



## 1<sup>ST</sup> SOCIAL-ENVIRONMENTAL REPORT

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## **MISSION, VALUES, PRINCIPLES AND VISION**

### **Mission**

Abril is committed to contributing toward dissemination of information, culture and entertainment, for the progress of education, improvement of quality of life, development of free initiative and strengthening of the country's democratic institutions.

### **Values**

Excellence, Integrity, Pioneering and Valuing of People.

### **Principles**

Customer-Oriented, Profitability and Competitiveness.

### **Vision**

To be the leader in the integrated multimedia sector, catering to the most profitable, fastest growing segments of the communication and education markets.



## MESSAGE FROM THE MANAGEMENT

Abril is very proud to bring you the Abril Group's 1<sup>st</sup> Social-Environmental Report.

As you read these materials, you will learn about some of the things we have done in the last 59 years to build a better Brazil for all of us.

The report describes corporate responsibility projects and sustainability measures developed by several of the Company's departments. They all reflect the values that guide us: integrity, excellence, pioneering and valuing of people., values that are present in all of Abril's daily activities.

Enjoy the report!



**Roberto Civita**

President of the Management Board and Editorial Director



**Giancarlo Civita**

Executive President of Grupo Abril



## OUR DNA

### Diversity and freedom of expression as assets

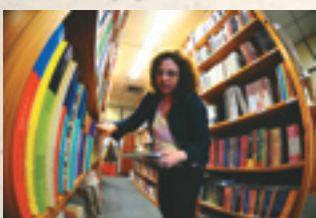


At Abril, we speak about all topics, to all groups and to all audiences.

The quality of our content is what distinguishes us.



We express ourselves through all available means of communication to reach a 360-degree spectrum of diverse audiences: people that read, log on, connect and interact. Abril's staff have the same characteristics. A culture encouraged by the coexistence of all kinds of people through a variety of media: magazines, Web sites, blogs, forums, events, debates, classrooms, cellular phones, television channels and places for the collective construction.





## COMPANY PROFILE



Founded in 1950, Abril is one of Latin America's largest and most influential communication groups, providing information, education and entertainment to practically every demographic group, integrated through a variety of media. The Group currently employs more than 7,000 people and has six primary business units:

### Editora Abril



The Group's first company, Editora Abril specializes in the production of content for magazines and for the 42 online versions of its publications. Annually, the publishing house edits more than 300 titles and is the industry leader in 21 of the 24 segments in which it operates. In 2008, more than 156 million Abril publications were sold, reaching in excess of 27 million readers.

### Abril Digital



Abril Digital is the unit responsible for the development and distribution of Abril content via wireless technologies. Using innovative approaches based on Web 2.0 concepts, the company has been intensifying its Internet-based efforts with diversified products corresponding to the segmentation of the online public. Abril Digital is also a pioneer in cellular content, offering Brazil's largest portfolio of mobile media, including content adapted for 3G. In 2008, the consolidation of Abril Digital resulted in the company achieving the largest growth among its online competitors, finishing among the 15 largest players in terms of its audience and among the top 6 in advertising.





## Abril Educação

Consisting of the Ática and Scipione publishing houses, Abril Educação leads the Brazilian schoolbooks market with more than 4,000 titles in its catalogue and 37 million books printed each year. Abril Educação has been expanding its operations through use of the SER teaching system, which provides cross-curriculum teaching materials, and providing pedagogical support through interaction channels with professors and schools.



## TV Group

Launched in 1990, MTV Brasil is an association with Viacom (U.S.), the world's largest entertainment group. MTV is also Brazil's largest and most important specialized television channel. It reaches 50 million viewers per month in 31 million homes across 301 Brazilian cities or 62% of all residences in the country.



## Gráfica Abril

Gráfica Abril provides key support to the printing operations of Editora Abril and Abril Educação. With 1,100 employees and installations occupying more than 45 thousand square meters, the plant is strategically located near important highways and areas of São Paulo, allowing it to operate in an integrated manner with the logistics and distribution units, as well as to serve the needs of other publishers.



## Logistics and Distribution

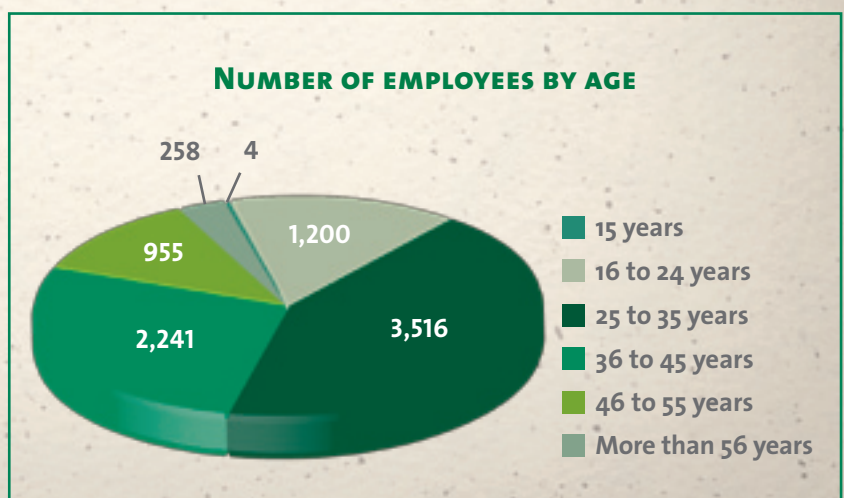
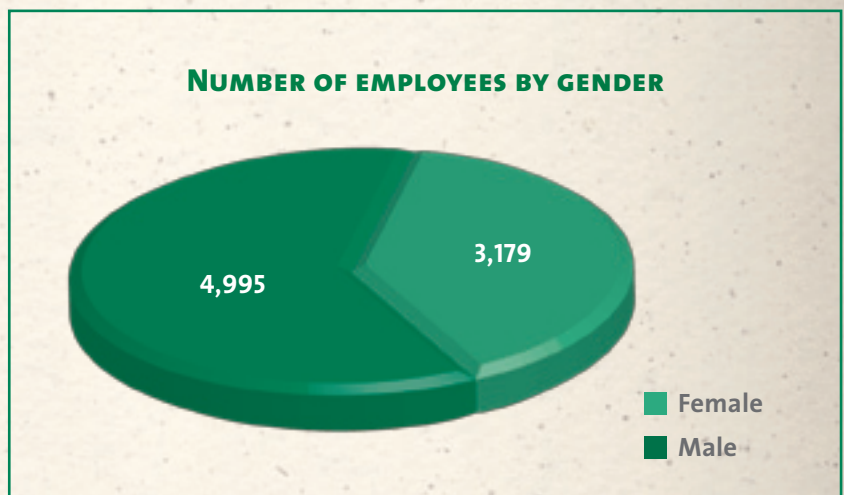
Dinap S/A is the Group's company in charge of distributing and selling titles for Abril and 70 client publishing houses over a network of 19 thousand newsstands and 10 thousand points of sale, including magazine stands, bookstores and other channels. With the acquisition of Fernando Chinaglia in October of 2007, distribution was centralized in a new company, Treelog, which optimizes delivery logistics, making it more intelligent and cost-effective.



## DIVERSITY

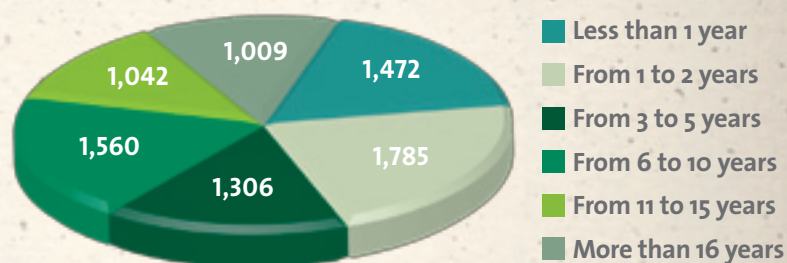
As a communications firm, Abril understands the importance of the training and commitment of its human capital. For more than 50 years, the Company's history has been written by talented and innovative people dedicated to informing and educating society.

In 2008, the Company's workforce was composed as follows:

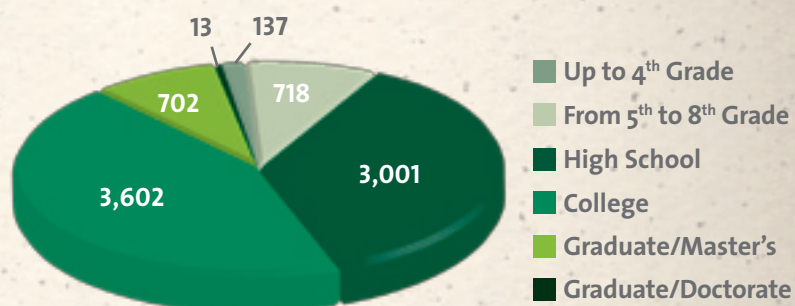




**NUMBER OF EMPLOYEES BY YEARS OF SERVICE**



**NUMBER OF EMPLOYEES BY EDUCATION**



In order to reaffirm its values and to ensure diversity, Abril maintains three hiring programs:





## Special Talent Program

The purpose of the Special Talent (Talentos Especiais) Program is to recognize the potential of these individuals, develop their abilities and employ them in various areas throughout the organization. In order to make inclusion possible, Abril made several adaptations including: adjustments to selection processes, professional training of new hires, revision of specific policies, remodeling of facilities and sensitivity and awareness training for its staff and outsourced employees. These efforts help all employees to continually learn to coexist with differences on a daily basis.



In 2008 programs were reviewed and the most outstanding were the results of the employees with disabilities training program, which was carried out in late 2007. Out of a total of 270 employees with disabilities, 100 were invited to participate and 63 completed both modules, which covered the following topics: get to know the Abril Group, ethics, values, professional relationships and social behavior, reflections on individual career paths, instrumental Portuguese and communication. Following the analysis of the results obtained, a new project was developed for 2009.

Because of the Abril Group's constant concern with social inclusion, the Company periodically participates in forums, talks, meetings and other events in which it shares its know-how on the topic, presenting its Special Talent program as a successful program and encouraging other companies to adopt similar measures.





## Apprenticeship Program

The Recruitment and Selection Center coordinates the selection processes related to the hiring of persons between the ages of 15 and 22, students or high school graduates, at several of the Group's companies in conjunction with the federal government's Apprenticeship (Aprendiz) Program, designed to offer professional technical training to young people by giving them a first job.



For this, Abril builds partnerships with educational institutions, particularly SENAI and SENAC, that develop technical and behavioral training courses. This way, the program, with activities totaling a maximum of six hours per day, is divided into theoretical courses provided by the institutions and practical application with the company. In addition, Abril's internal HR consultants monitor the performance of the youths. In 2008, a total of 90 apprentices participated in the program.





### Young Citizen Program

Abril has also partnered with the São Paulo State government's Young Citizen (Jovem Cidadão) Program, whose goal is to provide high school students the opportunity to enter the job market through paid internships.

High school students between the ages of 16 and 21 who are registered in the State Public Secondary Education System are eligible to participate in the program.

Since 2004, the Abril Group has offered for these students the possibility of experiencing the professional world, acquiring specific skills, having new experiences and learning a variety of jobs, as well as the possibility of adding new value to their education.

In 2008, 55 youths participated in the Abril Group's program. They worked four-, five- and six-hour days under six-month contracts that could be extended to up to a year.

### Health and wellbeing

Aware of the importance of promoting the health and wellbeing of its workforce, in 2008 Abril implemented several programs focused on this topic:





Pregnancy Program	Nine sessions in which 50 pregnant women, both employees and wives of employees, participated. The sessions were led by health care professionals and addressed with topics related to pregnancy, rights, and the benefits of pregnancy.
Workplace Physical Therapy Program	Guidance and exercise led by physical therapists at the work place three times per week. The goal was to promote wellbeing and to prevent osteo-muscular illnesses. In 2008, 1,200 employees from the headquarters' operational and administrative areas, as well as from the printing press and logistics and distribution center, participated in the program.
Quick Massage Program	The program provided massages to 2,000 employees to prevent and to alleviate workplace stress.
New Life Program	Close to 3,500 employees underwent medical exams and laboratory tests to prevent occupational illnesses and evaluate general health.
Executive Check-up Program	This program consists of periodic health evaluations of 130 Group executives.
Blood Drive	In 2008, Abril promoted an incentive-based blood drive.
Vaccination Campaigns (Flu and rubella)	In 2008, this campaign vaccinated 6,000 employees against the flu and rubella.
Participation in the National Business Council for the Prevention of HIV/AIDS in the Workplace	Abril worked with the Council's Health Ministry, which develops HIV prevention measures.



## THE ROAD TO SOCIAL-ENVIRONMENTAL SUSTAINABILITY

Abril's businesses were founded upon two premises: freedom of expression and the right to information. Our primary responsibility is to guarantee to society the fulfillment of these two ideals, essential to promoting Brazil's development.

Consistent with our objective as communicators, we open the concept of sustainability to discussion in our magazines through our Sustainable Planet (Planeta Sustentável) Project, launched in 2007. The project made it possible for us to present different viewpoints, share facts related to the issue and offer information that allows readers to form their own opinions and decide how to respond. This multi-faceted treatment of sustainability in the company's communications was only possible because Abril has always been concerned with Brazil's social problems. In 1985, the Company created the Victor Civita Foundation, which seeks to improve the quality of Brazil's primary education.

In this way the Company strives to multiply good ideas and to share its values regarding sustainability with its public in order to transform those ideas into actions. The idea behind Sustainable Planet worked, and we realized the positive impact it had on Abril itself. Along with the organization's initiatives, these values were adopted by employees who, with freedom of creativity, were able to see in the workplace how their own actions could transform sustainable development.



## THE ROAD TO SOCIAL-ENVIRONMENTAL SUSTAINABILITY

The topic has become increasingly important and has led to a widespread movement of voluntary cultural change begun by those familiar with Abril and who have written its history. Thanks to the dynamic impact of volunteer groups' desire to make a difference, sustainability has become a shared value that is put into practice through constant and open dialogue.

This mobilization led to the formation of Abril's Environmental Agenda, comprised of collective working groups that bring together employees from different areas seeking actions that can minimize environmental impacts and promote social benefits on a daily basis.

The transformational character that marked 2008 was further reinforced by the inauguration of the Victor Civita Square. The space, which had previously been occupied by a garbage incinerator and whose soil was contaminated with heavy metals, became a symbol of environmental awareness and was dedicated to the community.

Another important, pioneering initiative was the Company's adherence to the Brazilian Greenhouse Gas Protocol Program. Abril is the protocol's founding member and the only signatory from the Brazilian communications sector. By joining the protocol, we commit ourselves to inventory and manage our greenhouse gas emissions.

As a company, we continue to grow and advance, aware of our current responsibilities but looking toward the future. With our values of freedom and diversity and the contributions of many, our work on the road to sustainability continues to progress. With this, we reaffirm our commitment to integrate our own efforts into those of Brazilian society to improve the quality of life for its people.







## THE ROAD TO SOCIAL-ENVIRONMENTAL SUSTAINABILITY

### Social-environmental Actions: Timeline

**1984**  
Student Guide

**1985**  
Victor Civita  
Foundation

**1996**  
CLAUDIA Award

**1999**  
• EXAME Good Practices Guide  
• Hands to Work

**2000**  
Clickarvore  
(tree planting website)

**2001**  
Child Disarmament

**2003**  
BONS FLUIDOS Concert

**2002**  
The Planeta Casa Award

**2004**  
Magazine Library

**2007**  
• SER Teaching System  
• Sustainable Planet Project  
• Adaptation: The EXAME  
Guide of Sustainability

**2008**  
• Internal Working Groups  
• 1<sup>st</sup> meeting of the Environmental Agenda  
**May** • Adherence to GHG Protocol  
**September** • Granted FSC Seal  
• Plazas and Parks Debate  
• Inauguration of Victor Civita Square (PVC)  
• MTV Dossier  
• Printing Press Sustainability Media  
• Educating for Growth Program  
• GRI workshop for working groups  
• Abril joins Brazilian Business Council  
for Sustainable Development (CEBDS)  
• Technical Chamber with CEBDS  
management at PVC  
• Abril joins Caring for Climate  
• 1<sup>st</sup> general forum of the  
Environmental Agenda  
• New Orthographic Agreement at PVC  
• New Orthographic Agreement  
Sustainable Media

**2009**  
• Young World Project  
**March** • Minister Carlos Minc at PVC  
**March** • 1<sup>st</sup> Abril GHG meeting  
**March** • 4<sup>th</sup> meeting of the  
Environmental Agenda  
**March** • Abril sponsors WWF  
program *Hora do Planeta* - PVC  
**April** • Climate Meeting  
**April** • Turns in Pilot  
GHG inventory  
**May** • COP15 preparatory meeting





## STRATEGY

Abril's concern for producing value, not just in economic terms but for all of society, has resulted in an integrated set of initiatives in support of sustainability.

In 2008, working groups comprised of employees from various areas were formed. These groups seek to identify actions in their daily activities that minimize environmental impacts and promote social benefits. The topic has become increasingly important and has led to a widespread movement of freely chosen cultural change begun by those familiar with Abril and have written its history. Thanks to the dynamic impact of volunteer groups' desire to make a difference, sustainability has become a shared value that is put into practice through constant and open dialogue.

The goal of each work area is to establish dialogue pertinent to the development of its activities and to review processes and ways of thinking. All of the actions developed by the working groups are approved by the Environmental Agenda, the Company's institutional forum. This forum is managed by Abril's Office of the Vice-President of Institutional Relations and involves leaders from each of the Group's areas. Once approved, the measures are incorporated into the Corporate Sustainability Plan.

Open to horizontal and more equal relationships, Abril encourages direct contributions from its employees to legitimize the actions it adopts to construct new and better realities throughout its business chain. The following are the primary focus areas identified in 2008 to guide our initial efforts:





## WORKING GROUPS BY AREA

### Logistics and Distribution

- Sector leadership process
- Transport
- Packaging
- Returns

### Supplies

- Supplier sustainability practices
- Free gifts
- Printed materials

### Building Administration

- Lighting Management
- Re-evaluation of building features for LEED certification

### Printing Press / Industrial Operations

- Sector leadership process
- Clean production
- Paper chain of custody certification
- Management model

### GHG Protocol

- Inventory and Management of GHGs

### Relationship and Events Marketing

- Review processes for events and stakeholder relationships

### IT

- Review of processes and creation of programs

### Sustainable Planet Project





## STRATEGIC OBJECTIVES

- 1 MANAGEMENT OF SOCIAL-ENVIRONMENTAL IMPACTS
- 2 SUSTAINABLE MANAGEMENT OF VALUE CHAIN
- 3 PROMOTION OF EDUCATION FOR SUSTAINABILITY
- 4 LEADERSHIP IN THE SECTOR THROUGH THE CREATION OF COMPARATIVE ADVANTAGES

## LINES OF ACTION

1. Institutional communication
2. The environment
3. Workplace conditions and relationships
4. Investor relations
5. Engagement in external initiatives
6. Consumption and sustainability
7. Innovation in knowledge-building
8. Expanding the dialogue on sustainability with society





## GREENHOUSE GAS PROTOCOL

In May of 2008, the Abril Group became the founding member of the Brazilian Greenhouse Gas Protocol Program, modeled on the international method most often adopted by companies to inventory and manage their greenhouse gas emissions.

The Brazilian program is a project of the Getulio Vargas Foundation Center for Sustainability Studies (GVces), in conjunction with the Brazilian Ministry of the Environment, the World Resources Institute (WRI), the World Business Council for Sustainable Development (WBCSD) and the Brazilian Business Council for Sustainable Development (CEBDS). The initiative also receives funding from the British Embassy and from the American economic and humanitarian aid organization USAID.

Abril was the first signatory to the protocol from the Brazilian communications sector, and the initiative is part of the diversified agenda of good corporate governance practices that Abril has developed throughout its history, on both the editorial institutional fronts.



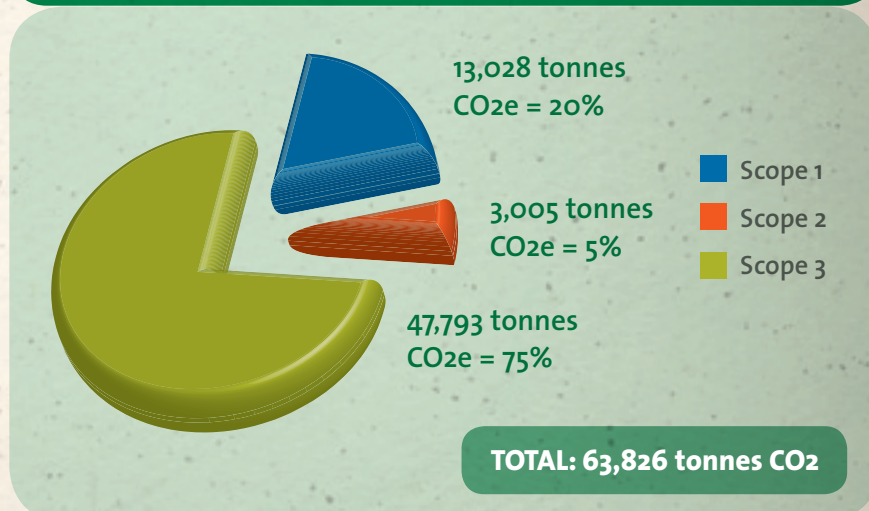
In practical terms, adhering to the Program means that Abril recognizes its impact on the environment and is committed to making changes to its operations that result in yearly reductions in the levels of greenhouse gases that it emits. The establishment of working groups, therefore, fulfills its principal objective and allows the Company to create new and important realities, not just for the Group but for society as a whole.

The first GHG inventory, published in 2009, presents data on six greenhouse gasses (CO<sub>2</sub>, SF<sub>6</sub>, PFCs, CH<sub>4</sub>, N<sub>2</sub>O and HFCs) emitted at the Abril Group's headquarters, the printing press and four logistics and distribution centers (three in São Paulo and one in Rio de Janeiro).

The full version of our Pilot Inventory can be found at the Abril channel on Sustainable Planet website:

<http://planetasustentavel.abril.com.br/grupoabril>

### GHG EMISSIONS BY SCOPE



We expect to have the total inventory by the end of 2009. In the meantime, the results of the Pilot Inventory done in 2008 reveal a partial number: 63 thousand tons of CO<sub>2</sub>e, which accounts for close to 80% of the greenhouse gasses emitted by the Abril Group's operations.



## INDUSTRIAL OPERATIONS



A marca do manejo florestal responsável

Cert. No. IMO-COC-028350-B

© 1996 Forest Stewardship Council A.C.

The long road to publication, from forests to waste disposal, is the Industrial Operations Group's focus.

Aware of the possible environmental impacts of paper use, Abril seeks to develop practices to minimize those impacts at all points in the paper production chain cycle.



In July 2008, the Abril Group earned the Forest Stewardship Council (FSC) seal that supports responsible forestry. A year later, it was granted the Program for the Endorsement of Forest Certification (PEFC) seal, which recognizes regional forestry processes, respecting the differences unique to each. In 2010, the Group expects that 100% of its domestic and 83% of its international paper purchases to be certified, for a total of 87% of the paper used in its printing operations. 12% of the paper currently used is produced from recycled material.





These certifications are proof that the paper used in the Group's printing operations originates in forests that are sustainably managed, resulting in the least possible environmental impact and complying with environmental, social and economic regulations.

Sustainable forest management is designed to maintain a balance between the planting and harvesting of trees, protecting native forests and their biodiversity. Only 8% of commercial forests worldwide have the certifications that guarantee this process.

### Certifications

In addition to these certifications, the Abril Group's printing operation pursues a number of diverse measures which are part of its management model focused on the following philosophy:

**"Do what is necessary, with what is sufficient, in a way that is good for all"**

To serve  
the client

Using resources  
efficiently in ways  
consistent with  
Abril's values

Respecting the interests  
of stakeholders and of  
society as a whole



## Management Model



- **Recycling of office waste**  
Paper and plastics taken to local registered institutions
- **Recycling of industrial waste**
- **Partial treatment of gasses** generated in drying of offset inks – Goal of 100% treatment
- **Industrial Effluents Treatment Center** - Project in place since 1969
- **Reuse of treated wastewater**
- **Toluene recovery system**
- **Reuse of water** in the fabrication of offset printing plates
- **Utilization of heat** released by the air compressor cooling system - Program has won an international award
- **Recovery of heat from the boiler stack** - 6% savings in natural gas consumption for every 10°C increase in the water temperature - Project has won an international award
- **Paper scrap recycling / System to capture dust from paper scraps**
- **Reuse of water from the Solvent Recovery Station** - produces steam, avoids contamination of the public sewage system and reduces water consumption - Project has won two international awards

### Work Fronts:

- **PLAR – Clean Production, Responsible Attitude (Produção Limpa Atitude Responsável)** - continuous application of an integrated economic, environmental and technological strategy to printing processes
- **Brazilian Greenhouse Gas Protocol Program** - Greenhouse Gas Protocol, which uses an international methodology to inventory and manage greenhouse gas emissions
- **Earning FSC and PEFC Certifications** - Forest Stewardship Council and Programme for the Endorsement of Forest Certification.



## LOGISTICS AND DISTRIBUTION

Treelog, the unit responsible for Abril's logistics and distribution, has groups that monitor and pursue social-environmental initiatives and improvements that can be used in transport, packaging and reverse logistics (returns and disposal).



### Principle points of improvement identified:

Transport
Reduction of CO2 emissions through the following measures:
<ul style="list-style-type: none"> <li>• Preventative maintenance of vehicles</li> </ul>
<ul style="list-style-type: none"> <li>• Substitution of fossil fuels</li> </ul>
<ul style="list-style-type: none"> <li>• Optimization of routes and deliveries</li> </ul>
<ul style="list-style-type: none"> <li>• Compartmentalization of cargos</li> </ul>





## LOGISTICS AND DISTRIBUTION

• Reduction and elimination of pollutants
• Appropriate disposal of tires and lubricants
• Substitution of batteries with heavy materials
Practices that guarantee the health and well-being of drivers
Good practices related to transportation worker relations
Elimination of informal jobs
Prevention of child labor
Definition of social-environmental and economic indicators as criteria for collaboration with suppliers
<b>Packaging</b>
Reduction in the use of packaging materials through small scale unitization
Appropriate disposal and recycling of packaging
Substitution of one-way wooden pallets for recyclable closed loop plastic pallets
Researching suppliers who can substitute plastic bags with biodegradable packaging
<b>Reverse Logistics</b>
Inventory of current deliveries, returns, destinations and disposal
Reduction of returns
Process of managing collected returns for improved destination of publications (in progress)





## LOGISTICS AND DISTRIBUTION

Abril is in the process of inventorying all waste materials resulting from its production processes, seeking to find an appropriate means of disposal for each in order to minimize their environmental impacts:

- **Paper scraps** (magazines, cardboard and paper) – generated by industrial processes

Sold to a third-party with ISO 14001 certification that directs all waste paper to a paper production company.

- **Plastics** (stretch and shrink wrap, among others) – generated in logistics processes

Plastic waste management is outsourced to a company that distributes the materials to companies that return them to raw material.

- **Scrap iron**

A portion of scrap iron waste is recycled; some of it is sold on the market.

- **Wood** (unused pallets) – generated by distribution processes

They are transported to industrial washers licensed by the CETESB to be reused.

- **Organic waste**

Compacted and sent to landfills licensed by the municipal government.



## SUPPLY

The Supply group, responsible for all of the materials used in the Abril Group's operations, as well as associated economic criteria, focuses its efforts on developing measures to improve social-environmental conditions on three work fronts:

### • Sustainability practices of suppliers

Creation of social-environmental criteria to be applied in the supplier selection process in cases of market sourcing and in bid processes. The indicators, which are incorporated into contracts and purchase orders, prioritize suppliers with good practices and encourage the adoption of social-environmental initiatives.

### • Free Gifts

Incentive to suppliers to innovate and work with products that have a better social-environmental profile. By producing free gifts according to social-environmental criteria, Abril aims to increase the supply of these products with attractive prices and an educational focus.



Abril Educação office kit

### • Printed materials

Optimization of processes and materials used and the adoption of measures in the printing services production chain to minimize the social-environmental impacts generated by the Abril Group's demand.



Reuse of banners and income generation



## RELATIONSHIP AND EVENTS MARKETING

This group has been reviewing the conceptualization and implementation of events with the goal of minimizing their environmental impact through management of waste generated and reuse of materials.

Products are now developed taking into account a new work proposal that considers the interests of diverse audiences in order to encourage the adoption of social-environmental initiatives among suppliers and event participants.



Review of event development





## RELATIONSHIP AND EVENTS MARKETING

In addition to these steps, measures designed to increase awareness and visibility of sustainability are being considered for implementation at the Abril Advertising Awards, Editora Abril's main event for the advertising market.



Shared exhibit space

### Neutralization of events in 2008

Event	Emissions	Trees planted
Abril Advertising Award 2008	6.22	40
IV Wellness Fair and VI BONS FLUIDOS Concert - 2008	24.06	152
Sustainable Planet – Ibirapuera Park	45.17	286
Inauguration of Victor Civita Square - Editora Abril	8.63	55
Editora Abril Convention	17.08	108
<b>Total</b>	<b>101.16</b>	<b>641</b>



## INFORMATION TECHNOLOGY

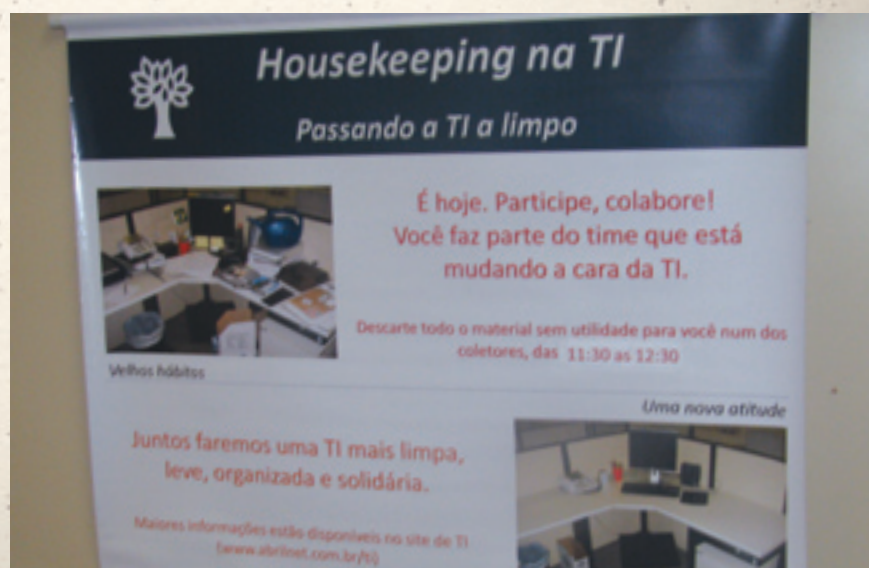
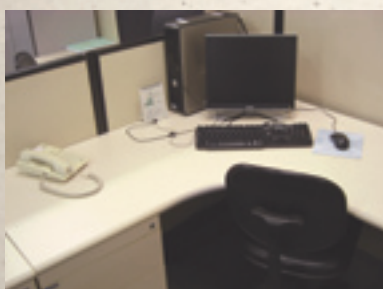
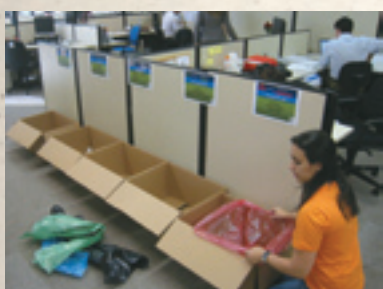


The IT group's involvement with sustainability goes beyond the Data Center. In order to reduce the environmental impact caused by its processes, actions and life cycle of the structure, the group analyzes and implements changes in two areas:

- **Behavior:** increase awareness and education about more sustainable ways to use IT resources.
- **Technology and processes:** reduce energy consumption, save space and improve the quality of services provided.



In late 2008, Abril concluded the process of virtualizing its servers, which resulted in the deactivation of 25 servers and the virtualization of 72. This has allowed the Group to keep pace with the evolution of technology, gaining greater flexibility to handle variation in demand and to optimize its costs and services. In terms of the environment, the process reduces energy consumption and CO<sub>2</sub> emissions.



Integrated teams





## THE RESPONSIBILITY TO COMMUNICATE



**Abril**

*is a part of your life  
and working to make  
the world a better place*

### Vision for the sustainable development of the Abril Group

All of the changes Abril has made to its corporate culture and strategies by adopting the concept of sustainability were motivated by conviction and the desire to change.

Abril communicates its actions and achievements in this regard in an effort to share its values and encourage growth.



Greenhouse Gas Protocol



Forest Stewardship Council  
(FSC) Certification







2008:



Além de desempenhar seu papel principal - produzir conteúdo, informar e divertir - a Abril está cada vez mais envolvida em projetos que contribuem para a preservação do meio ambiente e da qualidade de vida das próximas gerações.

## Com palavras e atitudes, plantar um futuro verde.

**Clickarvore**

Um dos mais bem-sucedidos projetos de restauração florestal do país surgiu da união das ONGs SOS Mata Atlântica e Instituto Ambiental Vidágua com o Grupo Abril. Desde sua criação, no ano 2000, até hoje, mais de 13 milhões de mudas de árvores foram doadas em 9 estados do Brasil a partir da colaboração dos internautas. Você também pode fazer isso acessando [www.clickarvore.com.br](http://www.clickarvore.com.br)

**Praça Victor Civita**

Esse projeto pioneiro do Grupo Abril em parceria com a Prefeitura Municipal de São Paulo reabilitará uma área contaminada para uso público. No espaço, eventos de lazer, esporte, educação e cultura farão o visitante refletir e aprender sobre sustentabilidade.

**Prêmio Planeta CASA**

Desde 2002, a revista CASA CLAUDIA destaca projetos, ações e produtos ligados ao meio-ambiente que são ambientalmente sustentáveis.

**Operações industriais**

A Gráfica Abril há tempos mobiliza-se para reduzir e racionalizar o uso da água, dar tratamento adequado aos resíduos e utilizar de forma eficiente qualquer tipo de energia em suas operações.

Esses projetos e outras ações da Abril, como a coleta seletiva em suas dependências e a compra de papel certificado originário de reflorestamento para suas publicações, são passos confiantes num futuro melhor.

www.planetasustentavel.com.br  
Conheça mais sobre essas iniciativas. Siga também um agente transformador.

2009:

Abriu apresenta: PLANETA SUSTENTÁVEL

VELA O QUE ESTÁ ACONTECENDO E O QUE VOCÊ PODE FAZER EM [www.planetasustentavel.com.br](http://www.planetasustentavel.com.br)

## A Abril busca soluções para clarear os horizontes do planeta

Da quantificação e gerenciamento das suas emissões de gases de efeito estufa até pequenas ações no dia a dia das suas unidades, a Abril mobiliza-se cada vez mais para melhorar a qualidade de vida: em seus processos, no entorno, nas cidades.

Foi a primeira empresa brasileira de comunicação a aderir ao Programa Brasileiro GHG Protocol – *Greenhouse Gas Protocol* – no país porque está preocupada com seus impactos no ambiente. E mesmo sabendo que é um agente transformador – difundindo informação, educação e conhecimento sobre sustentabilidade – acredita que também deve agir cotidianamente para expandir a conscientização sobre o tema.

Programa Brasileiro GHG Protocol

**Algumas iniciativas que ajudam a reverter esta poluição da cidade**

Com elas, a Abril atua de produzir toneladas de CO<sub>2</sub>, poupando uma quantidade de árvores equivalente a quase 10 campos de futebol.

**Entrega das Revistas**

A Abril tem toneladas de revistas e jornais distribuídos por veículos a diesel e CNG. E 77% da frota de distribuidores utiliza cilindros em energia para a prensa. Assim, mais de 1,250 toneladas foram 600 toneladas das ruas todas as semanas.

**Gráfica Abril**

A melhoria de eficiência energética da Gráfica Abril trouxe em menor consumo de gás natural. E o uso de novas tecnologias distribuidoras gerou mais eficiência no consumo de energia elétrica.

**Distribuição**

A otimização das rotas possibilitou a economia de equipamentos e de 520 mil kWh/ano.

	Tempo de combustão	Emissão de CO <sub>2</sub> (toneladas/ano)	Árvores que seriam necessárias para compensar o volume de CO <sub>2</sub> emitido (ano)
Gráfica Abril	220	16.000	16.000
Biodiesel	220	16.000	16.000
Gasolina	220	16.000	16.000
Combustível	220	16.000	16.000
Diesel	220	16.000	16.000

**Dados de produção: 1.000 toneladas de CO<sub>2</sub> poupando o trabalho de 155.167 árvores**

O inventário piloto das emissões de gases de efeito estufa da Abril está aberto à sociedade. No internet, basta acessar: <http://planetasustentavel.abril.com.br/grupoabril>



# EDUCATION IN BRAZIL

## VICTOR CIVITA FOUNDATION



The brainchild of Abril founder Victor Civita, the foundation carries his name and was created in 1985 with the mission of contributing to improved primary education in Brazil. The organization works to develop the skills of public school teachers, a fundamental ingredient in the creation of quality education in the country.

<http://revistaescola.abril.com.br/fvc>

### Projects:

#### NOVA ESCOLA Magazine



NOVA ESCOLA magazine is the Victor Civita Foundation's primary initiative and is Brazil's largest education magazine. Its content focuses on information that contributes to the professional training and improvement of teachers. NOVA ESCOLA has the second-largest circulation among all Brazilian magazines. It is distributed to 200 thousand public elementary schools and every Brazilian city. It benefits 25 million students and has 3.3 million monthly readers, including teachers, principals, coordinators and others interested in the field of education.

<http://www.ne.org.br>





### VEJA classroom guide

Launched 10 years ago, this project builds high school lesson plans based on selected VEJA magazine articles. This way, concepts studied in the classroom are reinforced with practical and current perspectives.

<http://veja.abril.com.br/idade/saladeaula/guia/guia.html>



### Victor Civita A+ Teacher Award

With this annual award, the Foundation honors outstanding elementary school teachers, appreciating educators and underscoring the importance of education for the future of Brazil in the minds of the public.

The event, which features Brazil's most renowned education award, is broadcast nationwide and watched by 4.2 million people in 14 Brazilian states.

<http://revistaescola.abril.com.br/premiovc/>



### Profissão professor

Winners of the Victor Civita A+ Teacher Award share their award-winning teaching techniques in a series of programs, Profissão Professor, broadcast on TV Cultura throughout Brazil.

<http://revistaescola.abril.com.br/fvc/profissao-professor.shtml>





### Letters of Light

The Letters of Light (Letras de Luz) Program, developed in partnership with EDP Energias do Brasil, is designed to encourage education, culture and citizenship through reading.

With three main activities – reading incentive workshops, training and theater presentations, and donations to literature collections – the initiative benefits students in grades 1-4 in 51 cities in Espírito Santo, Mato Grosso do Sul, São Paulo and Tocantins states.

<http://revistaescola.abril.com.br/fvc/letras-de-luz.shtml>

### Matemática é D+!

#### Math is Great

The main purpose of the Math is Great (Matemática é D+) program is to guide and prepare schools to make permanent investments in the quality of math instruction and learning. To achieve this, its website offers lesson plans and pertinent special supplements from NOVA ESCOLA magazine.

[http://revistaescola.abril.com.br/fvc/projetos\\_FVC/matematica/home.htm](http://revistaescola.abril.com.br/fvc/projetos_FVC/matematica/home.htm)





### Surroundings Project

Initiated in 2006 in partnership with state and municipal Education boards, the project implements cultural and educational activities designed to encourage reading through expanding library collections and school reading rooms with donated literary works of interest to teachers and students.

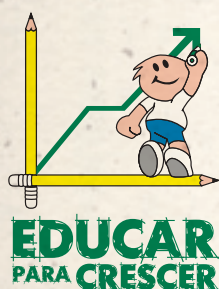
Fifty Abril volunteers participate in the Surroundings (Entorno) Project, which benefits 150 teachers and 5 thousand pre-school and elementary school students in public schools near Abril's business units. A total of six public municipal schools and one public state school receive donated books and participate in evening literary discussions, book clubs and activities featuring storytellers.

<http://revistaescola.abril.com.br/fvc/projeto-entorno.shtml>



## EDUCATING FOR GROWTH

Launched in 2008 by the Abril Group, Educating for Growth (Educar para Crescer) is a non-profit program created to increase public knowledge about the main questions of Brazilian education. The advisory board that directs the project is comprised of Abril staff, local partners, sponsor representatives and well-known players in education. Its members meet periodically to define how the project should proceed to meet its goal of transforming education at the national level.



The project sponsors semiannual forums addressing the topic and conducts an annual survey of the state of education in Brazil that identifies critical points for improvement. Educating for Growth is also featured in Abril's publications and has its own Web portal that provides reports and articles on teaching designed to encourage people to create and develop specific, measurable initiatives.

**VOCÊ SABE O QUE É IDEB?** É um índice importantíssimo para o futuro do seu filho e do país, mas apenas 15% dos brasileiros sabem o que é

**9 VERDADES E 1 MITO SOBRE O IDEB**

- 1 O Índice de Desenvolvimento de Educação Básica avalia a qualidade do ensino público
- 2 Baseia-se no ensino de escola pública entre 6º ano do ensino fundamental e 3ª série do ensino médio
- 3 Avalia a qualidade do ensino de escola de sua cidade, do seu município e do seu estado
- 4 Toda escola pública tem uma nota de 0 a 10 no IDEB. Quanto maior a nota, melhor a qualidade do ensino na escola
- 5 Uma nota nota de IDEB 3 é considerada a nota mínima
- 6 O ideal seria que toda escola pública tivesse uma nota igual ou superior a 6
- 7 O resultado mais recente de IDEB aponta uma média nacional de:
  - ✓ 4,2 para as séries iniciais do ensino fundamental;
  - ✓ 3,8 para as séries finais do ensino fundamental;
  - ✓ 5,5 para as séries do ensino médio
- 8 Existe uma relação entre a nota e o tamanho do IDEB, mas não há o que comemorar. A meta é atingir nota 6 de média em 2022
- 9 Toda escola pública possui uma nota individual no IDEB. Cabe aos governantes e diretores das instituições o compromisso de melhorar a qualidade

**O MITO**  
1 Não precisa saber o que é IDEB

Educação pública de qualidade é responsabilidade de todos. Verifique o IDEB da sua cidade e compare os seus governantes

**Parceiro Educador**  
Educar para Crescer  
crianças, desenvolver as habilidades do século XXI

Conheça a nota de sua cidade e do ensino de seu filho em [www.educarparacrescer.com.br/ideb](http://www.educarparacrescer.com.br/ideb)  
E descubra se a qualidade da educação de sua região vai bem!

O Brasil só melhora com Educação de qualidade. E você tem tudo a ver com isso.

**Abril**



## SER TEACHING SYSTEM



Combining the quality of the Editora Ática and Scipione publishing houses with the Abril Group's informational support, the SER teaching system was launched in 2006. This teaching system seeks to provide students an intelligent educational experience that goes beyond the classroom and accompanies them to high school.

With the support of Brazil's best teachers, the project develops teaching materials to assist in lesson plan preparation. It also includes a wide array of publications by Ática and Scipione, leaders in the private book market. The project's pioneering use of digital content and its modern, bold layout, both on its Web site and in its printed materials, promote interactivity and parent, student and teacher involvement.

This infrastructure allows teachers to add a great deal of flexibility to their lesson plans, use more complete approach to topics and offer students supplements to classroom learning. Last year, the program grew 50%, the largest growth rate among teaching systems in Brazil.



## MAGAZINE LIBRARY



The Abril Magazine Library (Revisteca) Project promotes magazine donation and creation of reading spaces in libraries, public schools and other places lacking support for reading.

Conceived by Dinap, the Abril Group's magazine distributor, the initiative encourages the habit of reading, especially in children and youths from low-income areas.

Each quarter for one year, the libraries and schools that participate in the program receive close to 30 different Abril magazine and special collection titles. As of 2008—the project's fourth year—437 entities in 244 cities representing every Brazilian state had benefitted from the program.





## CHILD DISARMAMENT



Through its distributor Dinap and in partnership with various municipal governments, since 2001 Abril has been involved with the Child Disarmament (Desarmamento Infantil), which exchanges children's magazines for toy weapons through registered newsstands and public schools.

The campaign kicks off with sporting and recreational activities, theater and various presentations led by local administrators. At the end of the event, all of the toy weapons collected are destroyed and sent for recycling.







The top performing schools from each campaign win awards and the money obtained through recycling the toy weapons is donated to charities in participating cities.

Through these actions, the campaign touches on points important to the country's social development by combating violence, valuing peace and developing the habit of reading among children. During the program's eight years, 161 cities across Brazil have participated in the campaign, which has collected more than 550 thousand toy weapons.







## HANDS TO WORK

In 1999, the Abril Group's Corporate Relations Department developed the Helping Hand Volunteer Program (Mãos à Obra) to support, publicize and praise volunteerism among the Company's employees. Abril's internal communication vehicles publicize all the institutions' events and campaigns, as well as their material and volunteer needs.







## THE BEST UNIVERSITIES AWARD

Since 1988, a special edition of the Student Guide has featured the The Best Universities Award, which evaluates the country's best higher learning institutions.

The awards are currently organized into 13 areas, reflecting the characteristics common to each profession such as work environment and activities. In 2008, the award evaluated 21,367 programs at 1,900 Brazilian institutions and ranked the top 3,024 programs at the 509 best schools.

After being identified, the programs classified as excellent, very good or good compete for prizes in diverse categories that vary from year to year.

In addition to the program categories, the ranking has an open category for all programs and institutions of higher learning in Brazil. In 2006, the open category was Innovation and Sustainability. Since then it has been Sustainability.

The competing institutions fill out a questionnaire in which they relate their best efforts to include sustainability in their daily activities, addressing at least one of the following three aspects:



## Social Intervention

Projects undertaken by the institutions in specific geographic locations – such as communities, neighborhoods and cities – aimed at promoting improvements in living conditions. These actions must directly or indirectly generate or have generated benefits for the community and be economically viable.

## Management Model

Projects involving changes to the institution's management model that incorporate economic, social and environmental aspects into the decision-making process. The efforts must produce or have produced changes in the institution's management model and organizational culture.

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### Academic Curriculum

Projects to include sustainability in the curricula of the university's programs. Evaluated are projects that produced vertical changes in the curricula of existing undergraduate programs or horizontal changes by integrating classes from other, complementary programs in ways that prioritize an integrated and systemic view of sustainability concepts.



Edition	Entries	Winner
2006	173 projects	Pilot plant for solar panels using Brazilian technology/CB-Solar (PUC-RS)
2007	398 projects	Whatever your reasons, create a world with more economy (PUC-RS)



## PEOPLE THAT MAKE A DIFFERENCE



### CLAUDIA AWARD

CLAUDIA magazine was created 47 years ago with the bold objective of helping Brazilian women live better, realize their full potential, expand their horizons and recognize their fundamental and expanding roles in society.

The CLAUDIA Award is an integral part of this mission and each year consults close to 2,500 opinion-makers in search of women who, through their intelligence, sensibility and enormous dedication, are able to improve the lives of those around them. These are women who, in public and private, in science, culture or social activism, stand out and inspire all of us with their optimism, competence and capabilities, making us proud to be Brazilians.





## PEOPLE THAT MAKE A DIFFERENCE > CLAUDIA AWARD



In its 13th edition, the award honors 15 finalists—all leaders in the effort to build a better Brazil—for their inspiring examples in the most diverse areas.

The awards currently include five categories: the sciences, culture, business, social work and public policy. Three women are selected in each category, for a total of 15 finalists. At the end of the event, the individual winners from each category are announced, and one of them receives the title of Woman of the Year.





## SAÚDE AWARD

This award, created by SAÚDE! magazine, evaluates the work of the professionals that, in laboratories, hospitals, classrooms, and NGOs, are striving to improve public health.



During the third annual edition of the Saúde Award in 2008, 382 projects from respected institutions across Brazil were submitted and evaluated by a panel of judges comprised of health professionals and authorities, as well as readers who vote on the magazine's Web site.

The best projects were chosen and recognized from seven categories corresponding to each of the following specializations: women's health, men's health, mental and emotional health, children's health, cardiovascular health, health and prevention and skin health.





# CONSTRUCTION AND HOUSING



## THE PLANETA CASA AWARD

To increase visibility of environmentally-friendly architectural projects, actions and products, in 2001 CASA CLAUDIA magazine created the The Planeta Casa Award. This prestigious architectural award is judged on rigorous criteria that include functionality, the well-being of the employees involved, use of recyclable materials and conservation of natural resources.



### Naturalmente clara

Com 175 m², o loft assinado por Beto Faria e Jacqueline Rodovalho, vencedor da

### e bem ventilada

categoria Projeto Arquitetônico, mostra que é possível unir beleza e sustentabilidade.

Por que usar ar-condicionado e acender luzes durante o dia se é possível conceber o projeto de uma casa de forma a aproveitar ao máximo a ventilação e a iluminação natural? Essa é uma das perguntas-chave do trabalho dos arquitetos Beto Faria e Jacqueline Rodovalho. "Chamo isso de conforto ambiental, um aprendizado que penego desde a época da faculdade", diz Faria. Nesta casa, em São Paulo, a busca aparece aliada a materiais recicláveis, como o vidro e o aço – aplicados na estrutura de escada e do mezanino. Oito certificados, ora de demolição, a madeira foi empregada com consciência e parcimônia. Do morador, Felipe Jaeger, 22 anos, veio ainda um pedido especial, desejo antigo. "Sempre quis ter aquecimento solar para a água", conta o jovem, para quem a sustentabilidade não é uma moda passageira. "Sinto que minha geração sabe da urgência de poupar o meio ambiente", afirma.

Reparação: Beto Faria e Jacqueline Rodovalho. Foto: Carlos Henrique / Beto Faria

**Acabamentos ecológicos.** Refinado com tutano, o piso de madeira foi reciclado com cuidado durante a demolição das construções que ocupavam o terreno. Tábua de curruco reciclado pelo FSC recebeu os restos da escada do mezanino. Portas de vidro de cores (de Beto Faria) integram a sala ao térreo e favorecem a ventilação e a entrada de luz natural.

**Soluções inteligentes.** Com estrutura de ferro e ripas de trepê cortadas, os brises protegem da insolação as fachadas laterais e norte, o que melhora o conforto térmico da casa. Painéis solares aquecem a água no banheiro. O chuveiro do banheiro segue a linha do design (de Beto Faria) tem mais de 1000 e 1000, que não retém a água da chuva.

**Material reaproveitado.** Os tijolos da parede lateral também foram da demolição que preparava o terreno para a obra. Reciclados, eles foram desmontados e reaproveitados para revestir o banheiro. "Além de sustentável, esse opção pela reciclagem dos materiais da antiga construção ajudou a reduzir o entulho gerado no processo", afirma Beto Faria.





Brazil's largest magazine targeting the architecture market awards the prize in the following categories: social action, products (decoration/appliances), products (construction materials), architectural project, interior design/decorating exhibit, student product project and real estate developments.

Since the award's first edition, 1,100 projects from various companies, NGOs, architects, engineers, interior designers, construction firms and developers have been evaluated.





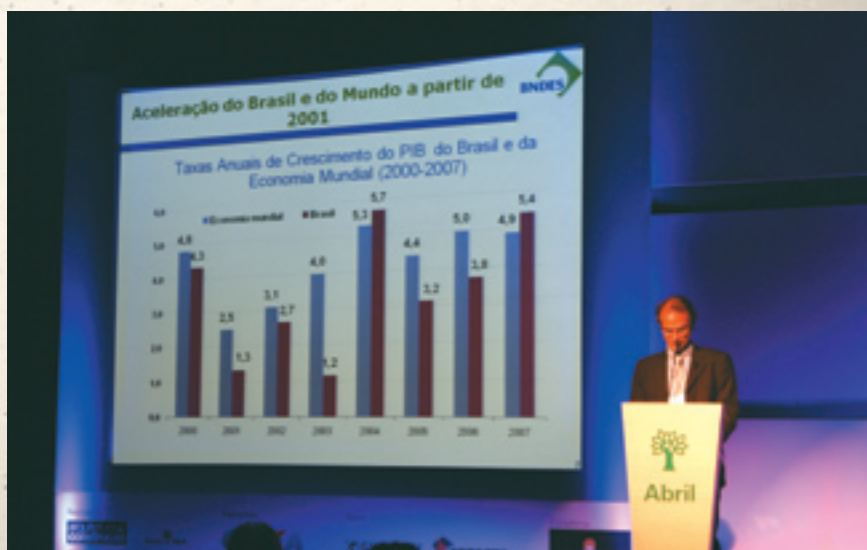
## NATIONAL FORUM FOR SUSTAINABLE CONSTRUCTION

Through ARQUITETURA & CONSTRUÇÃO magazine, Abril has raised the quality of discussions on the future of the Brazilian construction sector by creating the National Forum for Sustainable Construction in 2005.



The idea behind the forum is to provide a diverse, democratic platform that brings the sector's major players together on a yearly basis. The forum features discussions on social, economic and environmental sustainability as they apply to housing.

The 2008 forum addressed topics ranging from the displacement of available housing to suburban fringes to current real estate sales strategies and instruments to regulate demand.





## BRAZILIAN CULTURE

### TEATRO ABRIL

In the year 2000, Abril began to renovate one of São Paulo's oldest theaters, formerly the Paramount Theater, which was inaugurated in the 1920s and hosted music festivals until it was destroyed by fire in 1969.



Now completely renovated, the theater seats 1,533 and is a venue for large musical productions in the tradition of Broadway and the West End.

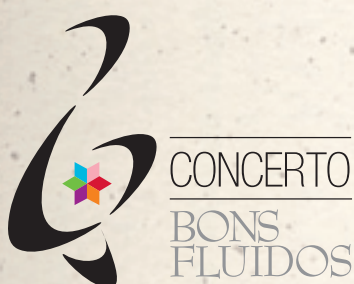
In support of Brazilian culture and the revitalization of downtown São Paulo, Abril is proud to lend its name to this theater, which today hosts important shows and performances.





## BONS FLUIDOS CONCERT AND WELLNESS FAIR

Since 2003, BONS FLUIDOS magazine has sponsored the BONS FLUIDOS Concert to promote culture and contribute to the wellbeing of the Brazilian people. The event brings together artists associated with Brazilian Popular Music (MPB) and classical music.







The Wellbeing Station at Ibirapuera Park in São Paulo is part of the wellness fair that provides public presentations, workshops and yoga classes. During 2008's three-day event, more than 5,000 people participated in its 19 presentations, enjoyed the fair's lounge and appreciated the concert.





## YOUTH

### MTV



Since its launch in 1990, MTV Brasil has become an important vehicle for raising awareness among Brazilian youths. A large portion of the network's programming is dedicated to social responsibility and health issues, as well as educational topics addressing controversial issues such as drugs, sexual abuse, child labor, violence, unemployment, pollution, AIDS and elections.

Each year, the channel broadcasts musical programs produced by MTV International that help raise awareness of global issues. These programs include Live 8 (concerts to combat hunger in Africa), World AIDS Day and the Staying Alive Concerts (HIV prevention).

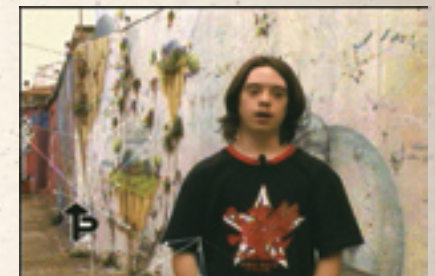
The MTV channel, website and magazine also run awareness and participation campaigns for youths that address social responsibility and sustainability issues. These include:



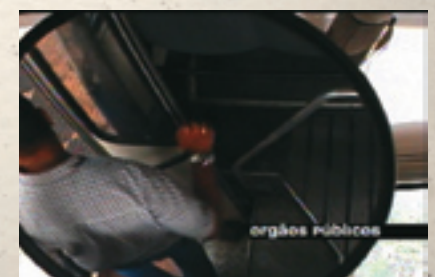
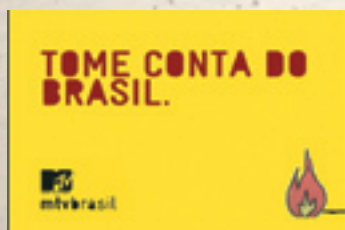
**Preservar o Planeta Começa em Casa:** a series of special mini-documentaries about the environment and initiatives to preserve it and to minimize the impact of daily actions on nature.



**Pacto MTV:** mini-programs and vignettes about the biggest problems facing children and adolescents in Brazil, focusing on Brazil's Statute of the Child and Adolescent (ECA).

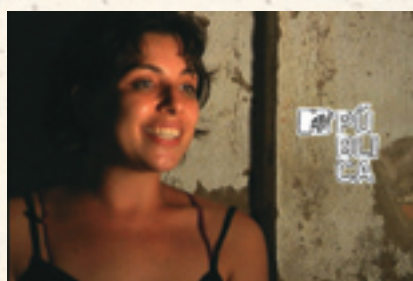


**Tome conta do Brasil:** a program about the environment and sustainable consumption that features interviews of youths on the street about their awareness and attitudes regarding the topic, as well as examples of good citizenship in Brazil and from around the world.

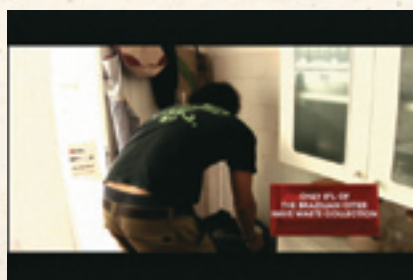




**MTV Pública:** public service announcements, bulletins that accompany programming and events designed to increase youth social awareness.



**Dossiê MTV:** results of a survey carried out each year that collects information regarding the habits of youths ages 13-30 from the across the socio-economic spectrum. In 2008, one of the principle topics was the environment, and the data were alarming: six of 10 Brazilian youths were unable to explain sustainability.



These results reinforce the responsibility that Abril and other Brazilian communications groups have to disseminate content that will help to educate the country's youth and spread awareness of the issue.





## YOUNG WORLD PROJECT

In 2008, Abril launched the Young World (Mundo Jovem) Project, which targeted 100 employees serving as Youth Apprentice (Menor Aprendiz), Young Citizen (Jovem Cidadão) and SENAI apprentices. The project was based on an analysis of the problematic social demands of youths, including teen pregnancy, sexuality, family conflicts, financial need and difficulty integrating into the organizational culture.

The purpose of the project is to contribute to the professional, social and family education of these youths by providing a forum for discussion and reflection on their roles in the organizational, family and personal contexts. The program provides workshops and social assistance to aid in their professional, social and family education, so that they may become integrated, active members of society.



## SUPERINTERESSANTE MAGAZINE GREEN ISSUE



After 20 years in print, in 2007 SUPERINTERESSANTE magazine, which has always been engaged in environmental issues, decided to express its environmental commitment by making its 247th issue a “green issue.”

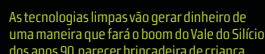
To call readers’ attention, the magazine’s usual red border was replaced with green. According to Sérgio Gwerzman, SUPERINTERESSANTE’s editor-in-chief, the goal was “to make a lot of noise. (...) We want to increase the number of people this message reaches.”



2007

2008





In order to keep the effort going, in 2008 SUPERINTERESSANTE published its second green issue, maintaining the same characteristics as the previous year: a green cover and bold headline—“The End of the Oceans.”

Não é que você vai deixar de andar de carro. É que daqui a alguns anos ele vai rodar com álcool feito de uma planta ou a eletricidade.

**80%**  
do turismo  
mundial acontece  
no litoral. Praias  
e corais são  
as atrações mais  
procuradas.





## ATLANTIC RAINFOREST

### CLICKARVORE SITE



In partnership with the NGO SOS Mata Atlântica and the Vidágua Environmental Institute, Abril created Clickarvore, an important Brazilian environmental project. Since 2000 the project has used an innovative approach to make it possible for every Brazilian to “plant” a native Atlantic Rainforest tree every day via the Internet.

For each click on the Web site [www.clickarvore.com.br](http://www.clickarvore.com.br), one tree, paid for by sponsoring companies and private citizens, will be planted. Visitors to the site can also monitor the progress of the recovery of degraded areas. Also monitored on the site are the number of saplings planted, square meters reforested and the location of the reforestation efforts.



As of 2008, more than 13 million trees from 80 species have been donated. These saplings were planted in 311 participating cities in 10 Brazilian states for a total of 7,496.1 hectares recovered.

In addition to stimulating reforestation in the Atlantic Rainforest, the initiative creates jobs in nurseries and rural properties during planting and promotes environmental education and training for technicians, community activists and teachers on reforestation techniques.



## THE EVOLUTION OF OUR WAY OF LIFE



### THE BRAZIL WE WANT TO BE

Including sustainability in the work of civil society and business groups such as Abril raises awareness of the issue and leads to changes in Brazil's laws and public policies.

To create a forum for discussion about ways to meet Brazil's socio-environmental needs over the next few years, in its 40th anniversary issue VEJA magazine summarized the expectations of thousands of Brazilians for the country's future collected at the "The Brazil We Want to Be" conference. At the event, six major topics of Brazilian reality – the environment, education, the economy, the media, race and poverty and megacities – were debated by the public, key experts and national leaders and 40 proposals for a better country were defined.

As an extension of the conference, there was also a road-show of debates held at many universities throughout Brazil. The sites were chosen based on their regional representation and the quality of their teaching and research programs. The objective of the debates is to give students and professors the opportunity to discuss possible measures that could change Brazilian reality.



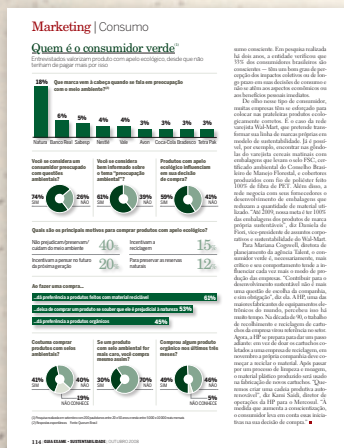


## THE EXAME GUIDE OF SUSTAINABILITY

Eight years ago, EXAME, Brazil's largest business magazine, launched a pioneering project focused on the greatest strategic challenges in the area of social responsibility:

The EXAME Guide of Sustainability.

The publication highlights Brazilian companies with outstanding corporate responsibility programs. Featured companies are selected according to criteria developed in partnership with the Getúlio Vargas Foundation's Center for Sustainability Studies and the São Paulo Stock Exchange that include strategies, commitments and practices that have environmental, economic and social dimensions.



### Entrevista | Tendência

## Só a base da pirâmide salva

Para o especialista Stuart L. Hart, as tecnologias limpas só ajudarão a salvar o planeta se ganharem escala com as populações de baixa renda

Ana Laura Herzog



Hart: "Os produtos mais do que nunca devem ser pensados de maneira sustentável"

**B**em menos afetos a holofotes que seu amigo indiano C.K. Prahalad, com quem escreveu o livro *Reinventando a base da pirâmide*, em 2002, o americano Stuart L. Hart é hoje uma das maiores referências mundiais em estratégia corporativa para as populações de baixa renda. Professor da Universidade Cornell, Hart tem uma visão singular de como as empresas podem aproveitar as oportunidades de negócios escondidas na população de baixa renda — e, sobretudo, por ser um crítico voraz à maneira como as empresas vêm lidando com esse consumidor ao longo das décadas. Para Hart, as empresas não têm demonstrado preocupação com os impactos ambientais e sociais de suas atividades. Com isso, está perdendo a chance de se tornar a base da pirâmide e de ajudar a resolver parte de seu dilema. Em entrevista à EXAME, ele explica por que é importante que as empresas integrem a sua missão de negócios as duas grandes revoluções hoje em curso — a da base da pirâmide e a das tecnologias limpas — e por que isso representa uma oportunidade de negócios ainda maior do que a que se encontra no topo da pirâmide.

Para falar sobre o assunto, sua crítica de atuação ainda em curso. O grande salto aconteceu mesmo nos últimos cinco anos. Hoje, centenas de empresas têm iniciativas para a base da pirâmide.

**EXAME: O senhor e C.K. Prahalad foram os primeiros a perceber as oportunidades na base da pirâmide e a mostrar isso para os consumidores de responsabilidade social corporativa. Há dois anos. De lá para cá, como o assunto evoluiu?**

**STUART HART:** Certos, um grande avanço ocorreu nos últimos cinco anos. Hoje, centenas de empresas têm iniciativas para a base da pirâmide. Mesmo com esse salto, o senhor não acha que a maioria das empresas continua separando o conceito de sustentabilidade das tecnologias para a base da pirâmide? Sim. Nos últimos oito anos, vimos o sub-efeito de duas revoluções: a da base da pirâmide e a das tecnologias limpas. E são dois movimentos, igualmente im-

portantes para a base da sustentabilidade, caminhando até agora de maneira isolada. O desenvolvimento de tecnologias que produzam menos impactos no meio ambiente e que sejam mais volúveis para o topo da pirâmide. Além disso, pensamos muito no aspecto da tecnologia e muito pouco no modelo de negócios, ou seja, em como contextualizar essas inovações. No caso da Índia, o setor de energia solar e de energia eólica, por exemplo, tem sido muito bem-sucedido em adaptar produtos para vender na base da pirâmide. Já no movimento da base da pirâmide e no caso de energia eólica, no entanto, é o impacto que aquele produto provoca na comunidade. E há permissão que as pessoas possam fazer negócios com a base da pirâmide? Que elas possam vender por vender seja uma tecnologia sustentável ou não.

**É muito improvável que tecnologias verdes revolucionárias sejam aceitas com facilidade nos mercados desenvolvidos, nos quais os consumidores já estão acostumados com o conforto e a facilidade das tecnologias tradicionais**

é legítima. A crítica faz que muitas empresas não se preocupem em contextualizar produtos em realidades diferentes e tentando vendê-los aos pobres — processo que em si não é ruim —, mas é o risco de doublet que eles pensam, talvez de maneira que eles não são totalmente desafiados. Para que uma estratégia de base da pirâmide seja bem-sucedida no longo prazo, ela deve ter uma estratégia própria. Não há nada de errado em adaptar produtos para vender na base da pirâmide. O que a empresa deve considerar, no entanto, é o impacto que aquele produto provoca na comunidade. E há permissão que as pessoas possam fazer negócios com a base da pirâmide? Que elas possam vender por vender seja uma tecnologia sustentável ou não.

Existem riscos nas duas revoluções que o senhor mencionou (a da base da pirâmide e a das tecnologias limpas)? Sim. No caso das tecnologias limpas, o risco é termos mais uma indústria que consegue encontrar boas maneiras de comercializar. Já no movimento da base da pirâmide o risco é de colapso ambiental. Afinal, se o movimento da



With this, Abril created a forum for publicizing the best examples of corporate sustainability efforts.

Another important EXAME magazine issue is its Top 100 Companies to Work For Guide, which recognizes companies with the best human resources practices, encouraging awareness of the fact that employee appreciation adds value to companies.

Pesquisa | Apresentação



Evento do GRJ na Internet: mais de 500 empresas discutem, todos os anos, práticas e tendências de sustentabilidade.

**A escolha das melhores**

Em sua nona edição, o Guia EXAME de Sustentabilidade destaca, pela primeira vez, a Empresa do Ano entre as 20 empresas-modelo do país | **Cristiane Mano**

**P**oucos temas dentro das empresas hoje são tão divergentes e controversos quanto sustentabilidade. Ser sustentável é uma proposta que envolve desde a percepção com o impacto ambiental até a responsabilidade de uma companhia perante funcionários, consumidores, fornecedores e investidores. Algumas dessas variáveis são mais (ou menos) críticas de acordo com o setor. Tudo se também de um termo em constante evolução, cuja definição e indicadores são discutidos e redefinidos todos os anos em audiências como o Global Reporting Initiative (GRI), organização com sede na Holanda que converte mais de 800 grandes empresas de todo o mundo, como Microsoft e Unilever, e suas obrigações e desafios públicos para a elaboração de relatórios de sustentabilidade.

A complexidade e o dinamismo do tema exigem que o Guia EXAME de Sustentabilidade também acompanhe esses movimentos. Neste ano, a publicação se propõe a editar uma das listas mais desafiadoras de sua história. Na sua edição, o Guia EXAME de Sustentabilidade destaca, pela primeira vez, uma de suas 20 empresas-modelo como a Empresa Sustentável do Ano. A escolha é atribuída de maneira coletiva por todos os leitores entre as empresas-modelo em todas as edições do guia desde a primeira publicação, em 2010, sendo o Guia EXAME de R&D a primeira edição.

Não se trata da escolha da empresa mais sustentável do país — não existe maneira de aferir tal comparação, aliada pela diversidade de setores participantes do guia. Também, não, de eleger uma empresa que se diferencie pela sustentabilidade, pois a sustentabilidade é uma prática transversal na base da sustentabilidade. O desafio — que se reflete numa expectativa mais longa e aprofundada nesta edição — é permitir descobrir em mais detalhes com transparência, o relato de ser sustentável tanto pelo aspecto quanto pelos fatos. Assim como a Natureza, as outras empresas-modelo que compõem este anuário estão longe de ser empresas perfeitas. O que elas fazem é o melhor dentro das grandes companhias brasileiras que estão conseguindo adaptar seus negócios aos novos tempos.

Para a escolha das 20 empresas-modelo, o Guia EXAME de Sustentabilidade segue pelo segundo ano consecutivo a metodologia elaborada pelo Centro de Estudos em Sustentabilidade (Ceres) da Fundação Getúlio Vargas de São Paulo, responsável também pelo Índice de Sustentabilidade Empresarial (ISE) da B3, que reúne empresas responsáveis listadas na bolsa. A pesquisa — da qual participaram 177 companhias de grande e média porte de todo o país — considerou as mais atuais referências em levantamentos sobre sustentabilidade empresarial em todo o mundo.

A análise teve quatro etapas. Na primeira, as empresas participantes preencheram um questionário, dividido em quatro partes. Uma dessas partes aborda especificamente sobre sustentabilidade e governança corporativa, elaborada pelo Instituto Brasileiro de Governança Corporativa (IBGC). As demais partes abordam aspectos econômicos, financeiros, sociais e ambientais. Colônias de discussão ambiental receberam ponderações diferentes na avaliação final, dependendo do setor de atuação da empresa e de seu impacto no meio ambiente. As respostas foram analisadas estatisticamente, de modo a revelar empresas que tiveram desempenho acima da média em qualquer das dimensões do questionário.





## SUSTAINABLE PLANET PROJECT

Abril believes that all of its actions focusing on sustainability should contribute to its efforts to improve education and disseminate knowledge. Based on this conviction, which is a part of the Group's mission, in 2007 Abril created the Sustainable Planet (Planeta Sustentável) Project.



The project consists in producing versatile content for its magazines and Web sites, in addition to sponsoring events and other forums on sustainability to inform, expand, and encourage discussion, creating references, maintaining open lines of communication with its 17 million readers and encouraging awareness and action.

During the project's first two years, more than 2,000 pages have been dedicated to the Sustainable Planet Project in 55 Abril magazines, in addition to the 2,000 articles published on the project Web site and several of Abril's other portals.





## THE EVOLUTION OF OUR WAY OF LIFE > SUSTAINABLE PLANET PROJECT



The pages dedicated to the project included the Sustainability Manifests, defined at the monthly meetings of the project's advisory board, as well as the Sustainability Media created for communicating with sponsors of related causes.



Sustainable Planet also publishes the Etiquette Manual, an award-winning supplement that offers practical tips on how to confront global warming. Some 2.5 million copies of the manual were distributed free of charge in issues of VEJA, NATIONAL GEOGRAPHIC, CLAUDIA and NOVA ESCOLA magazines.



Additionally, the project's website, [planetasustentavel.abril.com.br](http://planetasustentavel.abril.com.br) features a database of corporate sustainability actions, including those of the Abril Group.



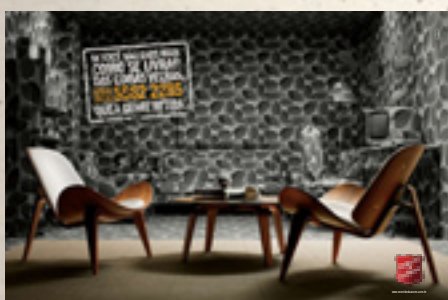


## CONCESSION OF ADVERTISING PAGES



Abril offers advertisement space in its principle magazines in order to publicize the actions of institutions recognized for their sustainability and social-environmental responsibility efforts.

In 2008, 21 of the Group's magazines with large circulations and diverse readerships published 64 pages of free advertisements worth R\$5 million. These ads benefitted a total of 28 institutions and were created by 16 partner advertising agencies.



### Institutions Receiving Ads Concession in 2008

Zeroaseis Institute	Brazilian Cancer Control Institute
Ayrton Senna Institute	Casa Ninho Home for Children with Cancer
Âncora Project	McHappy Day
UNICEF	Brazilian Lymphoma and Lukemia Association
Association of Parents and Friends of People with Disabilities	Sports Education Institute
The Little Prince	Brazilian Association of Graphic Industries
Movere Institute	Brazilian Self-Regulation Program
Coat Drive	Brazilian Press Association - 100 Years
Santa Catarina State Industry Federation	Brazilian Association of Advertising Agencies-Rio
National Business Council for the Prevention of HIV/AIDS	Ethos Institute
Akatu Institute	Salvation Army
Navega SP Institute	Casas André Luiz Charities
SOS Mata Atlântica	Solidarity in Literacy
Greenpeace	Everyone for Education

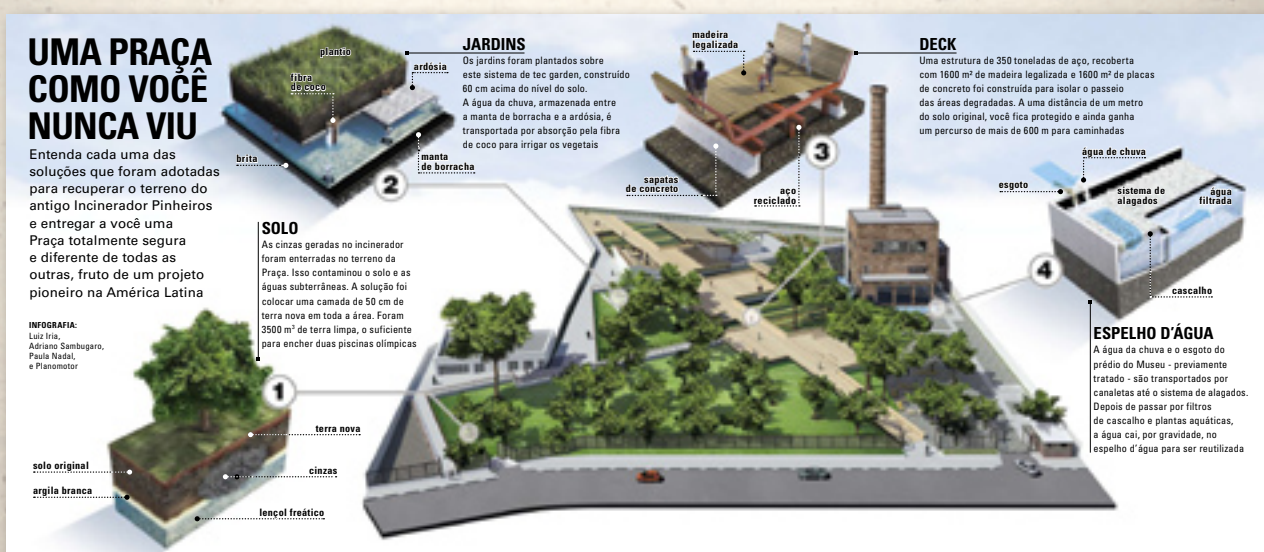




## VICTOR CIVITA SQUARE

The Victor Civita Square, a project undertaken in partnership with the São Paulo municipal government and inaugurated in 2008, manifests the pioneering attitude of the Abril Group when it comes to the restoration of public spaces. The space, which for more than 40 years served as a trash dump and incineration center, today is a recreational area where people can reflect on environmental issues.

At almost 14 thousand square meters, the architectural project included the construction of the wood and concrete decks that protect visitors from contaminated soil without presenting any health risks. The complex, located next to Abril's headquarters, was designed to allow for the reuse of water and energy conservation.







Site before the Project



Featuring an educational landscape design, the Square is open daily and offers the community free recreational, educational and cultural activities related to sustainability.

The Square includes close to 80 trees, an amphitheater that seats up to 250 people, outdoor exercise equipment, a walking trail and an activities center for the elderly.



The site is part of Abril's effort to spread knowledge about sustainable development at all levels by providing content related to information, culture and entertainment in its hundreds of magazines and products and by contributing to improved education and quality of life for all Brazilians.







**Abril**

*is a part of your life  
and working to make  
the world a better place*



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