

ISAE/FGV and the GLOBAL COMPACT



ISAE/FGV and the GLOBAL COMPACT

The High Institute of Administration and Economics of the Getúlio Vargas Foundation is a business school which has about 900 students a year in post-graduation and extension courses in the fields of company management, logistics, finance, projects and the third sector. Since its establishment, ISAE/FGV has graduated over 5000 businessmen.

So as to foster socially responsible management measures, ISAE/FGV relies on important partners such as Ethos and GIFE. Besides being an official partner in the project called "Fome Zero" which is a program meant to banish hunger from Brazil, it also received UNESCO's recognition for UANÁ projects.

Report on the actions in compliance with the principles of Global Compact in the year 2003

In 2001, ISAE/FGV adopted the Global Compact ideas and thus became a subscriber of this document. The actions related to the Global Compact have a special impact on ISAE/FGV because it is a business school. Therefore, these actions are present in both the institutional projects through the creation of a third sector center as well as in the institution's own business through the development of qualification programs, consultancy and research related to the theme.

Actions related to the Global Compact carried out in 2003 are listed below:

a) Work relations: Collaborative management

1. Council: aiming at the staff's participation in the institution management, ISAE/FGV organized a group named "council" in 2001. This group was

composed of institution's employees as well as organization collaborates that were meant to discuss strategies, dilemmas and business problems. In 2003, there were about 40 meetings where actions were discussed such as the program about the participation in the results obtained by ISAE/FGV.

b) Work relations: remuneration policies, benefits and career planning

1. Program on the participation in results: according to this program, the results obtained by ISAE/FGV were shared by its employees. In 2003, about 416 minimum salaries were divided as bonus between the staff members as a reward because the financial goals were reached.
2. Professional development: This is fostered through the availability of partial scholarships to ISAE's undergraduate and graduate courses. All the employees regardless their sex or position in the institution can participate in the programs offered. In 2003, ISAE/FGV benefited 40% of its staff.

c) Human rights: Integration between ISAE/FGV and local organizations as well as surrounding communities through the creation of programs.

In 2003, the following programs were carried out:

1. Alterations of of the Mother's association house in Torres borough. This is a non-profit association founded in 1997 whose objective is to fight for the community interests and to promote the human rights of the local community. This association lies on "Vila das Torres"(former "Vila Pinto") which is one of the oldest slums in Curitiba. It has a population of about 2000 families that amounts to 9000 dwellers (2000 women), many of which starve. There is a high unemployment rate and people have informal jobs, specially garbage collectors who separate the litter for recycling right on the slum streets. This results in both pollution of the place as well as of the river that crosses it thus bringing health problems. The spot is violent and vulnerable to situations of social risks such as children prostitution and drug dealing

and drug use. The level of education is very poor. The mother's association provides a weekly assistance to 300 women and 120 children and teenagers from the community. The fact that the Mother's association has become a point of reference due to the service it offers to people having AIDS, it needed expansion. The alterations enabled the association to help more people.

2. A contest for the drawing of a Christmas card and birthday card: Instead of selecting a picture from the image bank to be printed on its Christmas card, ISAE/FGV decided to innovate by selecting and using the drawings of the children under the responsibility of ACRIDAS, a non-profit association which takes care of about 300 children and teenagers under social risk. ISAE/FGV helped the Mother's association by paying for the permit to reproduce those drawings on the cards. Each card meant R\$ 1,00 to the children. The pictures were selected by means of a contest entitled MY DREAM IS... All the children from ACRIDAS could participate.
3. Collection of toys for Christmas: participation in Christmas campaigns by collecting toys from students, employees and collaborates.

d) The environment: environmental education

1. The 5S program: In 2003 ISAE/FGV carried out a campaign called 5S designed to organize the work atmosphere. It involved all the employees and it comprised lectures focusing the importance of recycling and environment preservation with the purpose of fostering the environmental conscience of its employees.

e) Leadership and social influence:

The creation of a Corporate Citizenship Center in 2001 was the result of ISAE/FGV strong impact on enterprises in the state of Paraná and the institute's in the companies as change agents. This center is an area designed to meet the local demand for centers of professional formation and specific studies on social responsibility management technologies.

By means of this center, ISAE/FGV seeks to stimulate the company management to adopt a socially correct posture, always committed to the search of solutions which enabled to overcome the social inequality and/or exclusion in Brazil. These factors surely bring about social misfits, violence in schools, poverty and hunger.

To promote socially responsible management policies, ISAE/FGV Corporate Citizenship Center relies on important partners like the Ethos Institute and the Gife. It's also the partner of a program called 'Fome Zero' and counts on Unesco's recognition for UANÁ projects.

We can point out the following results of the center in 2003:

1. the inclusion of the subject "Ethics and Social Responsibility" in the MBA course syllabus at ISAE - from 2001 onwards;
2. the design of specific extension programs about Corporate Management Responsibility, from 2001 onwards;
3. the launching of the first Business MBA on the management of the Corporate Social Responsibility in 2003, a program with 384 hours;
4. the carrying out of 9 Forums of Companies and Social Responsibility* with the participation of about 350 professionals who were interested in discussing social responsible management policies;

5. the carrying out of seminars which were open to the local business community involving approximately 650 people.
6. development of methodologies to examine and evaluate the social responsibility so as to insert the subject of "Ethics and Social Responsibility" in the MBAs, to present "cases" - Forum of Companies and Social Responsibility and to support a publication named "Social Responsibility: initiatives that lead us to the future", 2002.
7. the yearly publication of the Social Responsibility proceedings with the participation of 47 companies and 80 submitted reports. These participating companies employ 36.000 people and amount to the overall revenue of R\$ 6.2 billion .
8. the creation of a professional volunteer program which is meant to stimulate ISAE/FGV students to offer consultancy in management to small businesses in Curitiba.
9. the launching of a contest for social technologies whose focus is on the generation of both work and revenue. This contest counts on Unesco support and is directed to ISAE/FGV students as well as former students .

SOCIAL RESPONSIBILITY FORUM

Companies and organizations monthly meeting, which are interested on discussions about entrepreneur social responsibility management.

FORUM OBJECTIVES

1. Form a group of organizations to promote and strengthen the concept of social responsibility management for business on Paraná State.
2. Create opportunities of interaction and cooperation among the organizations which are pushing the entrepreneur responsibility movement on Paraná.
3. Discuss subjects established by the group.

PRINCIPLES

- I Actions coherent to the Forum principles and objectives;
- II Ethic commitment with the Forum participants;
- III Commitment with the Forum activities;
- IV Effective results search;
- V Information democratization;
- VI Valorization of different experiences on collective construction;
- VII Stimulate the team work supported by mutual respect spirit and confidence among the members;
- VIII Do not promote, patronize or support politics movements, party liner or religious;
- IX Respect the general coordination authority on interest or opinions conflicts resolution, which could not be solved on the sub-groups environment;
- X Keep a democratic posture in front of divergences and respect to the freedom expression and the members individuality.

PARTICIPANTS

Company Name:	COMPANHIA PARANAENSE DE ENERGIA
Actuation Field:	Geração, Transmissão e Geração de Energia.
Annual Revenue 2001:	R\$ 3.078. 111. 000,00
Number of employee:	5.856
Company Name:	BEMATECH IND. E COM. DE EQUIPAMENTOS ELETRÔNICOS S/A
Actuation Field:	Soluções e equipamentos para automação comercial e bancária
Annual Revenue 2001:	R\$ 57.000.000,00
Number of employee:	280
Company Name:	REDE PARANENSE DE COMUNICAÇÃO
Actuation Field :	Comunicação
Annual Revenue 2001:	R\$ 230.000.000,00
Number of employee:	1.700
Company Name:	AMÉRICA LATINA LOGÍSTICA DO BRASIL S/A
Actuation Field :	LOGÍSTICA INTEGRADA DE TRANSPORTE
Annual Revenue 2001:	R\$ 435.875.000,00
Number of employee:	3.300
Company Name:	SOCIEDADE COOPERATIVA DE SERVIÇOS MÉDICOS E HOSPITALARES DE CURITIBA LTDA
Actuation Field :	MEDICINA COMPLEMENTAR
Annual Revenue 2001:	R\$ 340.000.000,00
Number of employee:	Efetivos: 592 / Estagiários: 17 / Temporários: 65

Company Name:	COMPANHIA DE SANEAMENTO DO PARANÁ
Actuation Field :	Saneamento e Meio Ambiente
Annual Revenue 2001:	R\$ 795.857.071,00
Number of employee:	4.200
Company Name:	NOVOZYMES LATIN AMERICA LTDA
Actuation Field :	Biotecnologia
Annual Revenue 2001:	R\$ 100.000.000,00
Number of employee:	164
Company Name:	ROBERT BOSCH LTDA
Actuation Field :	SISTEMAS DE INJEÇÃO PARA MOTORES E DIESES
Annual Revenue 2001:	R\$ 350.000.000,00
Number of employee:	3.055
Company Name:	SERCOMTEL S.A. – TELECOMUNICAÇÕES
Actuation Field :	TELECOMUNICAÇÕES
Annual Revenue 2001:	R\$ 142.000.000,00
Number of employee:	554
Company Name:	CONCESSIONÁRIA DE RODOVIAS INTEGRADAS S.A.
Actuation Field :	APOIO A ATIVIDADE PÚBLICA
Annual Revenue 2001:	R\$ 131.000.000,00
Number of employee:	669 - 2.165
Company Name:	VOLVO DO BRASIL VEÍCULOS LTDA
Actuation Field :	MONTADORA

Annual Revenue 2001:	R\$ 1.000.000.000,00
Number of employee:	1.800
Company Name:	BS COLWAY REMOLDAGEM DE PNEUS LTDA
Actuation Field :	REMOLDAGEM DE PNEUS
Annual Revenue 2001:	R\$ 1.464.231,57
Number of employee:	377
Company Name:	GELRE TRABALHO TEMPORÁRIO S/A
Actuation Field :	RECURSOS HUMANOS
Annual Revenue 2001:	R\$ 165.000.000,00
Number of employee:	500
Company Name:	PARANÁ VOLEI CLUBE
Actuation Field :	ESPORTE
Annual Revenue 2001:	R\$ 2.500.000,00
Number of employee:	31
Company Name:	ROMAGNOLE PRODUTOS ELÉTRICOS LTDA
Actuation Field :	INDÚSTRIA ELETROELETRÔNICA
Annual Revenue 2001:	R\$ 75.000.000,00
Number of employee:	1.060
Company Name:	KRAFT FOODS BRASIL S/A
Actuation Field :	ALIMENTOS
Annual Revenue 2001:	R\$ 1.400.000.000,00
Number of employee:	MAIS DE 11.000

Company Name:	PARANÁ CLÍNICAS LTDA
Actuation Field :	PLANOS DE SAÚDE EMPRESARIAIS
Annual Revenue 2001:	R\$ 36.000.000,00
Number of employee:	392
Company Name:	ARTEFATOS KLOPFFLEISCH LTDA
Actuation Field :	PRODUTOS PARA ESPORTE E LAZER
Annual Revenue 2001:	R\$ 5.800.000,00
Number of employee:	60
Company Name:	HSBC BANK BRASIL S/A – BANCO MÚLTIPLO
Actuation Field :	FINANCEIRO
Annual Revenue 2001:	R\$ 80.531.000,00
Number of employee:	21.052
Company Name:	GLOBAL VILLAGE TELECOM LTDA
Actuation Field :	TELECOMUNICAÇÕES POR FIO
Annual Revenue 2001:	R\$ 110.000.000,00
Number of employee:	1.600 DIRETOS E 10.000 INDIRETOS
Company Name:	FURNAS CENTRAIS ELÉTRICA S/A
Actuation Field :	TRANSMISSÃO DE ENERGIA ELÉTRICA
Annual Revenue 2001:	R\$ 9.707.176,00
Number of employee:	141

Corporate Citizenship Center of ISAE/FGV

To attend the company already using the Social Responsibility concepts and for those which want to be introduced on this context, the Administration and Economy Superior Institute of Getulio Vargas Foundation created the Corporate Citizenship Center. A search and study center for professionals and organizations which want to participate actively on concepts development and inclusion of the Entrepreneur Social Responsibility in Brazil.

Mission

“Generate and disseminate knowledge to awake values and attitudes stimulating the social responsible management practice.”

Objectives

To contribute to the social responsibility management promotion by:

- Organizations mobilization, stimulating corporative citizen practice;
- Capability and professional formation programs;
- Computadorized information, helping the knowledge generation process and competency formation;
- Support to the strategic actuation of organizations and companies.

Actuation Areas

The Corporate Citizenship Center counts on a multi-disciplinary team specialized on better solutions proposals for programs and projects involving the Corporative Social Responsibility. For this it is working on three integrated and complementary spots:

a) **Consulting**

- 1 Seminars – Sensitizing for Social Responsible Management
- 2 Corporative Social Responsibility Diagnosis
- 3 Orientation for introducing the Corporate Social Responsibility on organizational strategic planning
- 4 Corporative Social Responsibility Programs Development
- 5 Social Responsibility events planning and organization
- 6 Orientation for companies and organizations of Third Sector due to the correct private social investment and social actions development
- 7 Social Projects elaboration and management
- 8 Orientation for researches capture and donation
- 9 Work methodology close to the community, focused on the participative management of social projects.
- 10 Entrepreneur Volunteer Programs Development
- 11 Methodology for mobilization centers creation and organization of solidary cooperation networking
- 12 Orientation for Institutes and Foundations creation

b) **Research and Development**

- Specific Social Responsibility indicators development to attend the different markets sectors
- Studies and research development;
- Studies and research occasional and permanent forum promotion.

c) **Capability**

From the Social Responsibility Center creation, ISAE/FGV includes on the post graduation and MBA courses the ethic and social responsibility disciplines. Besides this, it was created special programs for the matter:

- Executive MBA on Corporative Social Responsibility Management;
- GBA on Corporative Social Responsibility Management (extension course);
- Courses in company;
- Medium duration courses.

Contact

For better information, contact us by e-mail nucleosocial@fgvpr.br or access www.fgvpr.br