

# **CSR and Accountability**

## **The Industrial Sector in Brazil**



**Barcelona Forum 2004**

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# Summary

1. Brazilian Social and Economic Panorama
2. FIRJAN System and CSR (video)
3. Brazil: how businesses are managing Accountability.



# The Brazilian Panorama

- Brazil is a continent-sized nation (8 million square kilometers), marked by profound contrasts and diversity.
- Though ranked 9th in the World Bank GDP at PPP ranking (1,345 US\$bn 2003), it is the 72nd country in the UNDP's HDI rank (medium development 2003).



# The Brazilian Panorama

## Family Per Capita Income (R\$) September, 2001

richest 1%	Above 2,500
richest 10%	Above 640
richest 50%	Above 150
poorest 50%	Under 150

Source: IETS, estimations on PNAD/IBGE 2001



# Sistema FIRJAN and CSR

## Business Action Towards Citizenship Program

- Sponsored by the W.K Kellogg Foundation and aimed at the development and support of leaders committed to promoting philanthropy and volunteering in Latin America.

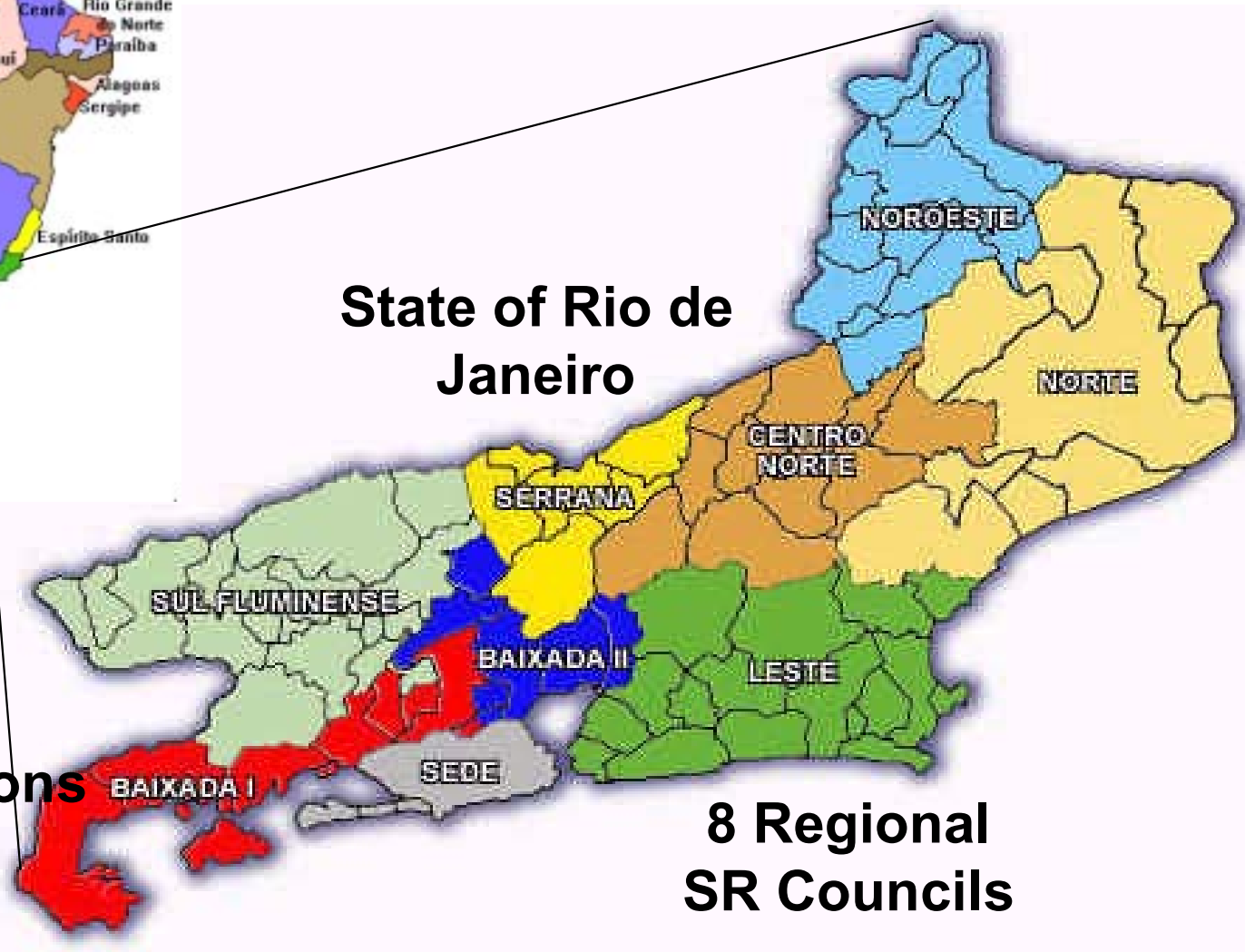
## National Action Nucleus

- Sponsored by the Avina Foundation and aimed at creating a collaborative network to generate communication and interaction between private sector, government and civil society; to promote joint action and closer relations between SR companies; and to benefit social initiatives on local and national levels



# Sistema FIRJAN and CSR

CSR – another way of saying Sustainable Development



State Population  
14.391.282

Members

101 Business Associations

16.000 Businesses

8 Regional  
SR Councils



# Sistema FIRJAN and CSR

## Performance Units

- Council on CSR – monthly meetings
- Regional SR Councils (8) – monthly meetings

## Institutional Partnerships

- Ethos Institute, IBASE, Synergos Institute, Interamerican Foundation, Avina Foundation, UNESCO, Rio Voluntario.



# Sistema FIRJAN and CSR

Awareness, guidance and motivation to all member businesses in the best CSR practices - a strategy that promotes business growth and continuity to support the sustainable development of the state of Rio de Janeiro, and to better influence to the country's public policies.

**AWARENESS + GUIDANCE + MOTIVATION**





# Sistema FIRJAN and CSR

## AWARENESS – Scope of Themes Introduced

- Management of CSR
- Ethics
- Business Diversity
- Social Inequality and Private Social Investment
- Businesses / NGOs – Partners for Local Development
- Communication
- Child and Adolescent Rights
- Legislation



# Sistema FIRJAN and CSR

## GUIDANCE – Circuit for CSR

- Target: entrepreneurs and executives interested in SR management (1,123 attendees in 35 events)
- Sponsored by the Interamerican Foundation

### – Publications

- “Private Enterprise and SR” (2002) – Sp. Avina Foundation
- “Social Inequality: The Corporate Vision” (2003)
- “Research on the Caju Community” (2003)



# Sistema FIRJAN and CSR

## MOTIVATION – Actions developed

- Business / Community Interaction Program (2001)
  - Caju Community : Improvement of HDI ( Human Development Index/ UNDP)
- FIRJAN / IAF Social Development Fund (2003)
  - Fund to stimulate Business / NGO partnerships
  - 8 projects involving 8 NGO's and 19 companies; and 12 more projects to be aproved.
- Businesses / NGO's Partnerships (2004)
  - Qualitative research and publication of the “Good Partnerships Guide”



# Managing Accountability in Brazil

- CSR has become a social demand
- Management of CSR has generated a need for comparable results and impacts – social accounting and auditing
- Systems and tools have been created in a global effort towards credibility, transparency and comparability of results of social programs and actions
- Main global tools: SA8000, AA1000, GRI (Global Reporting Initiative) and Global Compact



# Managing Accountability in Brazil

- Brazilian tools: Social Balance IBASE, Ethos Indicators, Project of the Social Standard ABNT (Brazilian Association of Technical Standards)
- The number of businesses adopting these tools in Brazil is continually growing.
  - 285 have applied the IBASE tool ([www.balancosocial.org](http://www.balancosocial.org))
  - 323 have used Ethos Indicators ([www.ethos.org.br](http://www.ethos.org.br))
  - 51 have obtained the SA 8000 certification
  - 5 adopt the GRI guidelines
- Brazil is the 3<sup>rd</sup> country in number of businesses certified with SA8000, after Italy and China



# Managing Accountability in Brazil

- Brazil is an active stakeholder in the accountability world:
  - by accepting the major global models
  - by being part of the global process with several certified and audited businesses
  - by providing local solutions, more related to its environment characteristics
  - by suggesting models to international certifying organizations and inviting global institutions for joint researches

## Social Responsibility Page Access



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### FIRJAN e SENAI-RJ assinam com a Petrobras contrato de treinamento de pessoal para plataformas offshore

Iniciativa, que prevê utilização de simulador de última geração e metodologia baseada em normas internacionais, consolida a iniciativa do SENAI-RJ em avançar na excelência do ensino profissional... [Leia mais](#)

### Eduardo Eugenio recebe medalha "Cidade Duque de Caxias"

A medalha foi concedida devido a relevantes serviços prestados à cidade da Baixada Fluminense, ao levar o Projeto Transformar às comunidades carentes do município, promovendo a alfabetização de cerca de 5000 jovens entre 15 e 19 anos... [Leia mais](#)

### Encontro da inovação tecnológica na FIRJAN discute papel da indústria na recuperação econômica do país

Durante o 3º Enitec, o presidente do Conselho de Tecnologia da FIRJAN destacou a importância de fixar os bons cientistas no país, de se evitar a insolvência das universidades e de se remunerar dignamente a profissão de professor... [Leia mais](#)

### Prazo de inscrição para o Prêmio FINEP de Inovação Tecnológica vai até 31 de julho

A premiação estimula empresas e instituições a desenvolver pesquisas, produtos ou processos que utilizem tecnologias

### FIRJAN

Agenda Microeconômica do Governo Federal: Veja os principais aspectos e a posição da FIRJAN (download arquivo em PDF)

Catálogo da Moda - Edição 2004 - Peça já seu exemplar

### Rio econômico

REVISTA ELETRÔNICA

Seis em cada 10 industriais esperam vender mais em 2004. Investimentos estão nos planos

Mais de metade da população não tem acesso a rede de esgoto. Saneamento básico requer R\$178,4 bi.

Incentivos de ICMS e os gastos em segurança

Assista quinzenalmente



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# THANK YOU!

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