

**UNITED NATIONS GLOBAL COMPACT: COMMUNICATION ON PROGRESS**

**COMPANY NAME:**

Sociedade Brasileira de Cultura Inglesa S.A.

**DATE:** January 18<sup>th</sup> 2010

**ADDRESS:**

Rua São Clemente 258, 5<sup>th</sup>

**MEMBERSHIP DATE:** Since Oct 2006

Botafogo

**NUMBER OF EMPLOYEES:** 790

22260-000 Rio de Janeiro

Brazil

**CONTACT POSITION:**

Bob Lewis

**SECTOR:**

Executive Assistant to the CEO

**CONTACT TELEPHONE NUMBER:**

00+55+21+81814623

**CONTACT E-MAIL ADDRESS**

[bob.lewis@learningfactory.net](mailto:bob.lewis@learningfactory.net)

**BRIEF DESCRIPTION OF NATURE OF BUSINESS**

Education/English Language Teaching/ General Industries

## **STATEMENT OF SUPPORT**

The Sociedade Brasileira de Cultura Inglesa S.A. reaffirms its continued support of the principles laid out in the Global Compact.

As a prominent member of the educational community in Brazil, and one of the largest individual providers of English Language teaching services in the world, one of our major responsibilities is encouraging students, staff and external suppliers to fully embrace the principles in the classroom and the world beyond.

Central to the beliefs and values that have been developed and generated over our 75 year history, is the aim to help empower others to apply ethical codes of conduct across commercial, social, political and environmental areas.

A number of activities and projects have been initiated that help us comply with Global Compact guidelines. One of these is the recently formed partnership with the Instituto da Criança (Children's Institute). This is a charitable organisation that supports social welfare groups that organise educational programmes and supports and advises companies in the area of social responsibility.

A percentage of income tax paid by Sociedade Brasileira de Cultura Inglesa S.A. is also donated to two social programmes in Rio de Janeiro and the Espaço Cidadão (Citizens Space) project, where volunteers present and discuss day to day issues and problems with adolescents and adults from the poorest areas of the city.

Through our non-profit making arm, SBCI, we offer scholarships to less privileged members of the local community providing free courses of English to 1260 students appointed by 25 partner NGOs. These courses are structured in a six-term format, geared to 3 age groups (pre-adolescents, adolescents and young adults) and aim at providing students with the basic tools for developing their academic studies and/or entering the job market with more competitive skills.

A series of other measures, policies, specific training programmes and strategic planning elements (many of which are mentioned in this COP) are being, or will be put into place, that will further fulfill the goal of full compliance to the Global Compact in the future. A major part of this is the constant contribution by members of staff, many of whom are stakeholders in the business, in consistently seeking to ensure that we improve and develop the work already done in the areas of human rights, labour, the environment and the fight against corruption.

It is with immense satisfaction that we present our Communication on Progress Report, conscious of the fact that involvement in the Global Compact is a constantly evolving process.

### **SIGNATURE:**

Maria Lucia Willemsens

### **POSITION:**

Chief Executive Officer

Sociedade Brasileira de Cultura Inglesa S.A.

## **THE TEN PRINCIPLES OF THE GLOBAL COMPACT**

### **PRINCIPLE 1: THE BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS**

#### **Our commitment or Policy**

Our commitment to this principle is manifested in the way we treat our own members of staff and students, and the way we instill in them a strong commitment to the protection of human rights in the wider world.

We carefully follow and apply all Brazilian legislation related to equal opportunities, and work actively against any form of negative sexual or racial discrimination.

The Sociedade Brasileira de Cultura Inglesa S.A. works in conjunction with the local community and is in active contact with ONG's that deal with community improvement schemes and opportunities, especially in the area of English language learning.

#### **A brief description of our processes or systems**

All of the teaching materials we use must reflect a basic respect of human rights and equality and social diversity. Internally our management processes and teaching programmes adhere to a clear policy of respect for human rights values.

#### **Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- The Cultura Inglesa S.A. Ethical Code of Conduct has been reinforced, and a frank dialogue with external suppliers started to clearly show that violations of human rights will not be tolerated.
- Scholarships offered to 1260 underprivileged members of the local community in 2008 via SBCI.
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.
- Partnership with the Instituto da Criança (Children's Institute)
- Medical plan extended to cover dental care coverage.
- Grants offered to staff members for professional improvement courses both in Brazil and distance learning courses in the UK.
- Active participation the Prime Minister's Global Fellowship sponsored by the British Council This brings groups of young people from the UK to Brazil on fact finding cultural awareness visits, and enables them to understand more intimately Brazilian culture and socio economic history.
- Website link to disseminate COP to be established by July 2010.

## **Measurable results or outcomes**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- High ranking in general in list of the “Best Places to Work in Brazil and Rio de Janeiro” in 2006, 2007, 2008 and 2009.
- Second place in the list of the “Best Places to Work in Rio de Janeiro” published in the national newspaper “O Globo” in July 2009.
- 25<sup>th</sup> place in the in the list of the “Best Places to Work in Brazil” published in the national weekly magazine “Época” on August 23<sup>rd</sup> 2009.
- 9<sup>th</sup> place in the list of the “Best Places to Work in Brazil” for companies with annual turnover of R\$300 million (300 million reais) or U\$160 million published in the weekly magazine “Época” on August 23<sup>rd</sup> 2009.
- 1260 scholarships offered via 25 partner ONGS.
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.
- Partnership with the Instituto da Criança (Children’s Institute).
- See Action Plan for 2010 below.
- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

## **PRINCIPLE 2: THE BUSINESS SHOULD ENSURE THAT IT IS NOT COMPLICIT IN HUMAN RIGHTS ABUSES**

### **Our commitment or Policy**

Throughout its 75 year history, the Sociedade Brasileira de Cultura Inglesa S.A. has always respected the basic right of staff and students to equable and proper treatment.

We carefully follow and apply Brazilian legislation that prohibits racial discrimination, and maintain a forthright posture against all forms of prejudice. It is our constant endeavor to pursue equal opportunities for both sexes.

We also rigorously apply and maintain obligations regarding good working conditions, ensuring that all members of staff work in a healthy and secure environment.

### **A brief description of our processes or systems**

The behavior and professional capacity of internal staff and teachers is regularly audited to ensure that it complies with the basic principles of the company.

The company website allows both students and staff to freely and openly address complaints to senior management. This adds considerable weight to the process of monitoring company procedures, and its commitment to human rights values.

### **Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below)
- Establishment of specific objectives based on the payment of extra financial incentives and share distribution to staff members.
- The Cultura Inglesa S.A. Ethical Code of Conduct has been reinforced and a frank dialogue with external suppliers started to clearly show that violations of human rights will not be tolerated.
- Specially programmed presentations on health, welfare and environmental issues for staff members.
- Recruitment policy that respects equal rights for all.
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.
- Partnership with the Instituto da Criança (Children's Institute)
- Company health plan that has been extended to employee's families and partners.
- Website link to disseminate COP to be established by July 2010.

### **Measurable results or outcomes**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- High ranking in general in list of the "Best Places to Work in Brazil and Rio de Janeiro" in 2006, 2007, 2008 and 2009.
- Second place in the list of the "Best Places to Work in Rio de Janeiro" published in the national newspaper "O Globo" in July 2009.
- 25<sup>th</sup> place in the in the list of the "Best Places to Work in Brazil" published in the national weekly magazine "Época" on August 23<sup>rd</sup> 2009.
- 9<sup>th</sup> place in the list of the "Best Places to Work in Brazil" for companies with annual turnover of R\$300 million (300 million reais) or U\$160 million published in the weekly magazine "Época" on August 23<sup>rd</sup> 2009.
- Scholarships offered to 1260 underprivileged members of the local community in 2008 via SBCI.
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.
- Partnership with the Instituto da Criança (Children's Institute).
- See Action Plan for 2010 below.
- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

## **PRINCIPLE 3: THE BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING**

### **Our commitment or Policy**

As well as permitting trade union membership, the Human Resources Department and senior managers from the Sociedade Brasileira de Cultura Inglesa S.A. regularly meet with the different unions represented within the company to discuss working conditions, complaints and to exchange ideas and suggestions.

We ensure that all members of staff are covered by work and medical benefits and treat employees as partners with a stake holding in the company.

### **A brief description of our processes or systems**

The Human Resources Department has regular meetings with trade union representatives, ensuring that company policies and benefits are aligned with present legislation and pay parameters in our industry.

In 2009 new benefits were extended to all members of staff and their families and dependents.

### **Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below)
- Implementation of statutory pay increases.
- Stakeholder scheme distributing free shares to all employees with over one year of service in the company.
- Extension of health benefits to include dental care for staff and dependents.
- Special presentations in the area of health care and nutrition for employees.
- Website link to disseminate COP to be established by July 2010.

### **Measurable results or outcomes**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- High ranking in general in list of the “Best Places to Work in Brazil and Rio de Janeiro” in 2006, 2007, 2008 and 2009.
- Second place in the list of the “Best Places to Work in Rio de Janeiro” published in the national newspaper “O Globo” in July 2009.
- 25<sup>th</sup> place in the in the list of the “Best Places to Work in Brazil” published in the national weekly magazine “Época” on August 23<sup>rd</sup> 2009.
- 9<sup>th</sup> place in the list of the “Best Places to Work in Brazil” for companies with annual turnover of R\$300 million (300 million reais) or U\$160 million published in the weekly magazine “Época” on August 23<sup>rd</sup> 2009.
- See Action Plan for 2010 below.

- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

#### **PRINCIPLE 4: THE BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR**

##### **Our commitment or Policy**

The Sociedade Brasileira de Cultura Inglesa S.A. complies with all Brazilian work legislation which prohibits all forms of forced or compulsory labour, and is proactively involved in educative processes in this area.

##### **A brief description of our processes or systems**

Brazilian work legislation strictly prohibits all forms of child labour, and the Sociedade Brasileira de Cultura Inglesa S.A. rigidly applies these laws, banning all forms of child labour in any area of its business.

The Sociedade Brasileira de Cultura Inglesa S.A. also ensures that companies that supply consultancy or out sourced services all conform to this principle.

##### **Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- Website link to disseminate COP to be established by July 2010.

##### **Measurable results or outcomes**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- See Action Plan for 2010 below.
- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

#### **PRINCIPLE 5: THE BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR**

##### **Our commitment or Policy**

As well as respecting Brazilian labour laws which prohibits those younger than 16 from working, the Sociedade Brasileira de Cultura Inglesa S.A. actively campaign against the evils of child labour.

### **A brief description of our processes or systems**

The company carefully monitors the action and behavior of all third party suppliers as far as this principle is concerned, and ensures that they are aware that child labour is contrary to beliefs of Cultura Inglesa S.A.

### **Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- Website link to disseminate COP to be established by July 2010.

### **Measurable results or outcomes**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- See Action Plan for 2010 below.
- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

## **PRINCIPLE 6: THE BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION**

### **Our commitment or Policy**

The Sociedade Brasileira de Cultura Inglesa S.A. rigorously follows Brazilian legislation related to all forms of discrimination, and has a clear policy of promoting equal opportunities internally. We believe that diversity is a positive agent for change and a powerful element in achieving our business and educational goals. Externally we embody this within the relationship we have with clients, suppliers and the community at large.

All forms of racial, sexual or health related discrimination are strictly prohibited, and the company closely follows an equal opportunities policy in terms of recruitment and promotional opportunities

### **A brief description of our processes or systems**

Maternity and paternity rights are fully respected and recruitment practices are based on “best available choice” irrespective of sex, race and health factors.

There is constant monitoring of any form of discrimination including the facility for employees to raise complaints in this area with the CEO via “Fale com a Diretora Geral”

### **Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- Website link to disseminate COP to be established by July 2010.



## **Measurable results or outcomes**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- High ranking in general in list of the “Best Places to Work in Brazil and Rio de Janeiro” in 2006, 2007, 2008 and 2009.
- Second place in the list of the “Best Places to Work in Rio de Janeiro” published in the national newspaper “O Globo” in July 2009.
- 25<sup>th</sup> place in the in the list of the “Best Places to Work in Brazil” published in the national weekly magazine “Época” on August 23<sup>rd</sup> 2009.
- 9<sup>th</sup> place in the list of the “Best Places to Work in Brazil” for companies with annual turnover of R\$300 million (300 million reais) or U\$160 million published in the weekly magazine “Época” on August 23<sup>rd</sup> 2009.
- Higher than normal percentage of female employees.
- Higher than normal percentage of female senior managers.
- See Action Plan for 2010 below.
- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

## **PRINCIPLE 7: THE BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES**

### **Our commitment or Policy**

Apart from rigorously complying with the parameters and requisites required by Brazilian legislation, the Sociedade Brasileira de Cultura Inglesa S.A. has a series of ongoing internal campaigns with the aim of raising awareness and responsibility amongst staff members and students in the environmental area.

We are aware of our role in the formation of environmentally friendly practices and sustainability, and have specific procedures for communicating these internally.

### **A brief description of our processes or systems**

We have an internal policy to encourage careful use of natural resources and energy consumption.

External consultants have been brought in to provide support on environmental issues and on how policies and processes should be applied in this area.

### **Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.

- Partnership with the Instituto da Criança (Children's Institute).
- Environmental consultant hired to provide support with communication and implementation of environmental matters. This work will continue in 2010.
- Website link to disseminate COP to be established by July 2010.

#### **Measurable results or outcomes**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- High ranking in general in list of the "Best Places to Work in Brazil and Rio de Janeiro" in 2006, 2007, 2008 and 2009.
- Second place in the list of the "Best Places to Work in Rio de Janeiro" published in the national newspaper "O Globo" in July 2009.
- 25<sup>th</sup> place in the in the list of the "Best Places to Work in Brazil" published in the national weekly magazine "Época" on August 23<sup>rd</sup> 2009.
- 9<sup>th</sup> place in the list of the "Best Places to Work in Brazil" for companies with annual turnover of R\$300 million (300 million reais) or U\$160 million published in the weekly magazine "Época" on August 23<sup>rd</sup> 2009.
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.
- Partnership with the Instituto da Criança (Children's Institute).
- Installation of environmentally friendly recycling bins at head office and some of the branches.
- Increased level of consciousness on the part of staff members to their responsibilities regarding environmental and social issues.
- Proactive engagement with local communities through the Bigbem project, which through its Social Responsibility projects connects with the poorest sectors of the community.
- See Action Plan for 2010 below.
- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

### **PRINCIPLE 8: THE BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY**

#### **Our commitment or Policy**

Apart from internal campaigns to raise the level of consciousness in this area, the Sociedade Brasileira de Cultura Inglesa S.A. also develops campaigns on environmental issues directed at the families of employees and our students, suppliers and the communities situated near Sociedade Brasileira de Cultura Inglesa S.A. branches.

Since 2006 the Cultura Inglesa S.A. has run a Social Responsibility Programme called Bigbem which connects our business to various local communities.

In 2009 a working group within the company analysed all of the internal processes of the company and proposed a plan that will heavily focus on the environment and social responsibility area.

At the end of last year a pilot project was started in the waste separation and recycling area in seven of the Cultura Inglesa branches. The objective is that by the end of the first half of 2010 all Cultura Inglesa S.A. branches will be fully engaged in this process that will adequately deal with proper waste discharge, separation of materials by type and recycling.

### **A brief description of our processes or systems**

Consultancy and training on the environment and environmentally friendly waste separation procedures, and a conscious effort to make the whole commercial operation eco-friendly, and to make it conform to sustainability standards.

### **Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.
- Partnership with the Instituto da Criança (Children's Institute)
- Introduction of waste separation procedures in all branches.
- Development of awareness measures to ensure that students and staff fully understand their individual responsibility in this area.
- Website link to disseminate COP to be established by July 2010.

### **Measurable results or outcomes**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- High ranking in general in list of the "Best Places to Work in Brazil and Rio de Janeiro" in 2006, 2007, 2008 and 2009.
- Second place in the list of the "Best Places to Work in Rio de Janeiro" published in the national newspaper "O Globo" in July 2009.
- 25<sup>th</sup> place in the in the list of the "Best Places to Work in Brazil" published in the national weekly magazine "Época" on August 23<sup>rd</sup> 2009.
- 9<sup>th</sup> place in the list of the "Best Places to Work in Brazil" for companies with annual turnover of R\$300 million (300 million reais) or U\$160 million published in the weekly magazine "Época" on August 23<sup>rd</sup> 2009.
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.
- Partnership with the Instituto da Criança (Children's Institute).
- Improved training in proper recycling and waste separation procedures that will be expanded throughout the business in 2010.
- See Action Plan for 2010 below.

- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

**PRINCIPLE 9: THE BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES**

**Our commitment or Policy**

The Sociedade Brasileira de Cultura Inglesa S.A. aims to use environmentally friendly technology in our offices and classrooms especially with regard to energy consumption and waste separation procedures.

**A brief description of our processes or systems**

We will be organising a major national teacher's conference in 2010 in line with environmentally friendly principles.

**Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.
- Partnership with the Instituto da Criança (Children's Institute).
- Website link to disseminate COP to be established by July 2010.

**Measurable results or outcome**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- Donation of percentage of income tax to two social projects in Rio and involvement in the Espaço Cidadão project.
- Partnership with the Instituto da Criança (Children's Institute)
- See Action Plan for 2010 below.
- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

**PRINCIPLE 10: THE BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS INCLUDING EXTORTION AND BRIBERY**

**Our commitment or Policy**

The Sociedade Brasileira de Cultura Inglesa S.A. applies rigid rules and guidelines as far as the selection of suppliers and partners are concerned. All external contracts are negotiated with transparency based strictly on commercially sound and ethical criteria.

Our ethical codes of conduct and corporate governance are laid out in formal documents, ensuring that values and principles are adequately and properly communicated internally.

As well as acting in full accord with existing legislation, the company has an administrative and consultative board and its financial assets are independently audited.

**A brief description of our processes or systems**

A Consultative Board is elected on a two yearly basis which oversees company policy and often guides business strategy.

**Actions implemented in the last year/planned for next year**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- Website link to disseminate COP to be established by July 2010.

**Measurable results or outcome**

- Measurement and analysis and audit of processes and results through Ethos (see below).
- High ranking in general in list of the “Best Places to Work in Brazil and Rio de Janeiro” in 2006, 2007, 2008 and 2009.
- Second place in the list of the “Best Places to Work in Rio de Janeiro” published in the national newspaper “O Globo” in July 2009.
- 25<sup>th</sup> place in the in the list of the “Best Places to Work in Brazil” published in the national weekly magazine “Época” on August 23<sup>rd</sup> 2009.
- 9<sup>th</sup> place in the list of the “Best Places to Work in Brazil” for companies with annual turnover of R\$300 million (300 million reais) or U\$160 million published in the weekly magazine “Época” on August 23<sup>rd</sup> 2009.
- See Action Plan for 2010 below.
- Link to corporate website to be established by July 2010 with clear procedures for communicating the COP to employees, shareholders and the broader community.

## Comparativo: Pacto Global

O Pacto Global (Global Compact) é um programa da Organização das Nações Unidas que busca mobilizar a comunidade empresarial internacional na promoção de dez princípios fundamentais, abordando direitos humanos, direitos do trabalho, proteção ambiental e combate à corrupção. Esta correlação busca explicitar as convergências e sinergias entre a ferramenta e esta importante iniciativa.

Comparativo - Pacto Global		
<b>1. Com relação à adoção e abrangência de valores e princípios éticos:</b>	Os valores e princípios da organização existem em documento formal, que conta com processo de difusão sistemático, com foco no público interno, sob responsabilidade de pessoa ou área responsável.	Atende ao princípio 10 do Pacto Global
<b>1.1</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.2</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.3</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.4</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.5</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.6</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.7</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.9</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.10</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.11</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.12</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.13</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.14</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.15</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.16</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.17</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.18</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.19</b>	Sim	Atende ao princípio 10 do Pacto

		Global
<b>1.20</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.21</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>1.22</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>2. Com relação à eficácia na disseminação dos valores e princípios éticos da empresa:</b>	Há processos sistemáticos de difusão dos valores e princípios para o público interno.	Atende ao princípio 10 do Pacto Global
<b>2.2</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>3. Com relação à estrutura organizacional e práticas de governança corporativa:</b>	Além de atuar de acordo com a legislação em vigor, a empresa dispõe de um conselho de administração, conselho consultivo ou estrutura similar e suas demonstrações financeiras são auditadas por auditoria externa independente.	Atende ao princípio 10 do Pacto Global
<b>3.2</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>3.3</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>3.6</b>	Sim	Atende aos princípios 3, 4, 5 e 6 do Pacto Global
<b>3.8</b>	Sim	Atende aos princípios 1, 2, 3, 4, 5, 6, 7, 8, 9 e 10 do Pacto Global
<b>3.9</b>	Sim	Atende aos princípios 1, 2, 3, 4, 5, 6, 7, 8, 9 e 10 do Pacto Global
<b>7. Quanto à participação de empregados em sindicatos e ao relacionamento com seus representantes, a empresa:</b>	Além de permitir a atuação dos sindicatos no local de trabalho, fornece informações sobre as condições de trabalho e se reúne periodicamente com os sindicatos para ouvir sugestões e negociar reivindicações.	Atende aos princípios 3 e 10 do Pacto Global
<b>7.1</b>	Sim	Atende aos princípios 3 e 10 do Pacto Global
<b>7.2</b>	Sim	Atende aos princípios 3 e 10 do Pacto Global
<b>7.5</b>	Sim	Atende aos princípios 3 e 10 do Pacto Global
<b>9. No tratamento da questão do combate ao trabalho infantil, a empresa:</b>	Além de respeitar a legislação brasileira, que proíbe o trabalho a pessoas com menos de 16 anos (exceto na condição de aprendiz, entre os 14 e 18 anos), discute internamente a importância da educação e as consequências do trabalho infantil.	Atende ao princípio 5 do Pacto Global
<b>10. Considerando sua contribuição para o desenvolvimento infantil no país e o compromisso com os direitos das crianças, a</b>	Obedece a legislação em vigor relativa à proteção à maternidade, paternidade, amamentação e creche, proibindo formalmente qualquer tipo de discriminação à mulher gestante e a empregados (mulheres e homens, incluindo terceirizados) com filhos menores de	Atende aos princípios 1, 2 e 6 do Pacto Global

<b>empresa:</b>	6 anos de idade em processos admissionais, em promoções ou na mobilidade interna.	
<b>11. Reconhecendo a obrigação ética das empresas de combater todas as formas de discriminação negativa e de valorizar as oportunidades oferecidas pela riqueza da diversidade de nossa sociedade, a empresa:</b>	Segue rigorosamente a legislação relacionada a preconceito e discriminação negativa e se declara contra comportamentos discriminatórios que não promovam igualdade de oportunidades no ambiente interno e na relação com seus clientes, fornecedores e comunidade de entorno.	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.1</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.2</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.3</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.4</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.5</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.6</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.7</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.8</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.9</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.10</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>11.19</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>12. Considerando a formação da sociedade brasileira e as persistentes desvantagens que caracterizam a situação da população negra (pretos e pardos) no país, a empresa:</b>	Segue rigorosamente a legislação em vigor que proíbe a discriminação racial no mundo do trabalho e assume internamente uma postura contrária a qualquer tipo de preconceito em relação a todas as partes interessadas.	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>12.1</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>12.3</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>12.6</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>12.7</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>12.8</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>13. Com o objetivo de cooperar</b>	Segue rigorosamente a Constituição Brasileira	Atende aos princípios 1, 2 e 6 do



<b>para combater o preconceito, ampliar as chances das mulheres no mercado de trabalho e sua capacitação para funções especializadas, a empresa:</b>	que proíbe a discriminação de gênero no mundo do trabalho e assume internamente uma postura contrária a qualquer tipo de preconceito em relação a todas as partes interessadas.	Pacto Global
<b>13.1</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>13.8</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>14.3</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>15. Em sua política de remuneração, benefícios e carreira, a empresa:</b>	Trata os empregados como sócios e, além de valorizar competências potenciais por meio da remuneração e do desenvolvimento profissional, estabelece mecanismos para que seus representantes participem da formulação de políticas de remuneração e benefícios, desenvolvimento profissional e mobilidade interna.	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>15.3</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>15.4</b>	Sim	Atende aos princípios 1, 2, 6 e 10 do Pacto Global
<b>15.5</b>	Sim	Atende aos princípios 1, 2, 6 e 10 do Pacto Global
<b>17.3</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>17.6</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>18. Para conduzir processos demissionais, a empresa:</b>	Segue rigorosamente a legislação em vigor e fornece ao demitido orientações em relação aos procedimentos necessários. Em caso de necessidade de redução de pessoal, procura analisar alternativas de contenção (como verificar com outras empresas a possibilidade de transferência temporária do excedente de empregados, reduzir a carga horária etc.) e redução de despesas, para evitar demissão em massa.	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>18.1</b>	Não	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>18.2</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>18.3</b>	Sim	Atende aos princípios 1, 2, 3 e 6 do Pacto Global
<b>18.5</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>19. Visando preparar seus empregados para a aposentadoria, a empresa:</b>	Orienta e oferece assessoramento regular quanto a modificações na legislação, alternativas e procedimentos administrativos necessários para a obtenção da aposentadoria.	Atende aos princípios 1, 2 e 6 do Pacto Global

<b>19.1</b>	Sim	Atende aos princípios 1, 2 e 6 do Pacto Global
<b>20. Para tratar com a devida relevância e responsabilidade os impactos ambientais resultantes de suas atividades, a empresa:</b>	Além de cumprir rigorosamente os parâmetros e requisitos exigidos pela legislação nacional, desenvolve programas internos de melhoramento ambiental.	Atende aos princípios 7, 8 e 9 do Pacto Global
<b>20.1</b>	Sim	Atende aos princípios 7, 8 e 9 do Pacto Global
<b>21. Visando contribuir para a conscientização da população quanto aos desafios ambientais decorrentes da atividade humana e cultivar valores de responsabilidade ambiental, a empresa:</b>	Além de campanhas internas, desenvolve campanhas de conscientização e educação ambiental dirigidas a familiares de empregados, fornecedores, consumidores e clientes e à comunidade do entorno imediato da empresa.	Atende aos princípios 7 e 8 do Pacto Global
<b>25.1</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>25.2</b>	Sim	Atende aos princípios 1, 2, 3, 4, 5, 6, 7, 8, 9 e 10 do Pacto Global
<b>25.9</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>28.3</b>	Sim	Atende aos princípios 1, 2, 4, 5, 6, 7, 8, 9 e 10 do Pacto Global
<b>29. Considerando a influência de sua política de comunicação comercial na criação de uma imagem de credibilidade e confiança, a empresa:</b>	Tem consciência de seu papel na formação de valores e de padrões de consumo e comportamento da sociedade e tem procedimentos específicos para que sua comunicação possibilite a criação de valores positivos na sociedade como forma de contribuir com o desenvolvimento sustentável.	Atende aos princípios 1, 2, 3, 4, 5, 6, 7, 8, 9 e 10 do Pacto Global
<b>29.2</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>29.3</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>29.4</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>29.5</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>29.6</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>29.7</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>29.8</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>30. Quanto a seu compromisso com a qualidade dos serviços de atendimento ao consumidor/cliente, a empresa:</b>	Além de registrar as manifestações e resolver rapidamente as demandas, possui processos que incluem a procura das causas dos problemas e a utilização dessas informações para aprimorar a qualidade dos produtos e serviços.	Atende aos princípios 1 e 2 do Pacto Global

<b>30.3</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>30.6</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>30.9</b>	Sim	Atende ao princípio 10 do Pacto Global
<b>30.10</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>30.11</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>30.12</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>30.13</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>33. Com relação às organizações comunitárias, ONGs e equipamentos públicos (escola, postos de saúde etc.) presentes no seu entorno, a empresa:</b>	Apóia várias entidades com doações, financiamento e implementação de projetos, divulgando experiências bem-sucedidas.	Atende aos princípios 1 e 2 do Pacto Global
<b>33.2</b>	Sim	Atende aos princípios 1 e 2 do Pacto Global
<b>34.1</b>	Sim	Atende aos princípios 1 e 10 do Pacto Global
<b>34.3</b>	Sim	Atende aos princípios 1 e 10 do Pacto Global
<b>34.4</b>	Sim	Atende aos princípios 1 e 10 do Pacto Global
<b>35.1</b>	Sim	Atende aos princípios 1 e 10 do Pacto Global
<b>38.3</b>	Sim	Atende ao princípio 10 do Pacto Global

# Plano de Ação Responsabilidade Corporativa e Meio Ambiente

---

2009 - 2010



## Premissas

---

- Alinhar – discurso com a prática;
- Ser exemplo pela atitude na sua operação e em seus relacionamentos;
- Investimento financeiro condicionado ao orçamento 2009 - 2010;
- Fortalecer relacionamento com o público interno na temática – Responsabilidade Corporativa e Meio Ambiente;
- Identificar iniciativas existentes na organização – incorporar ao plano de ação e divulgar;
- Identificar parcerias estratégicas.



- 
- GT – Responsabilidade Corporativa – motivado, participativo e saindo para ação;
  - Identificamos várias iniciativas que não eram de conhecimento de todos – EC e filiais;
  - Orçamento de algumas áreas já estavam negociados, não sendo possível investir em grandes movimentos para o ano de 2010;
  - Apesar do período não ser o melhor, representantes de outras áreas se empenharam para suportar demanda;
  - Precisamos ter cuidado e avaliar o que será possível implantar, já que o recurso humano é o mesmo;



## Plano de Ação

---

- **Gestão de Responsabilidade Corporativa**
  - Revisão Código de Ética
  - Aplicar Indicadores Ethos
  - Análise dos resultados dos Indicadores Ethos;
  - Revisar Missão RC
  - Workshop RC para liderança
  - Incluir a temática de RC e Meio Ambiente no plano de T&D
- **Meio Ambiente**
  - Programa de Uso Consciente de Recursos;
  - Coleta Seletiva;
  - Campanha Meio Ambiente;
  - Comunicação.
- **Social**
  - Destinar parte tributos para projetos sociais;
  - Programa de Voluntariado;
  - Programa de Capacitação Lingüística.



# Plano de Ação

---

- **Fornecedores Estratégicos**

- Desenhar programa de RC para Fornecedores Estratégicos
- Sensibilizar e envolver os fornecedores no programa de RC

- **Visibilidade Externa**

- Participar ativamente de organizações/encontros voltados para a RC
- Ampliar o relacionamento com a comunidade
- Pesquisa sobre a percepção empresa socialmente responsável



## Alguns Números

---

**27** ações, subdivididas em **+** de **70** ações

**09** áreas envolvidas diretamente

**+** de **11** ações iniciadas, algumas bem encaminhadas

Conclusão de **10** ações até Dez de 2009



# Ações em Andamento

---

- ❑ Coleta Seletiva
- ❑ Programa de Uso Consciente dos Recursos
- ❑ Parceria: Social e Meio Ambiente
- ❑ Voluntariado
- ❑ Participação grupo Ethos Rio de Janeiro
- ❑ Workshop liderança
- ❑ Relatório Pacto Global



## Meio Ambiente

---

### **2009 - 2010 Foco Interno**

Arrumar a casa, coerência no discurso e prática, envolver cliente interno e externo, implantar ações de eco eficiência, identificar e potencializar iniciativas existentes, identificar e realizar parcerias estratégicas e desenhar projeto para 2011/2013...

### **2010 - 2011 – 2013 Foco Interno e Externo**

Coerência no discurso e prática, fortalecer o envolvimento cliente interno e externo, implantar ação de grande impacto e visibilidade tendo como base a operação e realizar parcerias estratégicas.



## Meio Ambiente

### Plano de Ação 2010

#### Foco INTERNO



- **Incluir no Código de ética e conduta** a questão ambiental;
- **Programa de Uso Consciente de Recursos** (Filiais, Adm. Central e LF):
  - Estruturar ações corporativas de redução de impactos ambientais, através da conscientização e participação dos funcionários, contribuindo para sustentabilidade.
  - Ar, Energia, Água e Lixo
  - Definir metas de redução de consumo;
  - Definir procedimentos para: novas obras, lay out, compra ou manutenção de equipamentos e veículos,...
  - Realizar diagnóstico em busca de oportunidades de melhorias;
  - Realizar estudo para implementar papel reciclado: livros, folheteria da empresa, provas, ...
- **Programa de avaliação e contratação de fornecedores** que estão aderentes as normas e legislação ambiental;
- **Desenhar e lançar o Desafio Sociambiental**
  - É uma competição solidária entre as Filiais, Adm central e LF, que tem por objetivo promover ações em prol do meio ambiente e das comunidades



## Meio Ambiente

### Plano de Ação 2010

#### Foco INTERNO



- Definir e desenvolver **conteúdo sobre Meio Ambiente:**
  - Planos de aula;
  - Livros;
  - Novo projeto;
- Desenhar plano de **educação**
  - Considerando que o Meio Ambiente é um tema transversal na organização rever programas, treinamentos, e outros para incluir conteúdo ou informações.
  - Campanhas: Desafio Socioambiental, Semana do Meio Ambiente Limpeza das Praias e Rios e SIPAT ??
  - Palestra: Consumo Consciente
- Desenhar plano de **comunicação**
  - Foco cliente interno e externo
  - Campanhas: Desafio Socioambiental, Semana do Meio Ambiente, Limpeza das Praias e Rios e SIPAT ??
  - Comunicados e convites: Dia da água, Dia da árvore, Consumo Consciente,...

## Dar visibilidade expressiva à estratégia de Responsabilidade de Corporativa

### Plano de Ação 2010

#### Foco INTERNO

- Identificar **parcerias estratégicas** com foco em **Sustentabilidade e Meio Ambiente.**

**Premissas:** “algo que possa ser próximo das pessoas”, reconhecimento público, contribuir para a educação e conscientização do cidadão, visibilidade nacional, agregar valor ao negócio, contribuir na geração e disponibilização de conteúdo, ...

#### Possíveis parcerias:

**Planeta Sustentável (Grupo Abril)** – o conselho consultivo é formado por representantes de “peso” de diversos setores, formadores de opinião e reconhecidos pelo mercado. O nome Planeta Sustentável é interessante e atrativo, nos faz pensar globalmente e agir localmente, Visibilidade nacional (site e revistas); Conteúdo, ferramentas, vídeos, jogos... que podem ser utilizados na operação do negócio e para o cumprimento do plano de ação; Acesso fácil para funcionários, alunos e familiares, parceiros,...

**SOS Mata Atlântica**  
**Instituto Ypê**  
**Surf Rider Foundation**  
**Onda Azul**