



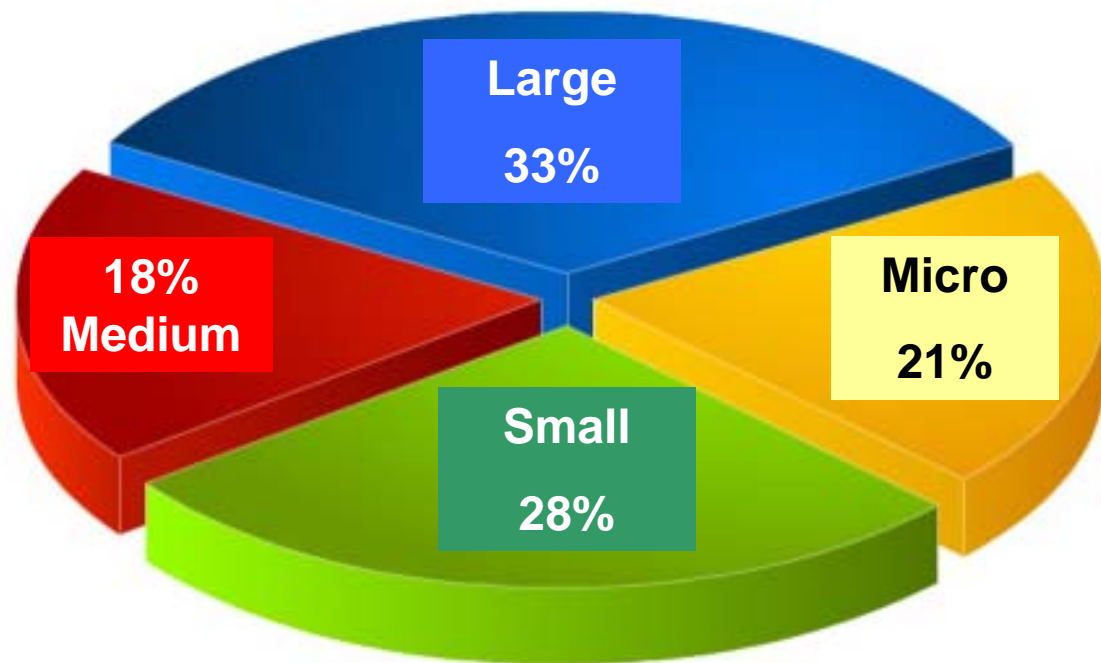
Ricardo Young
President

CSR Conference
Frankfurt 2009

Ethos Institute

- Founded by 11 associated companies in 1998
- 1.350 member companies in 2009:
 - 65% Brazilian owned
 - 35% multinationals
 - With more than 2 million full-time employees and the equivalent to 35% of the Brazilian GNP

Distribution by size:



Mission

Mobilize, encourage and help companies manage their business in a socially responsible way, making their partners in building a sustainable and fair society.

Activities

- Management tools
- How-to manuals
- Special programs to reduce inequality
- Information provision
- Creation and management of networks
- Promotion of partnerships for business mobilization
- International participation (access to international tools)
- National and International Studies
- Meetings, seminars, International Conference
- Media Campaigns

Activities

Events

- International Conference
- Sustainable Technology Showcase
- Regular meetings to associated companies
- Organization of debates and seminars

Awards

- Ethos Journalist Network - Ethos Journalism Award
- Future Managers - Ethos-Valor Award for students, professors and academic institutions
- Innovation on Sustainability Award – Ethos Institute
- Social Report Award

Programs

To fulfill its mission to disseminate practices of CSR, the Ethos Institute creates and supports programs or projects that help companies to track the path of sustainable management.

CSR Projects



TEAR Program

Goals

- To increase the level of competitiveness and sustainability of small and medium enterprises (SMEs) and to expand their market opportunities

How it Works

- *TEAR Program* states and monitors practices of corporate social responsibility (CSR) for SMEs that fall in the value chain of companies in seven strategic sectors of the economy
- In each of these segments, was chosen at least one large company, with advanced experience in CSR, to anchor the program. They selected between 15 and 20 SMEs from its chain of value (between suppliers and customers), with which they pledged to work towards incorporating the principles of CSR to the planning of their activities
- Involvement: 9 anchor companies of 7 sectors: Sugar & Ethanol (Santelisa Vale); Civil Construction (Camargo Corrêa, Gafisa, Takaoka); Electricity (CPFL Energia); Mining (Vale); Oil & Gas (Petrobras); Steel (Arcelor Mittal Brasil); and Retail (Grupo Pão de Açúcar) and another 108 small companies

Ethos & GRI Partnership

Ethos believes that:

- Sustainability reporting – the tripple bottom line reporting – is the pathway for a better future

Ethos wants to:

- Reinforce in Brazil the GRI's vision that disclosure on economic, environmental and social performance as commonplace and comparable as financial reporting
- Help GRI to achieve its mission of creating conditions for the transparent and reliable exchange of sustainability information through the development and continuous improvement of the GRI Sustainability Reporting Framework

Ethos & GRI Partnership

Our Goals and Ghallenges

- Improve the quality of the existing reports
- Involve the government in the discussion around the non-financial reports
- All the Brazilian organizations (NGO's, churches, business, schools etc)
- using the sustainability report as a management tool
- This would be a strategy to improve the country performance in several
- Indicators such as: Transparency International, Human Rights, Gini Index, Investment Grades etc

Our São Paulo Movement

- Ethos Institute is a member of Our São Paulo Movement
- It is a non-partisan, interfaith movement, with no chairman or executives. It's based on a network model and expands as such:

Values: Sustainable Development, Ethics, Participatory Democracy

Ethos Institute leads a workgroup of companies, which aims:

- To encourage new companies to join the movement
- To discuss and promote business practices for sustainable cities

Our São Paulo Movement

Goals

- To develop a political, economic and social force that can gain the commitment of society and successive governments to an agenda and a set of targets designed to enhance the quality of life of São Paulo's inhabitants. The purpose is to transform São Paulo into a safe, healthy, beautiful, caring and truly democratic city.

Our São Paulo Movement

Main results

- Strong participation in the 1st Nossa São Paulo Forum – Proposals for a Fair and Sustainable City
- Organization of the workshop “Contribution of companies to the development of sustainable cities” - 2008 Ethos International Conference
- Launch of the publication “What companies can do for sustainable cities”



Sustainable Amazon Forum

- **Mission:** To mobilize leaders of several social segments in dialogue and cooperation for a fair and sustainable Amazon.
- **Forum:** democratic space, open to wide participation.
- **Challenges:** To work with very diverse groups; to lead sustainable models of production and consumption; to build trade relations in an environment of sociobiodiversity; and to act on the formulation of public policies.
- **Wal-Mart acts in the State of Amapá strengthening the production of the local sociobiodiversity.**
- **Forum participants:** 120 organizations. Companies such as: Wal-Mart, Petrobras, Natura, Alcoa, Vale, Grupo Orsa, Banco Itaú, Banco da Amazônia, IFC / World Bank, Grupo Andre Maggi

GRES - Sustainability Reference Group of Companies

Pilot Group



GRES – Products of the Pilot Group by 2008

- Consolidate the critical variables in GRES' Agenda
- Define a set of measures to monitor the critical variables of GRES' Agenda
- Corporate cooperation work methodology
- Sustainability management system defined by companies

PLARSE - Latinamerican Social Responsibility Program

Advances 2007/2008

- Definition of the 6 countries and head organizations:
Bolívia – COBORSE; **Colômbia** – CCRE; **Equador** – CERES
Nicarágua – UNIRSE; **Paraguai** – ADEC and **Peru** – Peru2021
- UNIRSE elected to **reply the knowledge** acquired with PLARSE to the CSR Centroamerica Network: Costa Rica, El Salvador, Guatemala, Honduras, Nicarágua and Panamá
- January 2008 - São Paulo: implementation started with project workshops, governance and agenda for next 3 years
- Project CSR in the Media: advanced articulations
- 2 obstacles: local definition of projects and resources for development

PLARSE – General Agenda

Latinamerican Social Responsibility Programa (PLARSE) Meetings General Agenda

	Responsible	2008	2009	2010	2011
Bolívia	COBORSE	sep			
Brasil	Ethos	jan / may	may	may	
Colômbia	CCRE			jan	
Equador	CERES			sep	
Paraguai	ADEC		jan		
Perú	Peru 2021				jan
Nicarágua	UniRSE		sep		



Each country PLARSE activities development



*Meetings - knowledge and experience exchange /
 advances and new challenges*

PLARSE – Challenges

- Consolidation of supporting networks in each country
- Local fundraise to develop the program in the countries
- Mobilization of the structural resources
- Plan the general and local program considering each project product and deliveries

Challenges and Opportunities

Main Motivation for CSR in Brazil

- Companies need to be adapted to the international market and respond to market drivers
- Desire of bringing about swift and significant reduction in the poverty and extreme social inequality throughout the country
- Concern for maintaining natural and human resources for future generation

CSR challenges in Brazil

- to expand and deepen the understanding of sustainability (TBL) as the main goal of corporate management
- to face unbalanced policies among multinational performances in different regions or countries
- to consider CSR criteria to improve international trade
- to enhance public policies incorporating CSR standards
- to increase the level of CSR from philanthropy to general business management
- to achieve a higher level of transparency, improving the relationship with stakeholders
- to manage cost control, high standards of quality and competitiveness in order to have sustainable growth and to satisfy society demands
- to trainee managers and professionals who will work in the new sustainability scenario

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