

**ISAE/FGV**

ADVANCED INSTITUTE OF  
ADMINISTRATION AND  
ECONOMICS OF GETULIO  
VARGAS FOUNDATION



## **THE GLOBAL COMPACT and MILLENNIUM DEVELOPMENT GOALS 2007 PROGRESS REPORT ISAE/FGV**

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December 26th, 2007  
Curitiba

Dear reader,

The awareness of the Brazilian corporate society on the importance of the social side in actions leading to the development and wealth generation is increasing each year. Entrepreneurs realize that they have to give something back to society and that they can actually profit from their commitment to social responsibility and sustainable development.

Society is increasingly demanding business attitudes committed to the impact of such policies on the audiences related to them. Concepts such as ethics and transparency are now ruling the actions of those promoting development and who need to have the value of their image, concept and product acknowledged.

Effectively committed to the strategic management of social responsibility and sustainable development, the Advanced Institute of Administration and Economics of Getulio Vargas Foundation, as a signatory of the Global Compact, has guided all of its actions toward the concepts promoted by that document, which are based on the ten basic management principles.

By promoting the dissemination of knowledge, ISAE/FGV has always been integrated with the community and, as simultaneously expanded its international partnerships, it also promoted entrepreneurship and encouraged actions for environmental preservation and respect. Actions that significantly increased in 2007, by means of promoting the premises of the Global Compact and the Eight Millennium Goals approved by the United Nations Organization.

These actions may be understood by reading the document below, in which a knowledge institution committed to ethics and transparency, and responsible for disseminating practices for academic, business and governmental communities in Brazil and abroad is presented.

Enjoy the reading!

Norman de Paula Arruda Filho  
General Director

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## **ISAE/FGV**

During its 12 years of activities as a business school, ISAE/FGV has already graduated around 10,000 students from its graduate and extension courses in the areas of business management, business administration, logistics, finance, project management, marketing and social responsibility.

Due to the impact it has on Paraná's corporate society and because it believes that companies are important agents for social transformation, ISAE/FGV created, in 2001, the Center for Social Responsibility and Sustainable Development. The center was created to meet the local demand for a professional training center as well as specific studies on the issue of social responsibility. During the same year, ISAE/FGV became a member of the Global Compact movement and signed this document.

In order to promote socially responsible management and sustainable development, ISAE/FGV relies on support of important partners such as the Ethos Institute and the Group of Institutes, Foundations and Companies (GIFE). ISAE/FGV is a member of the Uniethos Council, an institution focused on research, the production of knowledge and other activities related to Corporate Social Responsibility and Sustainable Development in Brazil. ISAE/FGV is also an official partner of the *Fome Zero* ("Zero Hunger") program coordinated by the Brazilian Federal Government. Since 2001, ISAE/FGV has also been a member of the Brazilian Global Compact Committee. In 2005, the institution was invited to become a member of the working group to establish the ISO 26000. In April 2006, it became a member of the Global

Compact Academic Partners and, in August 2006, it adhered to the Pact for Integrity and Against the Corruption.

At the beginning of 2007, ISAE/FGV becomes a member of a United Nations task force, by invitation of Mr. George Kell, a UN executive director. The group is made up of 50 scholars, rectors and representatives of academic associations all over the world with the purpose of developing the Global Compact Academic Principles – the “Principles for Responsible Management Education”.

Business schools are going to make use of their circle of influences for the formation of socially responsible leaders, who take sustainability into consideration and ensure a fair development process.

These principles were launched during the Global Compact Leader Summit held in Geneva last July.

Along with the invitation to participate in the task force, the UN executive director also indicated ISAE/FGV as an example of good practices for the development of responsible corporate citizenship. ISAE/FGV has distinguished itself, among other reasons, for taking the Global Compact principles into the strategic corporate management and for encouraging the masters' courses students to produce articles on the good practices and the results obtained by companies from Paraná after the adoption of such principles.

## ACTIONS, POLICIES AND PRACTICES DEVELOPED BY ISAE/FGV 2007 CORRELATION WITH THE MILLENNIUM GOALS AND THE GLOBAL COMPACT PRINCIPLES

In order to facilitate understanding and reading, the actions, policies and practices are distributed into eight groups: dissemination of knowledge, generation of knowledge, integration with the community, international partnerships, entrepreneurship, the internal public, the environment, and participation in entities and events.

### I DISSEMINATION OF KNOWLEDGE

#### 1. Interface between academics and the market

Millennium Goals								7	8		
Global Compact Principles								8			

Fulfilling its mission of disseminating knowledge, ISAE/FGV serves as a crucial interface between the academic world, society and the market through a network of partners, companies and the government, promoting discussions related to social responsibility and sustainability. ISAE/FGV also participates in the following actions and projects:

- ISAE/FGV signed a partnership with the Ponta Grossa City Government Administration and the Social Stamp Coordination that certifies the reliable companies that assumed the commitment to attend their employees in the educational, health, fight against child labor and environmental areas.
- ISAE/FGV is part of the team of the State Organizing Committee for the 3rd State Environmental Conference.



- ISAE/FGV coordinates the UNILEHU team in the Manager Development Study Groups, Legal Study Groups, Occupational Safety Study Group, Social Inclusion Committee, whose purpose is to discuss topics relevant to the inclusion of diversity in companies. The topics discussed include: "Evaluating Processes and their Tools" by Mrs. Arlete Zagonel; Workshop on "Competence, Skill and Attitude" by Eduardo Almeida; "Solution Builders" by Cida Nogarolli; "The Secret" by Eduardo Almeida; "Relational Psychomotricity in Companies" by Motriz Empresarial; "The Leader who Develops Leaders" by Marcelo Maulepes; "Non-retirement preparation Program" by Armelindo Girardi;
- ISAE/FGV is responsible for the development of the following projects: Municipal Economic Development Plan; Municipal Social Security and Protection Plan; Municipal Environmental Control and Sustainable Development Plan, Municipal Social Development Plan, Municipal Urban Transportation and Mobility Plan. All plans have been designed for the city of Curitiba, State of Paraná;
- ISAE/FGV helps manage the Committee for the Inclusion of Disabled People in the Labor Market of the Workplace Environment Forum from the Ministry of Labor;
- ISAE/FGV integrates the Human Rights Education Forum from the State of Paraná – Human Rights Special Bureau of the Ministry of Education;

## 2. Courses offered

### 2.1 Social Responsibility Courses

Millennium Goals								8	
Global Compact Principles	1		3						10

The Social Responsibility Courses were launched in May 2007 with the lecture "Social Responsibility and the Tragedy of the Commons" by economist Rubens Mazzali, president of Amcham Social Responsibility Strategic Committee and executive director of the Quasar Institute of Technology and Social Logistics.

ISAE/FGV offered another Competence Updating Program in Corporate Social Responsibility in June 2007. The courses are intended for professionals focused on the current workforce practices. Classes are taught by the same MBA teachers at FGV, using a methodology with more comprehensive contents within the same specialty area and workshops that encourage professional development. The 147-hour program also provides exercises and analysis of real cases aiming at inspiring practical solutions for the students' every day problems. It included the following academic disciplines: Business Ethics, Economic Social-Political Context; Environmental Context; Planning and Implementing Social Responsibility; Tools to Manage Corporate Social Responsibility; Legal Aspects of the Third Sector and Elaboration and Evaluation of Corporate Social Projects. In addition to the academic disciplines, there were workshops held of Social Project Elaboration and Business Cases Presentation so that students could interact among one another.

## 2.2 Environmental Management Course – at-a-distance – FGV online

Millennium Goals							7	8		
Global Compact Principles							7	8	9	

ISAE/FGV offers the 30-hour online course “Environmental Series” focused on Environmental Management and Sustainable Development, Social-Environmental Responsibility, Business Administration, Environmental Preservation, Tools for Environmental Politics, within the context of the importance of society consciousness and mobilization for understanding environmental processes, existing mechanisms for its preservation, conservation and recuperation.

## 2.3 Didactic Material

Millennium Goals								8		
Global Compact Principles	1									

Since 2006, all didactic material produced and distributed to students for the courses offered by ISAE/FGV contains information on the Global Compact, the Global Compact Principles and the Millennium Goals with the objective of disseminating knowledge about the importance of these documents. In 2007, information on the

Global Compact Academic Principles – the “Principles for Responsible Management Education” was included.

### 3. ISAE/FGV Site

Millennium Goals							7	8				
Global Compact Principles	1											

On its website, ISAE/FGV provides systematized information related to Social Responsibility and Sustainable Development, including Global Compact and the Millennium Goals related to the social responsibility management and including events on the theme, institutional programs and accomplished projects, along with the classroom and at-a-distance courses offered by the institution.

In 2007, a hot site with information on the Global Compact and, mainly, on the Taskforce was created. Angrad – National Association of Administration Courses of Brazil – is also used to mobilize individuals who have contributed with the elaboration of the Global Compact Academic Principles – the “Principles for Responsible Management Education”.

### 4. Strategic Sustainability Office

Creation of ISAE-FGV business unit in July 2007 focused on consulting services for business high management (board of directors) with work oriented to corporate sustainability strategies. In short, we value companies by turning them into safer investments. By assuming this level of strategic consultancy, the Office coordinates the operational consultancies as well.

The Sustainability Office logo represents a wing profile. Wings provide sustainability to flights. At the Office, we plan corporate wings in order to ensure the companies' flight schedules.

The Strategic Sustainability Office acts as a sustainability consulting service for ISAE-FGV itself. Thus, the Office is currently advising the Center for Social Responsibility and Sustainable Development for ISAE/FGV Sustainability Committee.

## 5. Center for Social Responsibility and Sustainable Development

An area within ISAE-FGV focused on ethics management promotion for the relationships with our stakeholders (associates, consumers, customers, suppliers, and grantors – FGV, State, community, environment, and competitors), reducing risks and capitalizing opportunities, thus strengthening our reputation and valuing our brand name.

By coordinating the Sustainability Committee in an organically structured fashion by means of representatives groups from the relationship audiences, the Center generates and disseminates knowledge and attitudes to guide us on our strategic decisions.

## II GENERATION OF KNOWLEDGE

### 1. Case Study: Agricultural Cooperative Santa Consolata – COPACOL

Millennium Targets							7	8		
Global Pact Principles	1									

As a member of BAWB Global Forum “Business as an Agent of World Benefit: Management Knowledge Leading Positive Change”, in Cleveland, USA, in October 2007, ISAE/FGV, through its Superintendent Norman de Paula Arruda Filho, presented the Study Case of COPACOL. The case shows how the academic knowledge can add the new reality and practices of excellence to the organization, thus connecting the academic and business communities.

Two MBA courses of Business Administration were offered to COPACOL, as part of the planning to develop abilities of management in the highest step of the Cooperative. It involves the training of future managers to help the implantation of DNA (Performance, Environment and Alliance) COPACOL Project. This project is about the consolidation of the Administration of the Organizational Culture that converges pre-existing actions at the cooperative, their programs and organization values. ISAE/FGV developed the strategic planning.

Agricultural Cooperative Santa Consolata - COPACOL is formed by 4244 members, more than 4000 associates and creates around 10,000 indirect jobs.

In November 28th, 2006, ISAE/FGV signed a Protocol of Intentions with COPACOL with the objective of developing a Case Study dealing with the current results of the academic/company partnership. The project also foresees the publication, in 2007, of the best initiatives and impacts developed for the COPACOL team, under ISAE/FGV academic orientation. It represents an evolution of the role model of COPACOL administration, through the creation of a new leadership.

Development of a supportive project to create Guidelines and Practices at the Social Responsibility Area for COPACOL, with the ISAE/FGV Center for Social Responsibility and Sustainable Development.

In July 2007, ISAE/FGV presented Copacol Case Study in the Global Compact Leader Summit, held at the Palais des Nations in Geneva, Switzerland.

COPACOL was the first company from the agribusiness segment in Brazil to adhere to the Global Compact, influenced by ISAE/FGV. The DNA Copacol program is the result of that, a contribution for the eradication of hunger and misery, more quality of life for people by means of environmental preservation and basic quality education for everyone. The goal is to provide more jobs and higher income for the region the cooperative operates, in the countryside of the State of Paraná; recover riparian forests surrounding 40 rivers and integrate 5,000 children and teenagers into social programs.

The MBAs accomplished with the Cooperative have also resulted into more than 50 other projects.

### III INTEGRATION WITH THE COMMUNITY

#### 1. UANÁ Voluntary Management Consulting Program

Millennium Goals	1	2					8		
Global Compact Principles	1		3			6			

This program is an institutional initiative of ISAE/FGV initially elaborated to support the *Fome Zero* ("Zero Hunger") Program and that has received the recognition of UNESCO, The Extraordinary Ministry of Food Security, and the Curitiba City Government. Its objective is to collaborate toward the development of solutions designed to help micro-enterprises, executives and NGOs by means of voluntary consulting services provided by ISAE/FGV students and alumni.

Issues related to social responsibility and sustainable development are always present when the volunteers participate, and they work to minimize exclusion and social inequality.

Uaná Voluntary Management Consulting Program is the result of a survey conducted at ISAE/FGV with the classes of 2001 and 2002. It has been checked that 56% of the students who answered the questionnaire had already performed some type of volunteer work, 83% of them would like to perform volunteer work and 89% of them would like to support social programs at ISAE/FGV. In addition, the choice of volunteer activities mentioned was the following: give lectures (57%), participate in recreational activities (37%) and help management processes (32%).

These figures have motivated the creation of the VOLUNTARY MANAGEMENT CONSULTING PROGRAM, whose main purpose is to make volunteer work available to people.

The program is intended for associates, students and alumni from graduate, MBA and Extension courses at ISAE/FGV.

Those interested in participating in the volunteer work take part in meetings and workshops where all information about the activities involved is presented.

Volunteers regard the activity as an extension and complement to their professional and personal learning, for they can help society by donating part of their time and going through experiences which are not part of their lives.

They believe that, through this kind of work, they can contribute for the personal and business development of entrepreneurs benefiting from the consulting service, suggest alternative paths and achieve business growth.

Another important point is the fact that the volunteers are reinforcing the theoretical, practical and professional knowledge acquired in the undergraduate, graduate and

extension courses. The content acquired can be used in micro-enterprises still lacking a large structure.

In 2007, ISAE/FGV reopens enrollment for Entities interested in participating in the Uaná Voluntary Management Consulting Program. The partners of the program are the following organizations:

1. **Elo Agency ([www.eloagencia.org.br](http://www.eloagencia.org.br)):** Trains apprentice teenagers in situation of social risk and places them in the labor market and obtains sustainability by delivering social-environmental services.
2. **Entrepreneurial Alliance ([www.aliancaempreendedora.org.br](http://www.aliancaempreendedora.org.br)):** the organization works toward the formation of strategic collaborative networks, the organization of key figures, training and education activities, consulting and orientation in management, organization of events and projects designed to encourage and foster the entrepreneurial culture in underprivileged communities.
3. **CUFA/PR ([www.cufapr.com.br](http://www.cufapr.com.br)):** The so-called Single Shantytown Center (CUFA) is a national organization that was born from young people's meetings, most of them black, from several shantytowns in Rio de Janeiro in search of some space in the city to express, in different ways, their attitudes, questionings or merely their desire for living. Most of these young people belonged to the Hip-Hop Movement and found out that the meetings represented a way of having mutual dreams and, consequently, formed a single ideal for themselves: transform the shantytowns, their talents and potentials in a society in which racial, social class and "origin" prejudice has not been outgrown yet.
4. **Solidary School ([www.formacaosolidaria.org.br](http://www.formacaosolidaria.org.br)):** The Solidary School was born in 2002 from a project that intended to provide opportunities for youngsters to compete, on equal footing, for a place in public universities. The first class, with only one term, had 40 students. Even with a short period of time, the work performed by the volunteer teachers succeeded with one

student gaining access to the Federal University of Paraná (UFPR). That result motivated even more all the people who dreamed of and worked in the first steps for the creation of the SOLIDARY SCHOOL.

5. **Hospital Pequeno Príncipe ([www.pequenoprincipe.org.br](http://www.pequenoprincipe.org.br)):** Solidarity is one of the most effective medicine against most of the maladies. That is even truer when children are the subject. At the Hospital Pequeno Príncipe, the volunteer is a valuable agent of social transformation, donating his time and knowledge and accomplishing results generated by the energy of his solidary impulse. In this way, he fulfills both the needs of needy people and his own personal motivations.
  
6. **Desembargador Alceu Conceição Machado Institute ([www.amb.com.br](http://www.amb.com.br)):** Founded on February 5<sup>th</sup>, 2004 by Court Judge Roberto Portugal Bacellar, the institute was born from the desire of a group of friends to improve other people's welfare. Among them, magistrates, prosecutors and lawyers who, taking as an example the deceased Supreme Court Judge Alceu Conceição Machado, wanted to accomplish even more for society and, particularly, for our children. The Institute, bearing the title of a Public Interest Non-Governmental Organization, is focused on the promotion of welfare of human beings, as well as the practice of social responsibility, by sponsoring researches and encouraging the development of social, assistance, educational, health care, cultural, sports, and professional training projects as well as other public interest activities.
  
7. **Junior Achievement ([www.japr.org.br](http://www.japr.org.br)):** present in 112 countries, it offers educational programs through partnerships between schools and volunteers from companies with the objective of awakening the entrepreneurial spirit in young people, as well as stimulating personal development, providing a clear view of the business world and facilitating access to the job market.
  
8. **MNREB ([www.mnreb.com.br](http://www.mnreb.com.br)):** The National Movement for the Recovery of Brazilian Companies (MNReb) was created to defend the need to create conditions for recovering ventures and business owners as well as proposing



concrete measures that allow for the revitalization of small and medium companies in difficulty and provide an opportunity for the recovery of business owners, families and jobs.

9. **Non-Violence Project** ([www.naoviolencia.org.br](http://www.naoviolencia.org.br)): The Non-Violence Project® is an International Non-Governmental Non-Profitable Organization founded in 1994 in Geneva (Switzerland), under the name Non-Violence Project Foundation. The project was introduced in Brazil (Curitiba, Paraná) in 1998 by the entrepreneur Roberto Demeterco who, along with other entrepreneurs, founded the Non-Violence Project Association Brazil (APNVB). APNVB relies on the support of Avina and Volkart Foundations, partner companies rendering voluntary services and financing the work developed by the institution.
  
10. **Unilehu** ([www.unilehu.org.br](http://www.unilehu.org.br)): The Free University for the Human Being Efficiency is an institution that promotes recognition and capacitation of people, with special emphasis on individuals with disabilities. The main goal is to promote the social and professional inclusion of those people by means of innovative actions, with the direct support of the three sectors of the society through partnerships.

In 2007, more than 50 students enrolled in the program.

#### IV INTERNATIONAL PARTNERSHIPS

##### 1. “Doing Business in Brazil” Program

Millennium Goals								8		
Global Compact Principles										

Every year, ISAE/FGV promotes an educational program with North-American learning institutions.

In 2007, master's degree students from the Moore School of Business – South Carolina University participated in the academic business program “IV Doing Business in Brazil – A Global Latin American and Brazilian Economy Overview: Formulation a New Strategic Purpose”. This program is recognized by the Ministry of External Relations. These programs are a part of the Executive and International Master's Degree programs, respectively, of these business schools. The program is designed to show North American students the ways of doing business with Brazilian companies. These activities are developed through classes and workshops at ISAE/FGV as well as organized technical visits to companies from many Brazilian cities.

Students from the Autonomous University of Asuncion, Paraguay, also attended a lecture about the importance of the ISAE/FGV contribution on Mercosur.

A team agreement with the Euromed University in Marseille, France, was signed in November 2007.

Among the held events, the visitor students had the opportunity to know the activities of the Center for Social Responsibility and Sustainable Development with the emphasis that ISAE/FGV attributes to those themes.

## **V ENTREPRENEURSHIP**

### **1. Business Innovation Center**

Millennium Goals								8		
Global Compact Principles	1				5	6				

In order to facilitate the emergence and growth of new ventures by ISAE/FGV graduate students, the Business Innovation Center is a pioneer in the area of services in Brazil. It began activities in 2001 and supported the opening of thirteen companies that operate in the market. The criteria for the selection process for the development of projects include the concepts of Social Responsibility and Sustainable Development. Furthermore, when the creation of the company becomes

official, the entrepreneurs formally assume the commitment to providing services in the social area together with and in compliance with the ISAE/FGV Center for Social Responsibility and Sustainable Development.

## 2. Ozires Silva Award of Entrepreneurship

ISAE/FGV in a partnership with RPC – Communication Network of Paraná, presents in 2006 the “Ozires Silva Award of Entrepreneurship”. It is an award ceremony that recognize the companies whose performance serves of reference to the Sustainable Development, promoting innovative solutions. It is the chance that the entrepreneurship has of seeing his work recognized and have the deserved notoriety in the corporate community. It is named after Dr. Ozires Silva for appreciating him as a great entrepreneur who has gone through countless difficulties to create EMBRAER – Brazilian Aeronautics Company.

The Award counts on 37 participant companies and the next ceremony will take place on February 14<sup>th</sup>, 2008.

## 3. Junior Achievement

Millennium Goals		2					8		
Global Compact Principles	1				5				

Since 2004, ISAE/FGV has been a part of the Junior Achievement project because it believes in the potential of young people to define their objectives and transform them into a reality by focusing their interests. The goal here is to awaken the students' entrepreneurial spirit while still in school through personal development and by providing a panorama of the way companies operate.

In this sense, ISAE/FGV received in 2007 young students in the program and they followed closely the daily operations of an entrepreneur. They also had contact with all the significant areas and got to know the work developed on each one of them.

## 4. Enterprising Alliance

Millennium Goals		2					8		
Global Compact Principles	1				5				

ISAE/FGV believes that the potential of the young students determine and materialize their objectives through their goals. ISAE/FGV is committed to the Enterprising Alliance project, whose operation field has the objective of inspiring, disseminating and demystifying the enterprising as an effective way of social and economic transformation for the society. ISAE/FGV also supports and guides non-governmental organizations and communitarian groups of income generation, through enterprising initiatives, making efforts on the production, logistics and commercialization of products and services provided by the Groups and Organizations.

## 5. Unilehu

Millennium Goals		2					8	
Global Compact Principles	1				5			

Since 2006, ISAE/FGV has been supporting the Free University for the Human Being Efficiency (Unilehu), a third sector entity that promotes recognition and training of people, with special emphasis on individuals with disabilities. The main goal is to promote the social and professional inclusion of those people by means of innovative actions, with the direct support of the three sectors of the society through partnerships. One of its objectives is the inclusion of diversity in companies. The Business Innovation Center participates in this partnership by capacitating students and families in entrepreneurship with the purpose of generating income.

## VI INTERNAL PUBLIC

### 1. Personal and Professional Development

Millennium Goals	1	2					8	
Global Compact Principles	1		3	4		6		

ISAE/FGV fosters the development of personal and professional competencies by granting scholarships to the team of under-graduate and post-graduate degree course professors, as well as languages, including short-term programs and master

degrees subsidized by ISAE/FGV. During 2007, more than 50% of the employees were assisted in this way.

The board of directors at ISAE/FGV has developed the Result Achieving Program that sets up organizational goals regarding the entire ISAE staff, as well as the goals for each individual team, based on the needs and objectives of each area. The program is based on two points. The first one defines the results the organization aims at achieving; the second one defines the level of contribution of each area in order to achieve such goals.

Competence Management is a modern role-model for managers arisen from the need of companies to develop and improve their level of competitiveness amid a globalized market. The concept of competence applied to ISAE is based on the set of knowledge, skills and attitudes translated into business added value. It is the capacity of taking the initiative in professional situations in a responsible way.

## 2. Team Meeting ISAE/FGV

Millenium Goals									
Global Compact Principles	1		3			6			

ISAE/FGV practices its corporate governance aiming to ensure recognition and participation of employees in the institution management. In 2007 the ISAE Team monthly meetings of Strategic Planning continued to happen as well as the weekly meetings of Action Plan, both of which established in 2006, counting on the participation of area coordinators for the definition of the strategic goal of ISAE/FGV. The participation with opinions, suggestions and propositions is opened to all participants, not depending on area of performance.

## 3. Respecting Diversity

Millenium Goals	1								
Global Compact Principles	1					6			

Besides not permitting any kind of discrimination, whether of gender, race ,creed, physical and mental disabled people, faiths and opinions, values, attitudes, culture, nationalities, sexual preferences, age, ISAE / FGV has begun a continuous process of adapting its facilities to better welcome people with special needs. Nowadays ISAE / FGV headquarters counts on special adapted places to welcome those people.

We have developed many activities in partnership with the organization UNILEHU – ( Free University for the Human Being Efficiency), which is supported by 16 companies, among them: BOSCH, Renault, Paraná Clínicas, Denso, Electrolux, TIM, Brasil Telecom, HSBC, SPAIPA, Nutrimental, EXXON MOBIL, Siemens, Rede Paranaense de Comunicação, Grupo Paulo Pimentel, VOLVO, having as mission to promote social and professional inclusion of disabled people by means of approach, awareness and mobilization of the three sectors of society..

Since August 2006 we have worked as a secretary to the Committee of Inclusion of Disabled People in the Labor Market for the Ministry of Labor of Paraná. This Committee gets together monthly and is composed by 54 companies and entities. In 2007 many activities were developed.

Since September 2006 when it started taking part in the Pastoral of the Disabled People of Curitiba ( a group of people working together to improve disabled people's lives in all terms) , ISAE/FGV has been participating of monthly meetings with active participation.

#### **4. Quality of Life Program**

In July 2007 ISAE/FGV launches the Quality of Life Program for the collaborators. Amid the first actions is a round of lectures on health, which are presented once a month. The round starts with the lecture “How to Prevent the Chemical Dependence”, the program is part of VALORISAE , which changes ISAE attitude as well as all collaborators' in the search of ethical relations, team soul and transparency.

It is also the beginning of the Labor Physical Exercises Program for the ISAE/FGV collaborators, with light physical activities which can be done in their own working

place and can prevent Repetitive Effort Lesions and also improve well being. The activities happen twice a week.

#### **4.1 National Campaign against smoking and pro health**

In August 2007 ISAE/FGV, through the Nucleus of Social Responsibility and Sustainable Development with the Life Quality Program, gets together to the national movement against smoking and in favor of health. The goal of this action is to inform and make clear to all collaborators and students the damage caused by the use of tobacco.

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#### **4.2 1st Personal Marketing Week**

In the second week of October 2007 ISAE/FGV promoted the 1st Personal Marketing Week. Many issues were discussed in relation to professional posture, corporate environment, ethics at work, meetings and events, social etiquette, dressing codes, personal make-up, skin care, table manners and hair care.

### **5. ISAE/FGV Endomarketing Program**

#### **5.1 COMUNICAISAE**

In August 2007 there was the launching of **COMUNICAISAE**, a newsletter in which the new routes to ISAE are set, within the new Strategic Plan which is being built by all. Aiming the results, the new Strategic Plan defines the role of ISAE within the society, from our mission, vision and values. Being a Business School, with the fundamental goal of generating and transmitting knowledge to people and organizations, prepare responsible leaders and contribute to the sustainable development of society. This idea is the starting point for establishing policies and

actions which will help to improve the performance of the institution. The newsletter presents an Editorial, Profile, Agenda, Opinion, Birthdays, Curiosities, Cultural Agenda. The proposition is to have an open space to have everybody's participation.

## 5.2 ISAE Talk

**The ISAE Talk** is established in August 2007, being a breakfast for collaborators and the board of directors, aiming the narrowing of relations among the collaborators themselves and with the directors.

## VII ENVIRONMENT

Millennium Goals							7		
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### 1. National Conference of the Environment – Ministry of Environment

ISAE/FGV took part in the committee in charge of organizing the National Conference of the Environment of the Ministry of Environment which will happen in May 2007, participating in the monthly meetings to establish the planning of the event.

Our participation was through the Superintendent in the General Ordinary Assembly of Free University of the Environment– UNILIVRE. The agenda was the appreciation of report of activities and presentation for approval of settlement accounts of the organization.

### 2. Center of Reference for Projects of Mechanisms of Clear Development (MDL).



In March 2007, ISAE/FGV makes a movement to create the Center of Reference for Projects of Mechanisms of Clear Development (MDL) in Paraná. It was a Discussion Panel with active professionals in the area and counted on the participation of the General Attorney and Coordinator of Center of Support for Environmental Sections of Public Ministry of Paraná, the director of Development of Project Porto Pontal, the coordinator of Climate Changes for the State Secretariat of the Environment, the Financial Manager of Brascan Energética and the Commercial Manager of Business Unit of REPAR.

### **3. Campaign “Personal management for a global solution”**

In May 2007 ISAE/FGV launches the campaign “Personal Management for a Global Solution”, through the Nucleus of Social Responsibility and Sustainable Development, worried about the sustainability of our planet and the graduation of socially responsible leaders. The joining to the worldwide movement against the climate crisis brings the issue into discussion among our students and collaborators. In this campaign we make suggestions on how to reduce the global warming, asking suggestions for the students.

### **4. ISAE/FGV Eco-efficiency Project**

To ISAE/FGV eco-efficiency goes far beyond the efficiency in the usage of resources. Its acting aims to integrate actions, combine elements which make possible a socially and environmentally sustainable acting within society, among students, partners and collaborators, making the theme an everyday practice of good behavior. The acting takes place in four specific areas: healthy habitat, sustainable dealing of resources, spreading of concepts and business strategic eco-efficiency.

ISAE/FGV starts its actions within its Eco-efficiency Project:

- Remodeling of classrooms, placing sound isolation making the rooms more pleasant. The project pries the noise reduction between the classrooms and foresees the remodeling of two classrooms a month.
- Mugs are distributed to all collaborators to avoid the use of disposable glasses, contributing for environmental conservation.

- Establishing the new sound isolation system connected to illumination. With this action we can have 43% more illumination in the classrooms and reduction of 45% of energy consumption.
- Reduction in the use of drinkable water for activities such as washing the pavements, water the gardens and toilet flush, sets the system for rainwater collection. This system permits to collect the water which was lost to be used in such activities.

ISAE/FGV gets visitors from the University of Petrobrás, who are willing to know about the social-responsible initiatives and the eco-efficiency from ISAE/FGV. The program counted on lectures on actions and the institution functioning, as well as a visit to the installations. Amid the projects which were presented were the collection of rainwater, paper re-use and recycling, substitution of disposable plastic glasses by similar made of cellulose, the Uaná Voluntary Management Project, the creation of Center of Reference in MDL and the Sustainability Office.

## VIII – PARTICIPATION IN ORGANIZATIONS AND EVENTS

Millennium Goals								8	
Global Compact Principles							7	8	9

### 1. Representation in organizations

ISAE/FGV is represented in organizations which deal with social responsibility and sustainable development issues, having an active participation:

Organization	Position	Representative
CAV – Curitiba Center for Volunteer Action	Executive Council	Norman de Paula Arruda Filho - General Director
UNILIVRE – Free University of the Environment	Member of Board of Consulting	Norman de Paula Arruda Filho - General Director
Uniethos	Member of Board of Consulting	Norman de Paula Arruda Filho - General Director

Anprotec – National Association of Entities Promoting Innovative Ventures	Member of Board of Editorial and Training	Norman de Paula Arruda Filho - General Director
Brazilian Global Compact Committee	Member	Norman de Paula Arruda Filho - General Director
GT Ethos – ISO 26000	Member	Norman de Paula Arruda Filho - General Director
Global Compact Academic Partners - UN	Member	Norman de Paula Arruda Filho - General Director
Ethos Institute of Companies and Social Responsibility	Boarder of Former Articulators / Paraná	Yvy Karla Bustamante Abbade – Coordinator. Area of Social Responsibility and Sustainable Management
Forum of Labor Environment of Ministry of Labor – Paraná/ 9th region	Secretariat of the Committee for Inclusion of Disabled People in Work Environment	Yvy Karla Bustamante Abbade – Coordinator. Area of Social Responsibility and Sustainable Management
NGO – Free University for Human Being Efficiency	Board of Administration	Yvy Karla Bustamante Abbade – Coordinator. Area of Social Responsibility and Sustainable Management
NGO – Solidary Formation	Social Assistant	Yvy Karla Bustamante Abbade – Coordinator. Area of Social Responsibility and Sustainable Management

Instituto Vicente Rimi – São José dos Pinhais	Board of Administration	Yvy Karla Bustamante Abbade – Coordinator. Area of Social Responsibility and Sustainable Management
Group for the Development of People	Member	Yvy Karla Bustamante Abbade – Coordinator. Area of Social Responsibility and Sustainable Management
Forum of Human Rights Education of Paraná- Special Secretariat of Human Rights – Ministry of Education	Member	Yvy Karla Bustamante Abbade – Coordinator. Area of Social Responsibility and Sustainable Management

## 2. Participation in events

During 2007, ISAE/FGV was represented in various events which were held in Brazil and abroad. Below, there are pieces of information about the events, organizations in charge, dates and names of participants who represented the institutions

Event	Organization in charge	Venue and date	Participants
Event of Inauguration – Articulator Paraná of Ethos Institute	Ethos Institute of Companies and Social	Curitiba/PR February 2007	Norman de Paula Arruda Filho  Yvy Karla B Abbade
Launch of “Essential Criteria of Social Responsibility”	Ethos Institute of Companies and Social Responsibility	Curitiba/PR February 2007	Norman de Paula Arruda Filho  Yvy Karla B Abbade
2nd Meeting of Associate Companies to Ethos Institute in	Ethos Institute of Companies and Social Responsibility	Curitiba/PR March 2007	Yvy Karla B Abbade

Paraná - lecture by Professor Fabiane Bessa, from PUC and by Elizabeth Sych, from Novozymes.			
11th Seminar CIFAL Curitiba – Regional Forum of Integrated Management of Urban Litter and Development of Partnerships Public Private Sectors	CIFAL	Curitiba/PR March 2007	Norman de Paula Arruda Filho
1st Breakfast – Supporters for the enlargement of Hospital Pequeno Príncipe	Hospital Pequeno Príncipe	Curitiba/PR March 2007	Norman de Paula Arruda Filho
ISO 26000 – 4th International Work Group Meeting RS.	Serasa	São Paulo/SP April 2007	Norman de Paula Arruda Filho
Workshop “Communicating Climate Changes”.	FIEP/PR	Curitiba/PR April 2007	Norman de Paula Arruda Filho
Brazilian Global Compact Committee Meeting	FIEMG	Minas Gerais/MG April 2007	Norman de Paula Arruda Filho
6th Open Seminar in Minas Gerais – on Social Entrepreneurial Responsibility	FIEMG	Minas Gerais/MG April 2007	Norman de Paula Arruda Filho
3rd International Meeting to discuss about Sustainable Development and Ethics in Business: The Commitment and Contribution of Companies	FIEMG	Minas Gerais/MG April 2007	Norman de Paula Arruda Filho
Debate CBN Radio Station about “ How to have a good relationship in the work environment”	Rádio CBN	Curitiba/PR April 2007	Norman de Paula Arruda Filho
	Casa Matriz Betânia	Curitiba/PR	Yvy Karla B Abbade

Meeting GEDEP - lecture " Leadership for Results" by Sérgio Fernando Braga.		April 2007	
Lecture "Delegation, Empowerment and Team", by Professor Vera Lucia Cavalcanti.	IBEF – Finance Brazilian Institute	Curitiba/PR May 2007	Norman de Paula Arruda Filho
II Encuentro para América Latina Y el Caribe del "Pacto Mundial de Naciones Unidas	PNUD	Buenos Aires May 2007	Norman de Paula Arruda Filho
I Taller Latinoamericano de Gestión Empresarial del Pacto Mundial, II Encuentro de Representantes de Redes del Pacto Mundial de América Latina y el Caribe	PNUD	Buenos Aires May 2007	Norman de Paula Arruda Filho
I Foro Empresarial del Pacto Mundial de Naciones Unidas e do Colóquio Governabilidade Y SER: dos pilares para la contribución del sector privado latinoamericano a los Objetivos del Milênio	PNUD	Buenos Aires May 2007	Norman de Paula Arruda Filho
4th Plennary – Workshop of Working Group Ethos for ISO 26000 with lecture on "Value Net" by Paulo D. Branco, partner-director Ekobé.	Buffet Rosa Rosarum	São Paulo/SP May 2007	Norman de Paula Arruda Filho
Event "Social Environmental Governance for planet sustainability"	FIEP/PR - CIETEP	Curitiba May 2007	Yvy Karla B Abbade
Award Ceremony Award Ethos-Valor – 7th Edition – Competition for University Professors and Students about Social Responsibility and Sustainable	Ethos Institute of Companies and Social Responsibility	São Paulo May 2007	Norman de Paula Arruda Filho

Development			
2nd Breakfast – Supporters of Hospital Pequeno Príncipe	Villa Marcolini	Curitiba May 2007	Norman de Paula Arruda Filho
Media the 2nd Seminar “Human-Resources Management – The HR and its Strategic Alliances”.	Amcham Brasil	Curitiba June 2007	Norman de Paula Arruda Filho
International Conference of Companies and Social Responsibility “The Society Commitment for a Fair and Sustainable World: the Company Contribution”.	Ethos Institute of Companies and Social Responsibility	São Paulo/SP June 2007	Norman de Paula Arruda Filho  Yvy Karla B Abbade
“Sustainability and Power in the Organizations”	Ethos Institute of Companies and Social Responsibility	São Paulo/SP June 2007	Norman de Paula Arruda Filho  Yvy Karla B Abbade
Dilemmas faced in the implementation of the 10 principles and the Global Compact around the world, bringing into discussion North-South conflicts, the different social behavior between headquarters and branches of many companies.	Ethos Institute of Companies and Social Responsibility	São Paulo/SP June 2007	Norman de Paula Arruda Filho  Yvy Karla B Abbade
Conference of the Eastern Academy of Management International – EAM-I, Managing in a Global Economy XII - theme “Culture: Integration & Innovation”.	Amsterdam, The Netherlands	Amsterdam, the Netherlands June 2007	Norman de Paula Arruda Filho
Sales Promoters and Marketing Association of Brazil – ADVB, to be part of group of judges Award Top Social ADVB 2007.	ADVB	Rio de Janeiro/RJ July 2007	Norman de Paula Arruda Filho
6th Voluntary Action in Paraná .Presentation with stand of actions	Estação Embratel Convention Center	Curitiba/PR July 2007	Yvy Karla B Abbade

from Social Responsibility and Sustainable Development Area with UNILEHU.			
Lecture “Communication: the responsibility to build a better world”, by Tico Santa Cruz – leader of musical group Detonautas and founder of NGO Voluntários da Pátria(RJ).	Estação Embratel Convention Center	Curitiba/PR July 2007	Yvy Karla B Abbade
Group of Sustainability Net NGO Associação Arayara de Educação e Cultura	ISAE/FGV	Curitiba/PR July 2007	Yvy Karla B Abbade
GlobalCompact Leaders Summit	Palais des Nations, Geneva	Geneva - Switzerland July 2007	Norman de Paula Arruda Filho
Launch of taskforce, “Principles for Responsible Management Education”.	Palais des Nations, Geneva	Geneva - Switzerland July 2007	Norman de Paula Arruda Filho
Meeting with Dr. Angel Cabrera, president of Thunderbird.	Palais des Nations, Geneva	Geneva - Switzerland July 2007	Norman de Paula Arruda Filho
Meeting “El papel de las empresas filiales en el Pacto Global de Naciones Unidas – Conclusiones del Foro Empresarial de Buenos Aires, with Dr. Manuel Escudero	Palais des Nations, Geneva	Geneva - Switzerland July 2007	Norman de Paula Arruda Filho
Presentation of Case Study Copacol to Dr. Manuel Escudero	Palais des Nations, Geneva	Geneva - Switzerland July 2007	Norman de Paula Arruda Filho
Meeting with associate companies Ethos – Paraná – theme: “Sustainable consumption in companies day by day”	O Boticário	Curitiba/PR July 2007	Yvy Karla B Abbade
	Hotel Rayon	Curitiba/PR	Norman de Paula



Event IBEF in partnership with ISAE/FGV , lecture about “The Era of Intra-entrepreneurship”		July 2007	Arruda Filho
Meeting of Board of Administration - Free University of the Environment	UNILIVRE	Curitiba/PR July 2007	Norman de Paula Arruda Filho
Cycle of Debates Cenário Brasil - “Brazil: Energy is Power”.	IEP	Curitiba/PR August 2007	Norman de Paula Arruda Filho Flávio Kitzig
Debate participation in the Social Forum RTVE – TV Educativa. Theme: of Companies’ Social Responsibility, the Global Compact, graduation of socially responsible leaders and benefits of being a responsible company.	TV Educativa - RTVE	Curitiba/PR August 2007	Norman de Paula Arruda Filho
Debate Participation in BANDNews about Social Responsibility in Companies.	Bandnews Radio Station	Curitiba/PR August 2007	Norman de Paula Arruda Filho
Brazilian Committee of Global Compact Meeting	Ethos Institute	São Paulo August 2007	Norman de Paula Arruda Filho
Course on “ The 7 Habits of Highly Effective People”	American Chamber of Commerce	Curitiba/PR August 2007	Norman de Paula Arruda Filho
Meeting of Curitiba City Mayor Beto Richa , Professors Michael Romanos and Carla Chiffos, from the University of Cincinnati and Giorgos Halaris, Mayor of Tirassia , Greece.	Curitiba City Hall	Curitiba/PR August 2007	Norman de Paula Arruda Filho Sérgio de Póvoa Pires
Meeting of President of House of Representatives Nelson Justus , Professors Michael Romanos and	House of Representatives	Curitiba/PR August 2007	Norman de Paula Arruda Filho Sérgio de Póvoa Pires

Carla Chiffos, from the University of Cincinnati and Giorgos Halaris, Mayor of Tirassia, Greece.			
General Assembly Meeting of the Free University of the Environment	UNILIVRE	Curitiba/PR August 2007	Norman de Paula Arruda Filho
1st International Symposium of Leadership for College Students – Curitiba Business Week	Estação Embratel Convention Center	Curitiba September 2007	Norman de Paula Arruda Filho
17th National Seminar of Technological Parks and Company Incubators and in the 15th Workshop Anprotec with the theme “Innovator Entrepreneurship exploring the Knowledge Mines”.		Belo Horizonte September 2007	Regina Maria Joppert Lopes
“Sustainable Development Seminar - Sustainable Cities”.	Sinduscon Inter TV Cabugi	Sinduscon/RN September 2007	Norman de Paula Arruda Filho  Rubens Mazzali
18th Ordinary General Assembly of Anprotec 17th National Seminar of Technological Parks and Company Incubators	Anprotec	Belo Horizonte September 2007	Regina Maria Joppert Lopes
State Launching Ceremony of Second Edition Award ODM Brasil 2007	Auditório da Caixa Econômica Federal	São Paulo/SP September 2007	Yvy Karla A. Bustamante
Participated of Judging Committee of Social Projects presented and awarded on December 5, 2007.	American Chamber of São Paulo	São Paulo/SP September 2007	Yvy Karla A. Bustamante
Celebration ceremony of 10 years of PROEM – Entrepreneurship and Innovation Program from the UTFPR	UTFPR	Curitiba/PR October 2007	Regina Jopert Lopes

10th State of Paraná Congress of Human Resources – CONPARH	UNICEMP	Curitiba/PR October 2007	Area of Marketing, Relationship, Diretory Exhibition of event with a stand.
3 <sup>rd</sup> Social Entrepreneurs Talent Fair FACEF – This fair is a bi-annual competition of ideas whose objective is to call the attention of the academic community to Social Responsibility Issues.	FACET	Curitiba/PR October 2007	Dr. Norman de Paula Arruda Filho and Ms. Regina Jopert Lopes participated as judges of projects
1 <sup>st</sup> State of Paraná Forum for Inclusion of Disabled People in Work Environment	PUC/PR	Curitiba/PR October 2007	Yvy Karla A. Bustamante
1st State Meeting for Science and Technology	UEL	Londrina/PR November 2007	Regina Jopert Lopes
4th State of Paraná Seminar of Technological Parks and Incubators and Entrepreneurship Workshop	UNICENTRO	Guarapuava November 2007	Regina Jopert Lopes
Social Responsibility Seminar : 1st lecture on : “Education and Sustainability”	American Chamber of Commerce in Recife	Recife November 2007	Norman de Paula Arruda Filho
Event of Businessmen of Paraguay Club – Entrepreneurship for Paraguayan companies.	Granados Park – Assunção	Assuncion Paraguay November 2007	Norman de Paula Arruda Filho Ozires Silva
1st Dialogue Round of Curitiba on the “8 Ways to Change the World”	FIEP	Curitiba/PR November 2007	Yvy Karla Bustamante Abbade
Meeting about Energy and Industrial Sustainable Development	CIETEP	Curitiba/PR November 2007	Norman de Paula Arruda Filho
Brazilian Global Compact Committee Meeting	ETHOS	São Paulo/SP November 2007	Norman de Paula Arruda Filho
	Daslu	São Paulo/SP	Norman de Paula

Launching of Projeto Gols pela Vida, from Research Institute Pelé Pequeno Príncipe.		December 2007	Arruda Filho
1st FITPAR – Technological Innovations Fair of Paraná – “Interaction University – Company” Discussion on “ The situation of Incubators and Technological Parks in the State of Paraná nowadays” – Management and Self-Sustainability	FITPAR	Guarapuava/PR December 2007	Regina Joppert Lopes
Event “Towards Sustainability”, Copel delivers the first energy invoices in Braille.	Copel	Curitiba/PR December 2007	Yvy Karla Bustamante Abbade

### 3. Lectures presented

With the aim of spreading knowledge and solve doubts related to the implementation of business social responsibility, the ISAE/FGV provides professionals from its team work to present lectures in different places.

Event	Promoted by	Venue	Theme	Lecturer
Seminar of Management of Human Resources : The increasing market of bio-energy and the new challenges of HR in companies of sector.	Quinto Fator	Ribeirão Preto/SP May 2007	Lecture “Copacol – a case of international success”	Norman de Paula Arruda Filho
5th Fair of Social Badge-City Hall of Ponta Grossa opened to community.	Secretariat of Social Services-Ponta Grossa/PR	Shopping Palladium – Ponta Grossa/PR August/2007	1. “Strategic Sustainability and the Tragedy of the Commons”; 2. Inclusion of Diversity in Companies;	1. Rubens Mazzali;  2. Yvy Karla B Abbade;
Academic Week of Faculdade OPET	OPET Campus	Curitiba/PR August 2007	Lecture on Social Responsibility to students of Business	Yvy Karla B. Abbade

			Administration course	
Academic Week of UNICENP – Centro Universitário Positivo	UNICENP Campus	Curitiba/PR August 2007	Lecture on Corporate Social Responsibility to students of Marketing course	Yvy Karla B. Abbade
Event Bio-fuels and the Promise of Sustainable Energy	Pace University School of Law	PUC/Rio August 2007	“The Contribution of Business Schools in the Development of the Bio-energy Sector”.	Norman de Paula Arruda Filho
Top Social Award ADVB/RJ 2007	Clube Monte Líbano	Rio de Janeiro August 2007	Judge of Social Personality Award	Norman de Paula Arruda Filho
Interview to newspaper “Gazeta do Povo”	Jornal “Gazeta do Povo”	Curitiba/PR August 2007	Which abilities the young people should have to become leaders.	Norman de Paula Arruda Filho
Regional Forum of Business Social Responsibility – Federation of Commercial, Industrial and Agriculture Associations of Paraná.	FACIAP, Commercial Association of Paranavaí and Sicredi.	Paranavaí /PR August 2007	Lecture on Social Responsibility for Businessmen	Yvy Karla B. Abbade
Lecture Celebration Day for the Business Administrator -Faculdade OPET	Restaurant in Santa Felicidade	Curitiba/PR October 2007	Lecture on Social Responsibility to students of Business Administration course	Yvy Karla B. Abbade
“Sustainable Development Seminar – Sustainable Cities”.	Sinduscon Inter TV Cabugi	Sinduscon/RN September 2007	Discuss the issues related to Sustainable Construction of Buildings, Management of Litter, Basic Sanitation of City.	Norman de Paula Arruda Filho  Rubens Mazzali
Uniandrade College Lecture “Sustainability for All”	Uniandrade College	Curitiba/PR October 2007	Discuss about sustainability with students of Executive Secretariat, Business Administration, Production of	Norman de Paula Arruda Filho

			Events, Publicity, Esthetics and other courses.	
Lecture in the 44th Anniversary Ceremony of the Cooperative.	COPACOL	Cafelândia October 2007	Case Copacol – “Corporate Education as a Tool for Development of Copacol”	Norman de Paula Arruda Filho
Lecture for OPET Business Administration students, with emphasis on Business Management	OPET	Curitiba October 2007	“Management and Sustainability “	Rubens Mazzali
Lecture for OPET Business Administration students, with emphasis on Business Management	OPET	Curitiba October 2007	Actions of Social Responsibility and Sustainable Development Area	Yvy Karla B. Abbade
Social Responsibility Week	Paraná Clínicas	Curitiba October 2007	Lecture on the Inclusion of Disabled People in Working Environment	Yvy Karla B. Abbade
Social Responsibility Week	Paraná Clínicas	Curitiba October 2007	Lecture on “Business Sustainability”	Rubens Mazzali
Event “Intelligence of Promotional Market”	Promotional Marketing Association” – AMPRO.	Curitiba October 2007	Lecture on “Business Sustainability”	Rubens Mazzali
Regional Forum of Business Social Responsibility - Federation of Commercial, Industrial and Agriculture Associations of Paraná.	FACIAP, Associação Comercial de GoioEre e Sicredi.	Goio Ere September 2007	Lecture on Social Responsibility for Businessmen	Yvy Karla B. Abbade
Meeting of companies associated to Ethos – Paraná	ISAE/FGV	Curitiba October 2007	Lecture on “Ethics in Organizations”	Rubens Mazzali Antonio Raimundo dos Santos
“Pro- Efficiency – 3rd Congress on People with Visual Impairment and Voluntary Work”	Pró-Eficiência PIB Headquarters	Curitiba November 2007	Lecture on the inclusion of People with Visual Impairment in the work market	Yvy Karla A. Bustamante
Regional Forum of	FACIAP, Commercial	Maringá /PR November	Lecture on Social Responsibility for	Yvy Karla B. Abbade

Business Responsibility Federation of Commercial, Industrial and Agriculture Associations of Paraná	Social of of	Association of Maringá and Sicredi.	2007	Businessmen	
Forum of Human Rights Education in Paraná	Secretariat Special of Human Rights-Ministry of Education.	Curitiba/PR November 2007	Work Meeting	Yvy Karla A. Bustamante	
6th KM Brazil 2007 Annual Congress – Brazilian Society of Knowledge Management-Sustainable Growth: The Role of Knowledge Management	Hotel Century Paulista	Curitiba November 2007	“Sustainability in Organizations: International Experience”	Norman de Paula Arruda Filho	

#### 4. Organization of events

The ISAE/FGV promoted, during 2007, events which spread the knowledge related to Social Responsibility and Sustainable Development issues.

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Event	Venue and Date	Participants	Action done
Meeting with all the SAAC professionals – Seminars of Content Acquisition and Application	ISAE/FGV Curitiba February 2007	Norman de Paula Arruda Filho	The objective of the meeting was the interaction with professors.
Forum of Working Environment of Public Ministry.	MPT Curitiba April 2007	Yvy Karla B Abbade	1st Meeting - Committee of Inclusion of Disabled People
“4th Doing Business in Brazil – A Global Latin American and Brazilian Economy Overview: Formulating a New	ISAE/FGV Curitiba Abril 2007	Sérgio Póvoa Pires	Course which integrates the improvement of the Portuguese language used for business with a group of lectures on different themes. The

Strategic Purpose"			purpose is to attend the areas of interests of students and of the American university, technical visits in companies in the Metropolitan Area of Curitiba.
Recruiting and Selection Study Group/ UNILEHU	ISAE/FGV Curitiba April 2007	Yvy Karla B Abbade	3 <sup>rd</sup> Meeting – lecture "Solutions' Builders" by Professor Cida Nogarolli and presentation of drama play from Fábrica Teatral, with Orlando Brasil
1st Legal Study Group Meeting / Unilehu	ISAE/FGV Curitiba May 2007	Yvy Karla B Abbade	Presentation by Dr. Luiz Antonio Grisard – Posigraf on Laws for the Disabled People
Program UANA of Voluntary Management	ISAE/FGV Curitiba May 2007	Yvy Karla B Abbade	Selection and filing of organizations to Program Uaná.
Reference Center for MDL from ISAE/FGV and the State of Paraná Forum of Global Climate Changes – State Secretariat of Environment and Water Resources	ISAE/FGV Curitiba June 2007	Norman de Paula Arruda Filho Yvy Karla B Abbade Flávio Kitzig	Promote the Seminar about Sanitation Litter Areas in MDL in Paraná.
Forum of Work Environment of Ministry of Labor.	MPT Curitiba Abril 2007	Yvy Karla B Abbade	2nd Meeting - Committee of Inclusion of Disabled People
2nd Legal Study Group Meeting / Unilehu	ISAE/FGV Curitiba Maio 2007	Yvy Karla B Abbade	Lecture on the scenery of diversity inclusion in the organizations.
UANA Voluntary Management Exhibition	ISAE/FGV Curitiba May 2007	Yvy Karla B Abbade	Present the social projects developed by the organizations selected to students.
Lecture by Ms.Yvy Karla Bustamante Abbade.	ISAE/FGV Curitiba July 2007	All collaborators of ISAE/FGV	Presentation of results of Ethos Institute International Conference on Sustainability
Event "Good Morning FGV". This is a breakfast	ISAE/FGV Curitiba July 2007	Norman de Paula Arruda Filho and students who are	Breakfast with students who are taking their Master's Degree, with



with students with the objective of establishing a closer relationship between students and the Board of Directors, to build their network.		taking their Master's Degree.	the objective of establishing a closer relationship with the Board of Directors. Many issues are discussed upon.
Presentation of Ms.Yvy Karla B Abbade.	ISAE/FGV Curitiba July 2007	For volunteer students as well as the presentation of organizations which will get benefits.	Complete presentation of UANA Program.
5th Managers' Development Study Group Meeting - UNILEHU	ISAE/FGV Curitiba July 2007	Yvy Karla B Abbade	The theme was "Relational Psychomotricity in Organizations", by Professor Consuelo Mara Klug and Irene de Lourdes Tozati.
Lecture by Rubens Mazzali to participants of Uaná Program	ISAE/FGV Curitiba July 2007	For volunteer students as well as the presentation of organizations which will get benefits.	"The Third Sector and the importance of volunteer work".
Free Course – Competence Development Program– "Overview of Disabled People, Education and Citizenship".	ISAE/FGV Curitiba July 2007	Yvy Karla B Abbade All collaborators ISAE/FGV	UNILEHU in partnership with ISAE/FGV, with the objective conceptualization, fundamentals, design and facilitation of propositions in action practices Part I has dealt with Identity and Difference.
Quality of Life Program	ISAE/FGV Curitiba August 2007	All collaborators ISAE/FGV	"Stress" and what to do to keep it away.
Lecture by School of Planning from the University of Cincinnati	ISAE/FGV Curitiba September 2007	Norman de Paula Arruda Filho  Sergio Pires  Yvy Karla B Abbade	The Challenge of of Building Sustainable Communities – the case of Thirasia / Santorini Island– Greece
Lecture " The best Brazilian cities to build up a career"	ISAE/FGV Curitiba August 2007	Norman de Paula Arruda Filho	
Lecture "Career Management in the 21st Century".	Londrina /PR August 2007	Norman de Paula Arruda Filho	
Forum of Work Environment of Public	MPT Curitiba August 2007	Yvy Karla B Abbade	Meeting Committee of Inclusion of Disabled People .

Ministry.			Epidemiological Technical Nexus”, by Simplicio Carlos Barbosa, chief of Management Service for the Retired People of INSS.
Campaign “ Be a part of it – 8 ways to change the world”.	ISAE/FGV Curitiba August 2007	Yvy Karla B Abbade	Celebration of National Day for Citizenship and Solidarity. A campaign was set for all students and collaborators of ISAE/FGV.
Lecture” The Role of Education in Contemporary Career”.	ISAE/FGV Curitiba August 2007	Norman de Paula Arruda Filho	
Lecture on Eco-efficiency and MDL.	ISAE/FGV Curitiba September 2007	All collaborators ISAE/FGV.	
Life Quality Program – Lecture on Nutrition	ISAE/FGV Curitiba September 2007	All collaborators ISAE/FGV.	
4th Meeting – Committee for Inclusion of Disabled People in Work Environment	MPT Curitiba September 2007	Yvy Karla B Abbade Committee for Inclusion of Disabled People in Work Environment	Forum of Work Environment Protection. The objective of the event was to present the conquests and advances of the inclusion of disabled people in the work market, making it evident the work of the committee as a forum which congregates all sectors from society for discussion, information and awareness to the theme.
Meeting with Associate Companies to Ethos Institute, in Paraná	ISAE/FGV Curitiba September 2007	Yvy Karla B Abbade Associate companies to Ethos Institute, in Paraná	Objective: Workshop GRI – Sustainability Report
2nd Talk ISAE/FGV	ISAE/FGV Curitiba September 2007	All collaborators ISAE/FGV.	Objective: establish a close relationship among employees and board of directors, through an informal talk
Event promoted by the Nucleus of Social	Plenary of House of Representatives	Organized by Ms. Yvy Karla B Abbade with the following	In this event people from all over the world will speak up their

Responsibility and Sustainable Development “Stand-up and Do Your Part for the Millennium Development Goals against the differences“	Curitiba Outubro 2007	lecturers: Dr. Norman de Paula Arruda Filho , lecture on “The Global Compact and the Millennium Goals” and by Mr. Rubens Mazzali on “The Millennium Goals in Brazil”.	issues in order for the governments , companies and the whole society, all together, keep their words, commit and share the responsibility to finish with extreme poverty and reach the Millennium Goals until 2015. The event was promoted by ISAE with the support of Curitiba City Hall, Central de Movimentos Sociais, Unilehu, Renault, Electrolux.
10th State of Paraná Congress of Human Resources – CONPARH	UNICEMP Curitiba October 2007	Relationship Marketing Area	Event stand exhibition
Launching of 2nd Version of Award Ozires Silva of Entrepreneurship in partnership with RPC	ISAE/FGV Curitiba October 2007	Norman de Paula Arruda Filho  Regina Ma. J. Lopes	Event “Entrepreneurship and Sustainability”. The objective of the event is to recognize and award the entrepreneurial and sustainable initiatives which contribute for the local and regional development.
Event “Promotional Market Intelligence”	ISAE/FGV Curitiba October 2007	Rubens Mazzali Yvy Karla B Abbade	Event promoted by Promotional Marketing Association – AMPRO in partnership with the Nucleus of Social Responsibility and Sustainable Development ISAE/FGV.
Launching of “Project Promo Sustentável”. The objective is to transform the old promotional materials gathered after events and campaigns from all publicity agencies to benefit the NGOs which work for the sustainability.	ISAE/FGV Curitiba October 2007	Rubens Mazzali Yvy Karla B Abbade Cida Nogarolli	Event promoted by Promotional Marketing Association– AMPRO in partnership with the Nucleus of Social Responsibility and Sustainable Development ISAE/FGV.
Ethos Institute Social Meeting to discuss about “Business Ethics”.	ISAE/FGV Curitiba October 2007	Norman de Paula Arruda Filho Yvy Karla B Abbade	Event promoted by ETHOS in partnership with the Nucleus of

		Rubens Mazzali	Social Responsibility and Sustainable Development ISAE/FGV
5th Meeting – Committee for Inclusion of Disabled People in Working Environment	MPT Curitiba Outubro 2007	Yvy Karla B Abbade	Forum of Working Environment– Ministry of Labor, with the objective of presenting the praxis of inclusion and the activities being done in the organizations.
Workshop – Applying the Ethos Indicators of Social Responsibility	ISAE/FGV Curitiba November 2007	Yvy Karla B Abbade - ISAE/FGV  Solange Rubio - ETHOS	Considered a “picture” of the action of a company with the use of Ethos indicators as a management tool. It is possible to get a real diagnosis in relation to RS. What is looked for is the true idea of what has been done in relation to environment, community, suppliers, organizational environment among others. With this action, the ISAE/FGV intends to make its stakeholders conscious about the issues as well.
6th Meeting – Committee for Inclusion of Disabled People in Work Environment	MPT Curitiba November 2007	Yvy Karla B Abbade	Forum of Work Environment– Ministry of Labor, with the objective of presenting the praxis of inclusion and the activities being done in the organizations.
7th Meeting of Managers’ Development Study Group - UNILEHU	Paraná Clínicas Curitiba November 2007	Yvy Karla B Abbade	Case Presentation of Management of Diversity of Paraná Clínicas– Preparation Program for Back from Retirement, by Mr. Armelino Girardi.
Launching Event of Development & Citizenship Program Petrobrás	Palácio do Planalto	Norman de Paula Arruda Filho	Launching of Development & Citizenship Program Petrobrás

Celebration Event for the International Day of Disabled People	Ministry of Labor Curitiba November 2007	Yvy Karla B Abbade	The objective was to strengthen society's confidence in the works developed by the institutions and make the continuation in 2008 possible . Recognize the importance of including disabled people in the organizational scope.
6th KM Brasil 2007 Annual Congress – Brazilian Society of Sustainable Knowledge: The Role of Knowledge Management	Hotel Century Paulista Curitiba November 2007	Norman de Paula Arruda Filho	“ Sustainability in Organizations: International Experience”

## **IX CONCLUSION**

The ISAE/FGV, as an Academic Institution, has emphasized more and more the development of Leadership Globally Responsible, based on Ethics of relationships and inspired by the challenges of Innovation and Corporative Sustainability. It is the North to where we go with intense determination.

More than determined, we are sure that our guiding concepts for a Responsible Business Education have been promoting new generations of leaders, corporative or institutional, ready for the noble mission of repositioning people and organizations for the present, which will be draw, with innovation, the sustainable development. Our future.

Globally responsible leaders are value generators. They value companies, their trademarks and their actions; they value people and their relationships; they value the environment and its resources. They value and establish value to themselves as intellectual capital, in which the organizations with good preview of the future definitely will invest on.

Therefore, the group of actions developed by ISAE/FGV tries to demonstrate not only the importance given to the issues related to the theme, but mainly the benefits of adopting this model in relation to the Millennium Goals, to the Principles of the Global Compact and to the Academic Principles of the Global Compact – the “Principles for Responsible Management Education”.

The responsible is whoever responds. Responsible Business Education is our response for the future.