



United Nations Global Compact
Communication on Progress Report 2007



Visão Sustentável (Sustainable Vision): growing alongside corporate ethics standards

Visão Sustentável (Sustainable Vision) is an intellectual services provider which actively contributes to the diffusion of the Global Compact. In our work, we always take into consideration the solid reference of the 10 principles, a correct and efficient rationalization of the ethics standards businesses are seeking nowadays. Over the past 12 months, though, we took an important additional step by contributing with the Brazilian template for Communication on Progress reports, available at the institution's website, capping off a year of cooperation in which our bonds with the Global Compact have strengthened even further.

This particular contribution apart, the direct impacts we have been able to produce as a consultancy company are in a dimension which is ethical and technical more than material – and our progresses on the implementation of the 10 principles are above all the progresses we have accomplished alongside our clients, themselves being the major corporations. The most notable results we have reached, therefore, have been achieved in our sphere of influence, which growingly includes Global Compact signatory companies – such as Companhia Vale do Rio Doce (CVRD), Endesa Brasil, Copagaz and Unilever, each a major player in their respective markets.

In this cycle that is now coming to a close, Visão Sustentável (Sustainable Vision) has done some interesting work from the Corporate Social Responsibility point of view. We're helping Albras and Alunorte, two companies from the Companhia Vale do Rio Doce (CVRD) aluminum chain, to solidify their CSR structures, to better communicate with their stakeholders and to more effectively structure their wide network of social programs. We're working alongside Braslo, Copagaz, Endesa Brasil, Penasul, Sony, Unilever and Unimetal to upgrade their sustainability reporting practices considering the Global Reporting Initiative recommendations, among other case-specific aspects. We continue to act within the public sector, providing technical support to the important São Paulo state city of Barueri as they look to reach the Millennium Development Goals. We're creating and implementing an innovative stakeholder engagement initiative for Copagaz and a comprehensive local development plan for Votorantim Metais. And we're still working with Grupo Pão de Açúcar to further develop Programa Caras do Brasil (Faces of Brazil Program), one of the most important ethical trade initiatives worldwide. These are only examples of what we have done this year, all in consonance with the Global Compact principles.

It is therefore with great satisfaction that we have prepared our third Communication on Progress report. We hope to accomplish even more in the future.

José Pascowitch
Executive-Director



Human Rights Principles

- 1. Businesses should support and respect the protection of internationally proclaimed human rights;***
- 2. Businesses should make sure that they are not complicit in human rights abuses.***

Due to our condition as an urban intellectual services provider, Visão Sustentável (Sustainable Vision) acts in human rights issues mainly next to the companies for whom we work. This year, many projects carried out and followed alongside our client base have directly and indirectly made an impact in the scope of these two human rights principles. The Votorantim Metais local development program, for instance, helps to guarantee the enjoyment of rights of which the target communities were generally deprived, such as access to culture. The same can be said of the Albras/Alunorte programs and the Millennium Development Goals program in the city of Barueri.

The establishment of new codes of ethics from participative processes, a growing line of work in our scope, can also produce effects in that direction as it normatizes expected behavior in ethical conflict situations and informally extends the protection of rights like equality of gender or ethnicity.

It is important to state that there is no record of explicit human rights violation in Visão Sustentável's (Sustainable Vision) sphere of clients. None of our client companies has been anyhow accused by anyone of abusing the fundamental rights of the human person as internationally proclaimed. In this sense, having no progress to communicate is the indication we're looking for that we're heading the right direction.



Human Rights Principles

Progress in Visão Sustentável's (Sustainable Vision) sphere of influence

Principles	Client	Program/project	Relation to the Global Compact Principles
1. Businesses should support and respect the protection of internationally proclaimed human rights 2. Businesses should make sure that they are not complicit in human rights abuses	Albras/Alunorte (CVRD)	Restructuring of external social and environmental activities	<i>Visão Sustentável (Sustainable Vision) is helping to redesign the structure of the companies' external social and environmental activities. Among other aspects, the projects now have human rights-related aspects taken into consideration in evaluation processes.</i>
	Albras/Alunorte (CVRD)	Corporate Volunteering Program	<i>Another initiative, a corporate volunteering program, contributes to root among employees ideas and practices broadly related to human rights issues.</i>
	Votorantim Metais	Local Development Program – closure of the Fortaleza de Minas (state of Minas Gerais) nickel mine case	<i>The local development program carried out with technical assistance from Visão Sustentável (Sustainable Vision) considered human rights issues from the start.</i>
	Copagaz	PAPS – Social and Environmental Principles Adoption Program	<i>PAPS - Social and Environmental Principles Adoption Program, developed for Copagaz as a means to deepen the company's relationship with their 2,000 retailers, includes many human rights aspects in its content. Children's rights and an initiative to raise awareness on the child prostitution on roads issue are the most notable.</i>
	Endesa Brasil	Sustainability strategic planning	<i>Endesa Brasil, a subsidiary company of the Spanish electric sector multinational, is planning their sustainability strategy with the aid of Visão Sustentável. It is expected that the plan will make the company more effectively capable of approaching issues as community education and access to culture.</i>
	City of Barueri	Political agenda set to reach the Millennium Development Goals	<i>Efficiently introducing the tangible goals of the MDG's in the city's agenda, the consultancy work contributes to clarify priorities including the enjoyment of fundamental rights in the poorest communities.</i>



Labor Standards Principles

- 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;***
- 4. Businesses should eliminate of all forms of forced and compulsory labor;***
- 5. Businesses should effectively abolish child labor;***
- 6. Businesses should eliminate discrimination in respect of employment and occupation.***

Even though our role as consultants is not directly related to labor standards issues, it holds great pertinence to the Global Compact principles regarding this matter. The elimination of discrimination in working environments is an omnipresent issue in the codes of ethics we help conceive. In this particular case, we always demonstrate to and persuade our clients that diversity can add different values to the human capital of organizations, and can produce surprisingly positive effects on many strategic objectives.



Labor Standards Principles

Visão Sustentável's (Sustainable Vision) direct action

Principles	Policies	Action	Outcomes
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;	Mission, Vision, Corporate Values and Code of Ethics	Visão Sustentável (Sustainable Vision) has developed and implemented its own set of Mission, Vision and Corporate Values, including the latest version of its Code of Ethics.	The documents, available at the company's website in three languages (http://www.visaosustentavel.com.br), demonstrate a posture of respect to labor rights, repudiating discrimination and all kinds of harassment.
4. Businesses should eliminate of all forms of forced and compulsory labor;	Progress in Visão Sustentável's (Sustainable Vision) sphere of influence		
5. Businesses should effectively abolish child labor;	Brasilprev / Saneamento Básico do Município de Mauá – SAMA	Codes of Ethics	Visão Sustentável (Sustainable Vision) is helping some of its clients to analyze practices and structures and to systemize codes which are representative of their own reality. Additionally, the organizations develop better formal structures to deal with ethical issues, many of which related to labor conditions and practices. Even overlapping law, it results in awareness raising and a better everyday practice.
6. Businesses should eliminate discrimination in respect of employment and occupation.	Many	Support to initiatives for better working conditions	Visão Sustentável (Sustainable Vision) respects and suggests to its clients the formal support of initiatives as the National Pact for the Eradication of Slave Labor in Brazil.



Environmental Principles

- 7. Businesses should support a precautionary approach to environmental challenges;***
- 8. Businesses should undertake initiatives to promote greater environmental responsibility;***
- 9. Businesses should encourage the development and diffusion of environmentally friendly technologies.***

With a small and efficient structure, Visão Sustentável (Sustainable Vision) produces very little environmental impacts. Even so, it uses recycled materials (especially paper) and multifunctional appliances whenever possible, and undertakes a series of small measures which, altogether, make up for a relevant effect in terms of rational use of resources.

Alongside our clients, the most important progress to report is the growth of our role as strategic sustainability planners. This is an ascending line of work which offers us opportunities to influence client companies on how to address the environmental challenges of our days. But there are other cases in which our role as promoters of the Global Compact's environmental principles makes itself revealed: the Caras do Brasil program, from Grupo Pão de Açúcar, is promoting the sustainable use of biodiversity by its suppliers; the Albras and Alunorte environmental programs are in full accordance with the Global Compact's environmental principles; and the local development program carried out by Votorantim Metais is springboarding economic activities directly inspired by the concept of environmental sustainability.



Environmental Protection Principles

Progress in Visão Sustentável's (Sustainable Vision) sphere of influence

Principles	Client	Program/project	Relation to the Global Compact Principles
7. Businesses should support a precautionary approach to environmental challenges;	Albras / Alunorte	Restructuring of external social and environmental activities	<i>Visão Sustentável (Sustainable Vision) is helping to redesign the structure of the companies' external social and environmental activities. Among other aspects, the projects now have an increased number of environment-related aspects taken into consideration in evaluation processes.</i>
8. Businesses should undertake initiatives to promote greater environmental responsibility;	Votorantim Metais	Local Development Program – closure of the Fortaleza de Minas (state of Minas Gerais) nickel mine case	<i>The local development program carried out with technical assistance from Visão Sustentável (Sustainable Vision) brought environmental issues to the front stage, proposing sustainable small farming as a development alternative.</i>
9. Businesses should encourage the development and diffusion of environmentally friendly technologies.	City of Barueri	Political agenda set to reach the Millennium Development Goals	<i>Efficiently introducing the tangible goals of the MDG's in the city's agenda, the consultancy work contributed to improve the debate on environmental issues and to motivate the search of eco-friendly solutions.</i>
	Grupo Pão de Açúcar	Caras do Brasil Program	<i>Caras do Brasil utilizes environmental quality as a criterion to select suppliers. The impact is also significant from the point of view of the environmental work of organizations financed in part from the program's sales.</i>
	Albras, Alunorte, Braslo, Copagaz, Endesa Brasil, Penasul, Sony, Unilever and Unimetal	Sustainability Reports	<i>The sustainability reports produced by Visão Sustentável (Sustainable Vision) are printed in recycled paper, from our suggestion, as a measure of mitigation of their own environmental impacts. This year alone, Unilever Brasil, Endesa Brasil, Copagaz, Unimetal, Braslo, Penasul and Sony have used this kind of material in their sustainability reports.</i>



Anti-Corruption Principle

10. Businesses should work against corruption in all its forms, including extortion and bribery.

Visão Sustentável (Sustainable Vision) repudiates the practice of corruption in all of its forms, and does not utilize nor has utilized any illegal mean of obtaining unfair privileges. Regarding this matter there are no progresses to report other than to keep this strong posture.

Anti-Corruption Principle

Visão Sustentável's (Sustainable Vision) direct action

Principle	Policy	Action	Outcomes
10. Businesses should work against corruption in all its forms, including extortion and bribery.	Participation on the National Entrepreneurial Pact for Integrity and Against Corruption	Visão Sustentável (Sustainable Vision) is a signatory of the National Entrepreneurial Pact for Integrity and Against Corruption.	<i>Besides having carried out internal debate when signing the Pact, we are recognized as a "clean company" by the initiative.</i>

Progress in Visão Sustentável's (Sustainable Vision) sphere of influence

Activity	Impact	Relation to the Global Compact Principles
Support to the National Entrepreneurial Pact for Integrity and Against Corruption	Visão Sustentável (Sustainable Vision) actively supports the National Entrepreneurial Pact for Integrity and Against Corruption, strongly recommending it to its clients as a means of turning commitments made public.	<i>The National Entrepreneurial Pact for Integrity and Against Corruption is the widest Brazilian private sector initiative against corruption, opening space for debate on this controversial issue and raising awareness about it.</i>