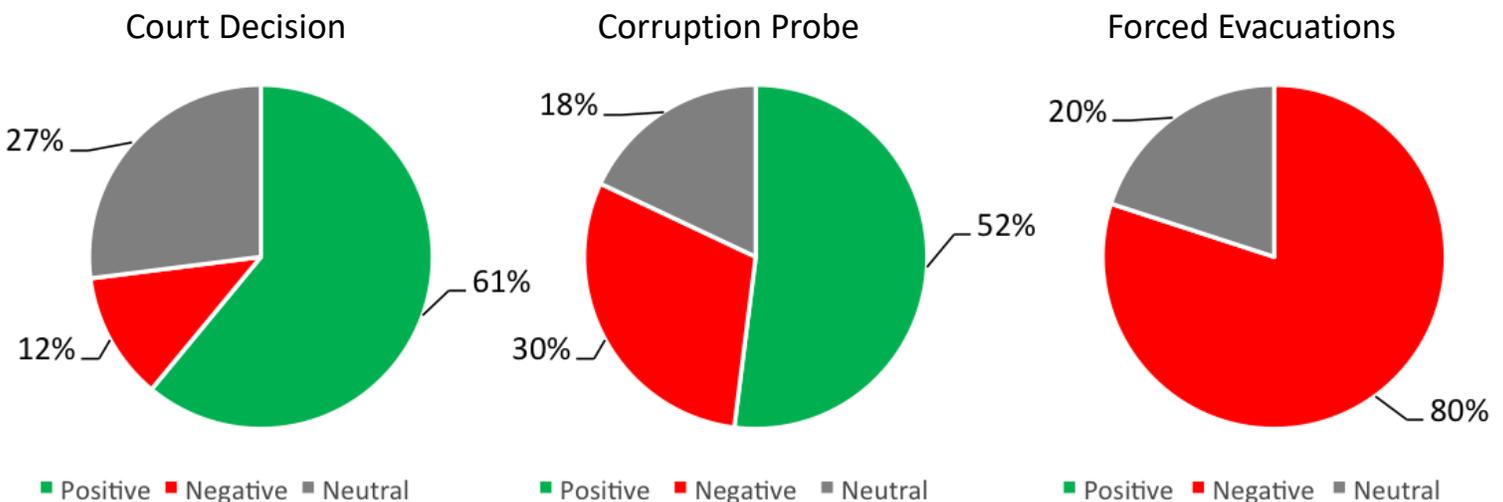
- 57% discussed a recent [court decision](#) to halt operations at another Vale mine
- 27% were concerned with a [corruption probe](#) launched against Vale by Brazilian authorities
- 11% expressed frustration over the [forced evacuation](#) of villages near other at-risk dams
- 5% of conversations discuss other topics



Sentiment Analysis

Measured public sentiment associated with each trending topic:

- The majority (61%) of online users support the court’s decision to halt Vale operations at the Brucutu mine
- 52% of online users express support for the corruption probe
- 80% express negative sentiment in discussions about forced evacuations



“On the ground in #Brumadinho where #Vale #mining disaster killed potentially over 300 workers. The big questions is will there be justice& accountability or more #impunity.” –[Twitter](#), 2019

Key Influencers

Analysts identified the individuals and organizations leading online conversations about Vale:

- The majority of key influencers are international news outlets, followed by environmental activists, and human rights advocates
 - Their posts overwhelmingly express negative or neutral views of the company
- Though Vale posts frequently on its social media platforms, the company is unable to reach a wide enough audience to be considered a key influencer
 - Vale’s limited online footprint prevents it from shaping public perception about the company or the recent dam break

Social Media Influencers

Influencer	Platform	Rank
Reuters	Twitter	1
Bloomberg	Twitter	2
DW News	Facebook	3
TeleSUR	Facebook	4
The Wall Street Journal	Twitter	5
The Independent	Twitter	6
The Associated	Web	7
GreenPeace	Twitter	8
Human Rights Watch	Twitter	9
New China TV	YouTube	10

“The death toll of the Brumadinho dam collapse has risen to more than 150 people, and many are still missing. Companies like Vale must stop putting profit above the lives of people and the planet.” –Twitter, 2019

Recommendations

Conduct additional analysis (e.g., [Social Risk Analysis](#) or [Social Risk Action Plan](#)) to:

- Re-build public trust and support for Vale
- Customize existing and future CSR initiatives to address community grievances and satisfy community needs
- Design a comprehensive communications strategy that includes targeted narratives (e.g., accepting the court’s decision, being open to a corruption investigation, and supporting relocated communities) designed to resonate with community members
- Expand Vale’s online footprint (e.g. penetration, saturation, and share of the voice) to counter external narratives and create a more positive dialogue
 - Map key influencers / communication and create partnerships to share messages with a wider audience

Data Analytics

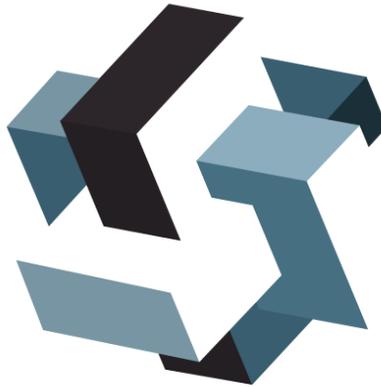
ENODO analysts examined English, Spanish, and Portuguese digital and online sources, including 11,944 Tweets, 7,414 Facebook posts, 6,738 YouTube videos and comments, 6,485 other web posts 3,252 news sites, 2,790 RSS, 519 blogs, 150 Google+ posts, 132 Instagram posts to produce this analysis.



Brazilian protesters dressed in mud carry a sign that reads “How much is life worth?” after the disaster.



A GreenPeace poster calling for accountability (above) has been shared across social media.



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