

Communication on Progress Report (COP)

2009-2010



2010

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WE SUPPORT

United Nations Global Compact
Communication on Progress Report (COP)
Opening Letter
Statement of continued support from the Chief
Executive Officer

Mr. Ban Ki Moon
Secretary-General
United Nations
New York, NY 10017
USA

Dear Mr. Secretary-General,

As a signatory member of the United Nations Global Compact (GC), Instituto Paradigma presents our 2009-2010 Communication on Progress Report, in which the organizational Commitments; Policies, systems, processes and programs; Actions and Performances related to the GC's principles are informed.

Instituto Paradigma became a signatory on June 2007, with the solid commitment of developing all of its activities considering the GC's principles and themes. In the informed period, the organization chose to work with three of the ten GC's principles, which are: (1) Businesses should support and respect the protection of internationally proclaimed human rights; (2) Businesses should make sure that they are not complicit in human rights abuses, and (10) Businesses should work against all forms of corruption, including extortion and bribery. At this moment, we present you one more principle which is: Labour (6) the elimination of discrimination in respect of employment and occupation.

We are motivated by the perceived changes, as much as what concerns the internal dimension of our processes, as the unfoldings observed in relation to our work with partners and customers, giving opportunity to the consolidation of our institutional mission and our values through our work routine.

Luiza Barata Russo
CEO - Instituto Paradigma



Institutional Presentation

The Paradigm Institute is a social consultancy, dedicated to developing projects for education, work and community development towards the social inclusion of people with disabilities. Thus, we provide specialized consulting and advisory services for companies, the public sector and the non-profit sector, managed with our own methodology and committed to generating sustainable social change.

Our history in this area began with the founding of ABAED (Brazilian Association for Educational Support of People with Disabilities), in 1991, by our current president Luiza Russo. It was one of the first institutions to develop projects aimed at the social inclusion of people with disabilities, going beyond specialized care.

After 10 years, it was natural for ABAED's educators to move on to a work model, which now takes shape in the actions of the Paradigm Institute, allowing this accumulated knowledge to be disseminated, sharing information and experiences gained from living with the challenges faced by the disabled population and society.

Currently, the Paradigm Institute is adopting a work agenda expanded by its national and international actions, actively participating in initiatives such as:

- Latin America's first accredited member of Workability International, a global interchange network of experiences and methodologies about employment and professional qualification of people with disabilities.
- A participant of the Global Compact human rights committee, collaborating with national initiatives based on UN directives and coordinated by the Ethos Institute, aimed at stimulating companies to adopt, as part of their strategic principles, good practices in the areas of human rights, work, the environment and fighting corruption.
- Participation in the writing of the United Nations Convention on the Rights of Persons with Disabilities

Mission

"To promote the social inclusion of people with disabilities, assisting public and private organizations in the constructor and management of sustainable projects to enlarge the practice of activities citizenship".

Vision

"To be a reference organization in the social inclusion of people with disabilities and to be recognized for technical competence, ethical conduct and innovation capacity in the generation of solutions".

Values

- Equalitarian conduct, with justice, ethics and transparency in our way of acting.
- Commitment to partners' results is our instrument of social transformation and our multiplying source in the inclusion process.
- Enterprising attitude, with a commitment to the quality of results generated, to stimulate our teams and partners in face of the challenges of the inclusion process.
- Cooperation, socialization of knowledge and information, strengthening the view of teamwork interdependency.
- Humility and willingness to learn and live with the diversity of ideas, remaining open-minded to new experiences, without dogmatism.



Awards

2005 Awards of de fotografy - World Health Organization (WHO)

2007 Hall da Fame – Top of Mind

2008 Participating on the Betinho de Cidadania e Democracia Awards –
Câmara Municipal de São Paulo

2008 Fotografy Awards – Workability International

2009 Diversity Certificate of São Paulo





Human Rights

Businesses should support and respect the protection of internationally proclaimed human rights.



Business should make sure that they are not complicit in human rights abuses.



Labour

The elimination of discrimination in respect of employment and occupation.



Anti - Corruption

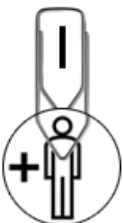


Businesses should work against corruption in all its forms, including extortion and bribery.



Labour

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Human Rights

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| Commitment | Policies, Systems, Processes and Programs | Actions | Performance |
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| To promote the social inclusion and the equality of opportunities for people with disabilities in the economic, educational and social and communitary fields. | Economic Inclusion Program | <p>To offer consultancy for the diagnosis and planning of the economic inclusion process</p> <p>To help build solutions to guarantee access and equal opportunities in professional exercise for people with disabilities in the work teams.</p> <p>To implement and manage, with clients and partners, professional qualification courses or people with disabilities.</p> <p>To implement coaching programs for leaders and employees involved with management of inclusive teams in the workplace.</p> <p>To offer courses for the training of professionals in the human resources area and other areas involved in the inclusion process.</p> | <p>6 groups of managers with 46 participants;</p> <p>4 Groups of people with disabilities in the work team with 72 participants;</p> <p>108 job interviews with people with disabilities in the work teams</p> <p>5 Diagnosis and 1 consultancy for Accessibility;</p> <p>5 Courses for the training with 103 participants;</p> <p>2 courses for the training of professionals in the human resources area and other areas involved in the inclusion process with 50 participants;</p> <p>1 Advice and diagnosis for Public Policy;</p> <p>2 Analysis of positions and functions;</p> <p>5 Training for HR professionals with 93 participants;</p> <p>2 Study of Safety Procedures;</p> <p>1 Meeting with Teachers with 10 participants;</p> <p>1 Situational diagnosis;</p> <p>1 Social Skills Course in Corporate Environment and customer service for professionals with disabilities with 13 participants.</p> |



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| To promote the social inclusion and the equality of opportunities for people with disabilities in the economic, educational and social and communitary fields. | Educational Inclusion Program | <p>To help managers and education professionals with strategic planning and adoption of methodologies and public policies for the educational inclusion of people with disabilities in all teaching modalities (infant education, primary education, secondary education, higher and professional education).</p> <p>To contribute with the situational mapping and diagnosis of the resources and services available in the community which help in the care of students with special needs.</p> <p>To build information management instruments for the dissemination of knowledge and the recording of good practices and educational experiences, to benefit the sustainability of results and processes.</p> <p>To advise in the planning of strategies and activities for the training of teachers, education professionals and families of students with disabilities.</p> <p>To offer solutions and technologies to give students with disabilities better access in the school environment.</p> | <p>4 Managers Focus Group 6 with 46 participants;</p> <p>4 Focus Groups of Employees with Disabilities with 72 participants;</p> <p>108 individual interviews with employees with disabilities;</p> <p>5 Diagnosis and an advisor to Accessibility;</p> <p>Awareness campaigns for five teams with 103 participants;</p> <p>2 Training for Managers with 50 participants;</p> <p>Advice for a Mapping Public Policy;</p> <p>2 Analysis of Positions and functions;</p> <p>5 Training for HR professionals with 93 participants;</p> <p>2 Study of Safety Procedures</p> <p>Meeting with a Teacher with 10 participants;</p> <p>1 Situational Diagnosis;</p> <p>1 Social Skills course in Corporate Environment and customer service for professionals with disabilities with 13 participants.</p> |



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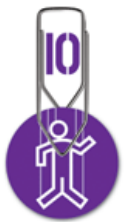
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| <p>To promote the social inclusion and the equality of opportunities for people with disabilities in the economic, educational and social and community fields.</p> | <p>Social and community Inclusion Program</p> | <p>To map and disseminate information that brings people with disabilities closer to the resources and services available in their communities.</p> <p>To train multipliers that disseminate the rights of people with disabilities in the communities.</p> <p>To develop community projects which generate jobs and income for people with disabilities.</p> <p>To use photography and video for recording and as a different language for creating awareness and discussing inclusion in the communities.</p> | <p>The project Preparar para Incluir was created in partnership with the Camargo Corrêa Institute, with the purpose of increasing the social participation of people with disabilities in the south region of the city of São Paulo, disseminating inclusion concepts in this community and its surroundings. The project's main goal was to qualify, for workplace inclusion, people with disabilities and low income and schooling, offering alternatives and instruments for them to be able to take their careers to the formal market, or to recognize income-generation opportunities in their own community. In 2010 the social project was restructured in order to develop the social entrepreneurship skills for young people with and without disabilities. The project has Ashoka and other local NGO's as important partnerships.</p> |

Anti - Corruption



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





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| To encourage ethics and transparency in the relations with customers, employees, partners and suppliers. | GOVERNANCE CORPORATE | Transparency | The Paradigm Institute counts with an active council, made up of leaders in the non-profit sector, entrepreneurs and executives committed to management quality and to monitoring our initiatives, seeking coherence with our institutional values and the challenges posed by our mission. |
| | | Equity | Our values are: Equalitarian conduct, with justice; ethics and transparency in our way of acting; Commitment to partners' results is our instrument of social transformation and our multiplying source in the inclusion process. Enterprising attitude, with a commitment to the quality of results generated, to stimulate our teams and partners in face of the challenges of the inclusion process. Cooperation, socialization of knowledge and information, strengthening the view of teamwork interdependency; Humility and willingness to learn and live with the diversity of ideas, remaining open-minded to new experiences, without dogmatism. |
| | | <i>accountability</i> | In order to serve its partners and clients with transparency and efficacy, the Paradigm Institute adopts management practices for its internal projects and processes that are committed to the sustainable application of its human and financial resources. For this purpose, it counts with the permanent auditing of Terco Grant Thornton International Ltd. |

Publications



É Perguntando que se Aprende

The social inclusion of persons with disabilities

The Institute developed the content Paradigm from this book of questions from readers . Directions and Internet Journal. The book, published in July 2005, is structured in seven chapters: Education, Health, Accessibility; Work; Tax Exemption; Transportation; Relief and Retirement Benefits of according to the nature of the questions, introduced by papers by experts in each area. The publication also features a list of legislation basic references and websites concern about the rights of persons with disabilities.

Circulation: 3,000 copies

Public Policies of Inclusive Education Compilation of lectures and discussions of participants self-organized activities Inclusion on Education held at the Forum World Education in São Paulo -2004 partnership with the Permanent Forum Inclusive Education - SP

Circulation: 4,000 copies





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