

MATTOS FILHO >

Mattos Filho, Veiga Filho,  
Marrey Jr e Quiroga Advogados

# S O C I A L R E P O R T

2017  
2018



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# COLLECTIVE

impact should  
be the focus of  
private social  
investment

To maximize social investments count, businesses and civil societies need to strengthen a common agenda so that their actions can influence public policies

Our managing partner, **José Eduardo Carneiro Queiroz**, invited cofounder and executive director of the Igarapé Institute, **Ilona Szabó**, and **Regina Esteves**, the director president of Comunitas, for a discussion on the challenges and opportunities facing private social investment in Brazil.

**José Eduardo (JE)** - At Mattos Filho, we feel responsible for giving back to society a part of what we have achieved. And, this is especially important in a country like Brazil because of the serious gaps in the social, economic and educational spheres. What is the importance, from your perspective, of businesses engaging with private social investment in Brazil?

**Regina Esteves (RE)** - Private social investment is essential when you take into account economic and social sustainability. It plays an important role in driving actions that can bring an impact. We are at a point when you simply cannot continue to have sectors acting in different ways: the government on one side, private initiative on another and civil society on its own. These actors, when gathered around a common cause, are able to promote projects that will have better and more effective results for society.

**Ilona Szabo (IS)** - We are still far from understanding the potential of private social investment in Brazil. What we can see is that, the more companies add value to causes for the common good, the more they tend to flourish. However, not many companies understand this in our country. There is huge potential to add value to organizations working for the causes that need transformation, which would allow us to catch up on all that time we have lost.

**JE** - Public safety, for example, is one of the themes that we have largely attributed to the State, in the sense that it is not considered a private sector problem. What kind of participation should private social investment have in this area?

**IS** - For both public safety and municipal government matters, when I think of the role businesses should play, I see a lot of things they could do. We have gotten to this point with the view that public safety equals to

police. In fact, the safest places in the world are not those that have the most police, but where they actually have very engaged communities with public spaces for gathering, well-lit streets, satisfactory public infrastructure and where people interact with each other. When businesses understand that working toward public safety means, for example, caring for young children, improving school attendance rates and caring for public squares, libraries and schools, connections among individuals will be created and confidence will be enhanced. City councils working together with companies on local developments is, for me, a game changer.

**RE** - We have already passed the moment when it could be said that public safety is a government problem. Today, we cannot work through this theme individually. The problems are interlinked and so are the solutions. When we think of private social investment, the benefit is not just for the private sector. And, when actions are taken collectively, we can interact with public policies and increase the impact they have.



“Private social investment is essential when you take into account economic and social sustainability. We are at a point when you simply cannot continue to have sectors acting in different ways: the government on one side, private initiative on another and civil society on its own.”

*Regina Esteves*

**JE -** Thinking about this, how do we stimulate the private sector to act within a collaborative model with respect to social investment and, as a result, promote engagement?

**IS -** In Brazil, investments were made in local initiatives, but we are still far from understanding how they can impact public policies. I really like the collective impact methodology. We already have a large selection of partnerships in Brazil, and abroad, that we can study to see how it works. We have seen that when actors want to work in tandem, the result is much more exponential than when focus is placed on an isolated initiative. Whenever you can join forces and add value, partnerships will happen.

**RE -** I see significant evolution in private social investment: no longer it is about philanthropy, where donations were made as a way to appease to the conscience. That gave way to companies selecting projects that made sense for their own business purposes. Then, we saw another strong movement – volunteering. Now, we are at a stage when all needs must be integrated and engagement is, in fact, more strongly associated with causes rather than individual projects. Today, almost every citizen want to take part.

**JE -** This interest actually became very clear in our Mattos Filho 100% pro bono initiative, when we decided to hire a team of lawyers and interns who would be exclusively dedicated to *pro bono* and saw intense demand. It also represents one of the firm's investments that make our workplace even more attractive. The arrival of these talents will help bring new ideas. Over the past 15 to 20 years, more and more companies have begun to take an interest in that. What do you see as the main hurdle to be overcome to increase private social investment in Brazil?

**IS -** In our country, I see some causes that are embraced by many, but lack a common agenda, because a collective impact methodology is not used for targets. Education, for example, could enjoy greater synergy with institutes and foundations that work with this theme. Other causes are left alone, perhaps because they are riskier, such as public safety. So, there is a level of risk in social investment that restricts companies from offering support beyond what they already do. There is a lack of spirit and knowledge about partnership. In developed nations, every public square, school or library has its public council that includes companies in that neighborhood and citizens who live there. We need to advance toward this kind of model in which companies feel part of public policy.

**RE -** First, there is a need for a coalition based on public interest agendas, as well as to work to minimize any discomfort caused by uncertainty arising in relationships with the government, in an environment may not be so transparent. At the same time, as an organized civil society, we are starting to realize that projects cannot be designed based solely on where we think financing opportunities exist. A purpose of contribution is also needed. If that part is clear, it is possible to get resources and create engagement. Social investment policies need collective interest.

**JE -** In 10 or 20 years' time, how would you like Brazil's private social investment landscape to look like?

**RE -** The current and future environment is crying out for partnerships. We need to rethink social investment policies, as well as how the community as a whole can get involved. The second point is flexibility because digital communication brings with it the need to adapt quickly. This is a benefit, technology helps us, but social investment projects and actions really need to be very flexible to

avoid missing opportunities to engage and mobilize the masses through the use of digital platforms. The third point is that every project needs to have a collective social impact, otherwise, they become unsustainable.

**IS -** Civil society needs to learn to rely less on the government promoting private social investment initiatives and to be more on partnerships to empower social-environmental actions. It is also impossible to imagine that Brazil's reconstruction will happen without everyone being engaged. We need to disseminate the good examples, as well as the lessons learned from what has not worked out so well.

“We need to advance toward this kind of model in which companies feel part of public policy.” *Ilona Szabó*



*Regina Esteves, Ilona Szabó and  
José Eduardo Carneiro Queiroz*





# COMMITMENT

HOW CAN WE CONTRIBUTE  
TO TRANSFORM SOCIETY?

How can we contribute to solutions to society's most latent demands? In response to this challenge, we have doubled down on our efforts and increased the scope of social actions dedicated to our internal public and society as a whole, in addition to conducting business in line with our shared responsibility for Brazil's social development. We are increasingly working toward creating value not just for our professionals and clients, but also beyond the confines of our firm.

In our second Social report, we have gathered consolidated and well established initiatives in 2017 and 2018 with an emphasis on our work regarding themes essential for the new generation. We believe that the firm of the future is one that acts as an agent of transformation for society by investing resources and professionals into initiatives with a proven social impact.

In light of this, we have adopted a new **Corporate social responsibility policy** that is in line with our strategic planning and reflects the commitments we have made together with the United Nations (UN) and other national organizations. The way we run our daily business and interact with the public are based on the same principles used internationally to govern human rights: the promotion of equality and diversity, respect for people and transparency.

In the past two years, we have also led and refined a variety of projects, of which the expansion of pro bono services offered through the firm's **Mattos Filho 100% pro bono** program is especially noteworthy. This initiative increases the hours of free legal services we provide to cases relating to human rights for women, the LGBT+ community and refugees, in addition to legal support for civil society organizations unable to afford legal fees.

As a firm of the future, committed to diversity of its professionals and equal opportunities, we reinforced our **Diversity and inclusion program** to entice and retain talents of all ages. In this way, we have made our workplace even more attractive, diverse and inclusive, while also influencing the industry we work in.

This set of initiatives has given the projects we dedicate ourselves to an extra dimension, visibly increasing the impacts and results achieved within the scope of our social responsibility. We are on a journey of constant innovation, renovation and reinvention for the way in which we contribute to society, whether that comes from actions directed at our internal public, or through our involvement with our surroundings and society at large.

We have no doubt that the sustainability of a law firm lies in caring for its people, who are its workforce, as well as in seeing the importance of and encouraging citizenship and the exercising of rights. This is a one-way street with no return that leads to the economic and social development of our country.



Mattos Filho complies with the UN Corporate Code of Conduct that seeks to confront discrimination against lesbian, gay, bisexual, transvestite, transgender and intersex individuals

The defense of human rights and promotion of diversity are encouraged by our firm on a daily basis, across a variety of fronts and, especially, through our partnership with the **United Nations (UN)**. One of the highlights is our joining the **Comitê Brasileiro do Pacto Global (CBPG)**, mobilizing the business community to adopt social corporate responsibility and sustainability policies.

Our engagement in favor of gender equality was also strengthened by our continued support for **HeForShe** and the **Women's Empowerment Principles**, a set of considerations promoted by **UN Women** to encourage the involvement of the private sector in this cause, across the world.

Furthermore and still within the scope of the UN, we were the first Brazilian signatory for the Free&Equal global campaign, which promotes equal rights and fair treatment for members of the LGBT+ community. In this context, Mattos Filho complies with the **Padrões de Conduta para Empresas** that aims to confront discrimination against lesbian, gay, bisexual, transvestite, transgender and intersex individuals.

We believe that any environment with a plurality of ideas and professional profiles is essential for creativity, the development of innovative solutions and finding answers to complex challenges with greater assertiveness. This is why our Diversity and inclusion program encourages these values and acts to entice, develop and retain the widest variety of talents possible.

# NEW INITIATIVES AND ACHIEVEMENTS

# IN DEFENSE OF women's rights

According to a 2017 global survey by the World Health Organization (WHO), 35% of women have suffered physical or sexual violence from their partners or a third party, at some point in their life. In Brazil, the Brazilian Institute of Geography and Statistics (IBGE) conducted a survey in 2016 that shows women tend to have a higher level of education than men, but earn 24% less than their male counterparts. Meanwhile, a study carried out by Talenses, a recruitment and selection consultancy, in partnership with education and research institution Inspere, revealed that, of the 339 Brazilian companies which participated, only a small proportion had women in leadership positions: 21% in management, 17% in vice-presidencies and 9% on their boards.

Faced with the persistent gender inequality and violations of women's rights, we have put together actions to promote equal opportunities and combat any kind of violence and discrimination.

We provide legal assistance to civil society organizations dedicated to women's rights and have, through **Mattos Filho 100% Pro Bono**, achieved a variety of accomplishments. In partnership with **Anis – Instituto de Bioética, Direitos Humanos e Gênero**, we have worked on a *habeas corpus* in which the Federal Supreme Court (STF) ruled, based on the Legal Framework for Early Childhood (Law No. 13,257/2016), to allow pregnant women, mothers of children up to the age of 12 and mothers of children with disability who were being provisionally detained to be able to await trial under home arrest.

We expanded the reach of our *pro bono* services by accepting cases for individuals, contributing to individualized matters and offering legal support for iconic cases, such as "**Alyne Pimentel versus Brazil**", considered a landmark in the recognition of women's rights to a safe maternity and



We provide legal assistance to civil society organizations dedicated to women's rights and, through **Mattos Filho 100% pro bono**, achieved a variety of accomplishments

access to basic healthcare services. A woman from Belford Roxo, in Rio de Janeiro, Alyne was 28 years old and six months pregnant when she died in a public hospital due to lack of satisfactory medical care.

We dedicate our efforts to training young women through the formalization of activities of **Empodera**, an organization that offers girls aged 10 to 14 sports activities and workshops in leadership, self-esteem, sexual rights and financial education.

We also contribute to promoting gender equality by joining **Movimento Mulher 360**, a movement to financially empower women by encouraging the engagement of Brazil's business community and society in general.

## A look inside the firm

Completing three years of existence in 2018, our internal program dedicated to women – **4Women** – was refined and expanded. Because we understand that gender equality benefits everyone, men and women alike, one of the highlights of the program was the adoption of an inclusive point of view, where we came to engage our male professionals as allies in our initiatives.

Within the **#FalandoSobreElas** series of talks, open to the entire firm, we brought guests to discuss themes that enrich our understanding of empowering women, while our pocket talks – more intimate versions of the lectures originally intended as collective mentoring for women – saw our female partners share their

journeys and experiences with our lawyers, interns and trainees. Inspired by the HeForShe movement, we began special editions of mixed pocket talks in 2018, where our male partners and lawyers also discussed their roles in the promotion of gender equality and raising awareness of the theme among their peers.

In recognition of our commitment to gender diversity and the inclusion of women in Law, in 2018, Mattos Filho was named the **Best National Firm for Talent Management (Latin America)** by leading financial law publication **International Financial Law Review (IFLR)**. In this occasion, our initiatives in recruiting, developing and retaining women talents were highlighted, in addition to our efforts in developing leaders.

## Stephany Lima da Silva, 19 years old, a participant of the “Uma vitória leva à outra” project, conducted by Empodera, a Nonprofit Organization

“We, women, are fighting for equal rights in opportunities and in society. Before joining Uma vitória leva à outra, I used to be easily embarrassed, I wouldn't take a stand, I had never talked about empowering women with anyone. Through the project, I even found out about my rights, truly found out about myself and started to set goals and to want for change.

My mother was always a real fighter, she battled to raise us. My brother and I want to be like her. Today, after the project, she says she wants to be like me!

I know that, like the women in the project made the difference for me, I can make the difference in someone's life too.”





## promoting diversity and ensuring opportunities for all

To that end, in 2016 we created the **#mfriendly** affinity group that is open to all our professionals, whether they are in the LGBT+ community or not. Over the past two years, this group has brought representatives from organizations and companies around the world for a series of talks aimed at expanding the understanding of the theme, much like that achieved by our program for women.

We restated our support for the LGBT+ cause by signing the letter of inclusion for the **Fórum de Empresas e Direitos LGBT**, which includes ten commitments regarding respecting and promoting the rights of these individuals. In parallel, we were on the forum's steering committee, helping with contributions to defining its strategies.

We also met with a variety of national and multinational companies during the **Out&Equal Brazil Forum** and **Reaching Out Brazil 2018**, events by international nonprofit organizations dedicated to promoting gender equality in the market. The aim is to discuss LGBT+ inclusion strategies for the market, stimulate the search for career opportunities among young LGBT+ students and professionals, and promote the benefits of diversity in corporations.

A study by the Human Rights Campaign Foundation shows that 53% of LGBT+ professionals in the US do not declare their sexual orientation at work. Reasons vary from a concern with making others uncomfortable, through worries that they will be typecast or lose friendships with colleagues, to a fear of their careers being harmed.

Making our firm ever more inclusive, ensuring opportunities for professional development open to everyone and retaining talents are the goals we have when we bring themes relating to the human rights of lesbian, gay, bisexual, transgender and intersex individuals to our places of work. It is also how we intend to inspire our network and encourage the debate on the topic.

Furthermore, Mattos Filho joined efforts with more than 30 companies and nonprofit organizations by signing a manifesto requesting that Brazil's 2018 presidential candidates recognize the importance of inclusion of the LGBT+ community in the workplace. The letter, drafted with Out&Equal, was disseminated by the Dignity Group and the National LGBTI Alliance.

## Legal support to the rights of the LGBT+ community

We incorporated issues from the LGBT+ community into our **Mattos Filho 100% pro bono** practice, including the fronts for the defense of human rights and the institutional strengthening of civil society organizations.

In 2017, our first legal action to officially redefine the first name and gender of a transgender man was entirely granted by the court after a little over two months of work. We argued that identity is a principle of human dignity and that the self-determination of one's own gender is a right of freedom to develop the personality.

The court authorization to redefine official documents was one of the transgender population's biggest legal demands. Since March 1, 2018, the Supreme Federal Court has come to recognize the right of all transgender individuals to change their first name and gender directly at civil registries.

The ruling ensured legal safety and is considered a step forward for the equality of rights in Brazil. Despite the binding nature of the ruling, many registries are still unaware of the option to make these changes, leading us to hold training courses for lawyers and interns interested in working on this kind of case.



**Maria Vitória Maia**, 58 years old, psychologist, psychoanalyst and volunteer in the **Casinha** project

"I got to know Casinha through my daughter, who is lesbian, and I volunteered. It was then that I discovered I could do something beyond social services, thinking about how to transform this experience into research and generate new ideas that could be disseminated. Casinha is a place that makes it possible to have that feeling of belonging, as well as supporting education and physical and mental health. You cannot put a price on that!

I see society talking about inclusion more and more, but so little is done to make it happen. There are also two tough challenges coming up: overcoming prejudice and the road to inclusion. This is because an inclusion that levels is as bad as, or even worse than, exclusion, because you are forcing others to be what you want them to be."

***Casinha** is an institution located in Rio de Janeiro (RJ) and dedicated to taking in and the social inclusion of LGBT+ individuals who have been thrown out of their homes or are at risk of psychological violence because of their sexual orientation or gender identity. Mattos Filho provides legal consulting for the institution.*



# Inclusion

## of different racial-ethnic profiles in the legal market

The National Household Sample Survey by the Brazilian Institute of Geography and Statistics (IBGE) shows that 55.8% of Brazil's population is made up of individuals who are self-declared black or brown.

In 2018, we launched **Soma**, seeking to promote ethnic and racial inclusion in our firm, in order to attract and retain talents. Similar to the firm's other affinity groups, the initiative brings together our professionals with the purpose of expanding awareness on the theme of race in the corporate world and, in particular, the legal field.

Soma also began its series of talks during our firm's first edition of **Diversity week**. At the time, our professionals were able to participate in a meeting that discussed strategies to overcome racial inequality in the business world. The table counted with

the presence of Rachel Maia, founder of Capacita-me, and Cida Bento, who runs the Centro de Estudos das Relações do Trabalho e Desigualdades (CEERT) and is a member of the Permanent Forum for Racial Equality.

In a joint effort to promote equal opportunities and make Brazil's ethnic and racial profiles more heterogeneous in the legal field, Mattos Filho and other law firms created the **Aliança Jurídica pela Equidade Racial**, which aims to raise awareness in legal circles of the challenges faced by equality and to stimulate an exchange of experiences to leverage racial equality in the industry.

Our commitment to the theme also passes through support for initiatives such as **Incluir Direito**, a project by the Law Firms' Study Center (CESA) that, every year, offers ten black law students at Universidade Presbiteriana Mackenzie personalized training so that they can compete under equal conditions for positions at the country's top firms.



### Rachel Maia, 47 years old, administrator and founder of Capacita-me

"Companies should act as influencers in their surroundings. We are in a different moment and need to make the most of what we have at play. Women earn 24% less than men and that must be questioned.

Within the universe of inclusion and gender, companies are trying to understand this change in mindset. How do you achieve gender and racial diversity if you do not put in place representatives of this population to discuss

the theme and act on important questions in the corporate market? Ethnic specificities should be celebrated because they are the differences that bring us together and must survive together for the success of the human race. If I can introduce diverse thinking to a company, at the end of the day, it will see more profits, more revenues.

With my personal resilience, I had the privilege of heading more than one company. I was considered a 'white elephant', because of my rarity, but I have also had the opportunity to, based on my roles, disseminate an inclusive way of thinking, and that has been very important to me."



# REFUGEES:

the right to shelter  
and dignity

The number of people forced to relocate in the world reached a new high in 2017: almost 69 million individuals, the majority (52%) under the age of 18, according to data from that year collected by the United Nations High Commissioner for Refugees (UNHCR). Also in that year, Brazil recorded the largest number of refugee requests since the creation of the National Refugee Committee of the Ministry of Justice: there were 33,865 submissions, a leap of 226% compared to numbers for 2016.

Faced with the relevance of the topic of refugees in Brazil, we continue to provide free legal assistance to this public. It is a way to give back effectively, considering the difficulties that refugees have to overcome in this country, as well as to ensure their right to dignity and shelter.

We expanded our services to private individuals and cases relating to refugees and asylum seekers, indicated through a cooperation agreement we have with the Carit s **Center of Excellence for Refugees**. In 2017, we provided legal assistance to

individuals from Syria, Morocco, Guinea, Guinea Bissau and Egypt. In 2018, we built on our partnership with the **Peace Mission**, a leading organization in the sheltering of migrants in S o Paulo (SP).

Mattos Filho has developed several teams in an integrated and coordinated manner to help resolve conflicts relating to family rights, real estate and civil litigation, in addition to accompanying clients at conciliatory hearings in small claims courts.

In partnership with **TrustLaw**, the global *pro bono* program of the Thompson Reuters Foundation, we conducted a research study on the Brazilian legislation applicable to migrant and refugee children and adolescents. As part of the analysis carried out in several countries, we interviewed specialists from the Office of the Public Defender, the Ministry of Justice, the Federal Police and S o Paulo Court of Justice.

With **Fair Trials**, we produced a study on the human right to a fair trial. The survey was part of a compilation of laws on the topic from several countries and was presented during a session of the Inter-American Court of Human Rights.





Custody hearings  
and ensuring the

# right to defense

Brazil has the third-largest incarcerated population in the world with 726,000 detainees across the country. According to the National Justice Council (CNJ), 40% of those have not yet been sentenced. Custody hearings, which are when defendants who are caught in the act must be brought before a judge within 24 hours of being apprehended, are a mechanism created by the CNJ to combat mass incarcerations and avoid unnecessary prison time through alternatives to pre-trial detention.

Starting in January 2018, through our partnership with the **Pro Bono Institute**, we began working with custody hearings at the Itapecerica da Serra courts, serving a very vulnerable population of São Paulo. To ensure the right to defense, we represented detainees caught in the act for the first time.

Our work in the custody hearings was made possible through the launching of Mattos Filho's White collar crime practice, in 2017. With the support of a specialized team that offers technical assistance of utmost value to this kind of *pro bono* work, we became the first prominent law firm to become involved in these kinds of cases.

Picture: Jéssica Tolotti Canhisares, Gabrielle Graziano e Gabriela Trovões Cabral, Mattos Filho lawyers who worked in a custody hearing in Itapecerica da Serra

“The custody hearings give us, lawyers, the opportunity to make a difference in society and in the lives of people. We know this person is back to his home today because we volunteered and acted to ensure his rights were respected.”

**Jéssica Tolotti Canhisares,**  
lawyer at **Mattos Filho**





# Mattos Filho Institute

Led by the firm’s partners, the **Mattos Filho Institute** was launched in February 2018 with the mission of promoting the law and reinforcing access to justice for a free, diverse and democratic society.

Independent of the firm and with the purpose of bringing a positive impact to society, the institute acts on four main fronts: access to justice, grant scholarships to diversify the profiles of legal professionals, develop new methodologies to spread legal knowledge, and support civil society initiatives aimed at promoting diversity and citizenship. It is an important initiative that significantly expands the contributions of the firm’s partners to making justice accessible and for the common good.

The Institute is able to operate because of yearly donations from the firm’s partners. With a view to financial sustainability, the project also counts with 20% of the annual revenues of an autonomous investment fund, which was also set up based on our partners’ financial contributions.

# Mattos Filho 100% pro bono

*Pro bono* work is part of our history and organizational culture. Pioneering support which was set up almost two decades ago has allowed us to provide voluntary and free services for legal demands from organizations and private individuals unable to afford legal costs.

In 2018, through an initiative unseen in the country, our pro bono services reached a new level with the launch of **Mattos Filho 100% pro bono**, transforming our established program into one of the firm’s practices. With a team comprising dedicated, full time professionals, bringing legal experience focused on public interests and human rights, this practice will allow us to expand the scope of our pro bono activities and our dedication to themes such as the rights of women, the LGBT+ community and refugees, as well as representation of clients in custody hearings.

Between 2017 and 2018, more than 12,000 hours were donated to pro bono cases. We expect this number to triple over the next few years. We will also be better positioned to use our expertise and quality services in case of strategic litigation for human rights, being proactive and taking a structured approach to public interest issues.

We also disseminate legal knowledge for human rights advocacy projects, legislative monitoring, draft bills and actions with broad repercussions. Among the national and international institutions with whom we interact, are TrustLaw – Thomson Reuters Foundation – Cyrus R. Vance Center for International Justice, Center for Reproductive Rights, Pro Bono Institute, ANIS – The Institute of Bioethics, Gender and Human Rights, Carit s Center of Excellence for Refugees, Peace Mission and the Together for The Sustainable Development Program.

# Between 2017 and 2018:

+12,000  
hours spent

326  
professionals  
committed

157  
cases

80  
clients, including  
civil society  
organizations and  
private individuals



Left row, from the bottom to the top: Francisca Guerreiro Andrade, Roberto Quiroga Mosquera, Let cia Ueda Vella, Fl via Regina de Souza Oliveira;

Right row, from the top to the bottom: Carolina Bigulin Paulon Moreno, Bianca dos Santos Waks and B rbara Correia Flor ncio Silva.



# Stimulating CITIZENSHIP Strengthening DEMOCRACY

For a strong democracy, we believe it is essential to support good governance practices, transparency and social participation. These initiatives sustain civil society organizations and transformational groups sponsored by Mattos Filho in its efforts to improve public management and promote citizenship.

One of these projects is the **Juntos pelo Desenvolvimento Sustentável (Rede Juntos)** program, an initiative by **Comunitas**, which brings together business leaders who believe in the transformative power of private social investments and in its potential to improve public management in Brazil's cities. Mattos Filho's partnership in the project was reinforced by its participation in the governance committee and through the offering of pro bono hours in the creation and publishing of specific works for the program.

Among our contribution, are the book **Aspectos Jurídicos das Relações Público-Privadas no Brasil** (Legal Aspects of Public-Private Relations in Brazil) and the booklets **Gestão de Saúde Pública** (Public Health Management) and **Equilíbrio Fiscal: Diagnóstico da Folha de Pagamento** (Tax Balance: Diagnosing the Payroll), which contain guidance for the improvement of management processes and propose solutions regarding how city councils can use public resources more efficiently, allowing them to offer better services to their population. The contents of the booklets were made freely available on the Rede Juntos, website for use by mayors and public agents, expanding the initiative's reach beyond those cities where the program was in place.

## #votoLEGAL

In 2018, we republished the booklet ***Eleições 2018: Prepare-se para o voto consciente*** (2018 Elections: prepare yourself for a conscious vote) that was made available through Mattos Filho's digital channels and distributed as print copies to its partner institutions, with the aim of contributing to citizenship. The volume contains general election information, especially on the roles of elected officials and the electorate after the contest, the election calendar and the public offices being campaigned for that year. Another integral part of initiative was the launch of the **#votoLEGAL** campaign which was made up of a series of weekly posts on the firm's social media and aimed at informing civil society about the electoral process and supporting investment into a conscious election.





# A NEW GENERATION OF WOMEN LEADERS

Through our *pro bono* work, we support groups and civil societies that have the power to transform. Our efforts contribute to improving the organizational abilities and financial sustainability of these organizations. Therefore, they are able to influence public policies and contribute to reducing the distance between civil societies and the State.

We support the **Instituto Update**, a digital platform that maps out and gathers alternative political participation projects that are emerging across Latin America. They are new initiatives created by a variety of groups, from governments think tanks to social movements, in order to empower civil societies and highlight new points of view for democracy in the region.

With a core mission of expanding the representation of women in politics, through the strengthening of women's mandates and candidacies, the **Instituto Alziras** is another initiative supported by Mattos Filho. The organization seeks to promote a stronger presence of women in politics so that we can all benefit from more public policies promoting gender equality in Brazil.

By associating responsible governance with the promotion and defense of human rights, and being in line with the key agenda of our social efforts, the digital platform **#MeRepresenta** also benefitted from our firm's *pro bono* work. The initiative maps politicians committed to human rights across the entire country and, by cross-referencing data, connects candidates with voters with common interests.



## Alzira Soriano de Souza

was the first woman to win an election in Brazil and Latin America's first elected woman mayor. A widow and mother of four daughters, she ran in the city election of Lajes, in the state of Rio Grande do Norte, three years before women won the right to vote in Brazil. She received 60% of the valid votes and began her term in 1929.

*Picture: Instituto Alziras*

**Larissa Santiago**, 31 years old, coordinator of **Blogueiras Negras**, an initiative that is part of **#MeRepresenta**

"Starting with the support from #MeRepresenta for Blogueiras Negras blog – a platform that includes authors of real stories and fiction on being black, racism and black feminism – we began to help with the insertion of women into Brazil's political landscape.

We help in the cultural and political education of young black and Afro-descendant women and, crucially, offer support for these women to understand the need and importance of fighting for public and political spaces in order to change their own realities, as well as those of their communities. In this way, these young women will come to understand that their place can also be in politics. We are helping to create a future generation of candidates."





# CORPORATE VOLUNTEERING:

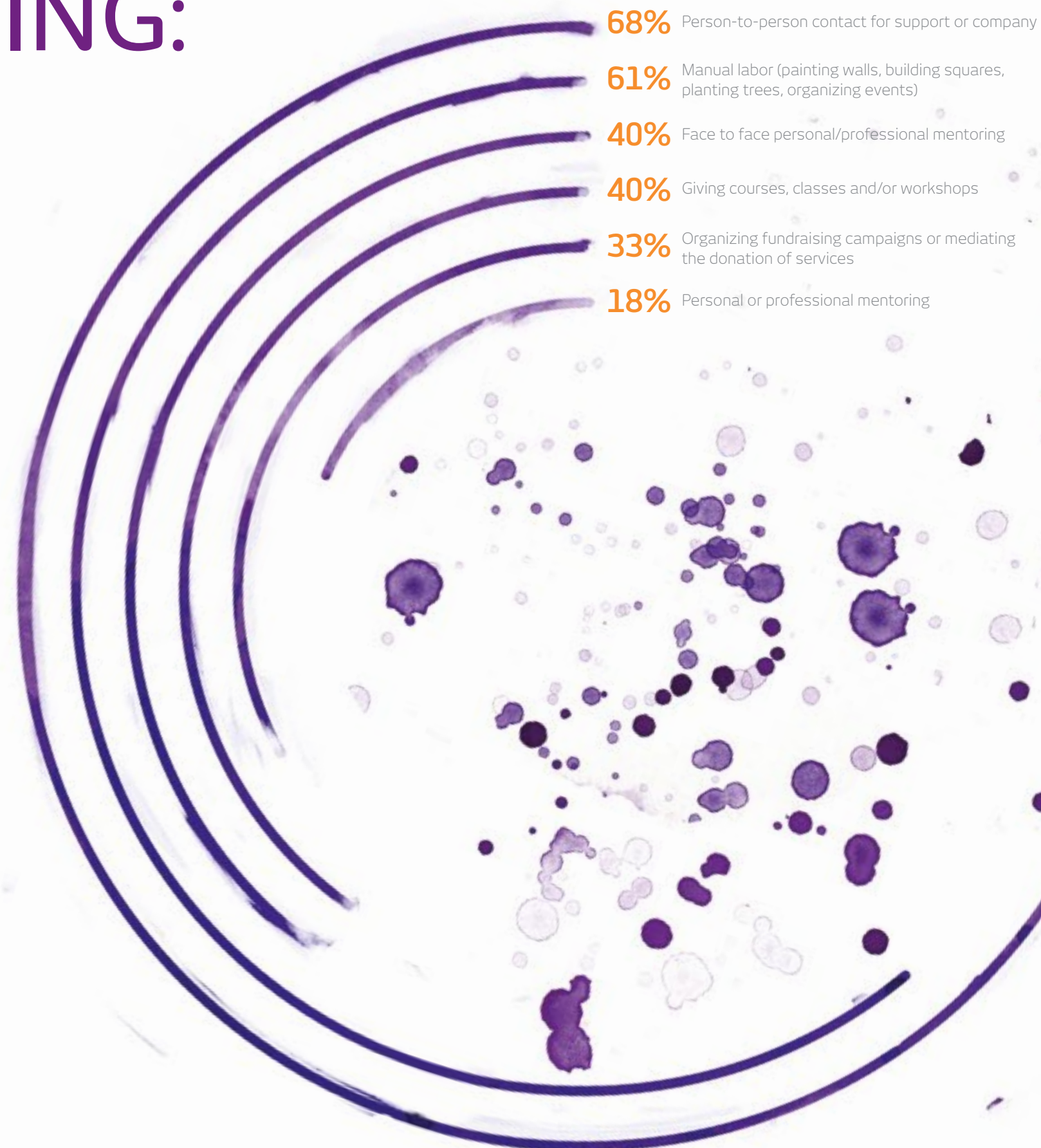
engage to **promote change**

We promote social responsibility among our professionals through a corporate volunteer program. To ensure the initiative's alignment with the firm's new Corporate social responsibility policy, we conducted an internal survey to listen to what our professionals had to say. It allowed us to take their interests into account, thereby favoring their engagement with volunteer activities. Based on that survey, we arrived at a model that benefits organizations, which promote the defense of human rights for women, LGBT+ community members, refugees and migrants, in addition to working with projects close to our offices.

The survey also revealed important details about the activities our internal public are most interested in. For example, almost half (44.9%) of our professionals showed a preference for volunteer work of a continuous nature; that is, where there is regular contact with the people or organizations in question.

## Corporate Volunteer Survey Mattos Filho – 2018

The types of activities that our professionals would most like to develop\*:



\*NB: the question allowed for more than one answer; therefore, the total adds up to more than 100%.



# EDUCATING TO TRANSFORM

In Brazil, 41.5% of young adults do not finish their secondary education by the age of 19 and 25.8% of those aged 16-29 are unemployed and not studying, according to a study by the Instituto Brasileiro de Geografia e Estatística (IBGE), published in 2017. Aware of the role of the private sector in elevating the country's educational standards, Mattos Filho supports the **Instituto Social para Motivar, Apoiar e Reconhecer Talentos (Ismart)**. It identifies young adults in low-income situations and awards study grants for top private schools, giving access to professional development and orientation programs, from primary schools up to universities. In partnership with Ismart, we give out five scholarships at Brazil's most renowned universities to young adults wishing to study law.

**Raul Passos**, 23 years old, who was awarded a scholarship and a current law student at Pontifícia Universidade Católica de São Paulo (PUC-SP)

"My life was basically just going between my home and the public school where I studied. With the study grant from Ismart, I came to have a more critical and complete vision of society and my surroundings. I am the first in my family to enter a top university and, as a future lawyer, I hope to be able to make an impact on society's issues, giving back some of what it gave me."



**Charles Mbole**, 29 years old, a refugee from Cameroon

"When I arrived in Brazil, I had not finished my academic education. Now, with a study grant in a leading university, the future seems to hold promising things. Without an education, nothing is possible; there is no personal development and society does not develop you."

Through Ismart, we participated in the **Conexão Profissão** program, a mentorship scheme in which our firm's professionals accompanied undergraduate students and shared their insights of the market and careers.

Within the field of education, we also offer two full scholarships to refugees, one from Angola and the other from Cameroon, who were approved in the selection process for the business administration program at Fundação Getulio Vargas. In parallel, we created the **Bolsa Perpétua Mattos Filho**, in partnership with the **Endowment Direito GV** fund, which selects a graduate student every three years from those enrolled in the Faculdade de Direito da Fundação Getulio Vargas to receive monthly financial assistance.



# Culture

## as an incentive for critical thinking

Essential to building critical thinking, we believe that supporting culture also promotes citizenship and the connection between people with different points of view. Our firm works together with institutions that invest in critical thinking and other benefits for society, such as **Frontiers of Thoughts**, an initiative that brings together specialists and intellectuals to discuss contemporary and urgent themes. Among the thinkers who have already participated in their series of conferences is Gilles Lipovetsky, the French philosopher and theoretical thinker behind hypermodernity, Amos Oz, the Israeli writer and political activist, Leonardo Padura, the Cuban writer and journalist, Niall Ferguson, the British historian and researcher, Deirdre McCloskey, the American economist and defender of the rights of transgender individuals, among others.

For the past three years, we have supported the **Fundação Orquestra Sinfônica do Estado de São Paulo (Osesp)**, a nonprofit organization with the objective of supporting, fostering, developing and promoting culture and education, focusing on concert, instrumental and vocal music. Our firm contributes so that the OSESP can continue to promote musical culture and fulfill its important role in society, which includes, in addition to the commitment to musical performances par excellence, organizing socio-educational activities for children in public schools, providing tickets at affordable prices and offering free concerts on Sundays, therefore, expanding the population's access to culture.

We are also partners of the **Pinacoteca do Estado de São Paulo**, a museum focused on the visual arts, with an emphasis on Brazilian production from the 19<sup>th</sup> century to current themes. Our support allowed for the museum to exhibit: "In the Suburbs of Modernity – Di Cavalcanti 120 years", a retrospective of one of Brazilian Modernism's most famous artists, as well as the showing "Radical Women: Latin American art, 1960-1985", which shone a spotlight on the work of plastic artists from the region.

In Rio de Janeiro, where we celebrated 20 years of services, we also supported the Dell'Arte Season, a program with musical concerts and theatrical, ballet and contemporary dance presentations at the city's **Theatro Municipal do Rio de Janeiro**.

Our firm also worked together with the **Memorial da Luta pela Justiça – Advogados Brasileiros contra a Ditadura** project. Currently being renovated, the museum occupies a mansion on Avenida Brigadeiro Luis Antônio, nearby our São Paulo office and where, during the dictatorship, political prisoners were tried by the 2<sup>nd</sup> Judiciary Military Circuit. The premises, which is one of the symbols of the fight for democracy, saw defendants and their lawyers enforcing the right to defense and imposing a resistance to the State of exception, which violated the laws and rights of its citizens.



### Emmanuele Baldini, 46 years old, violinist and *spalla* at OSESP

"I arrived in Brazil in 2005, from Italy, to spend a period at the Orquestra Sinfônica de São Paulo (OSESP) before it became a foundation. After more than ten years, I can say that there is no doubt OSESP is the largest and best ambassador for music in Brazil and Latin America.

One of the things that impressed me the most at the orchestra is everything that happens beyond the concerts. OSESP understood the Brazilian reality, it took on the role of being an institution that offers more than high quality concerts, every week, and it always maintains its focus on society, giving special attention to its youngsters. When the orchestra is on the stage, a special something forms with the audience, a staggering exchange of energy. Here, I find a very rare balance between humanity and professionalism."



# Social inclusion THROUGH SPORTS

An important element in the sense of collectiveness, sports offer a safe road to social inclusion. Mattos Filho supports organizations such as the **Instituto Reação** – founded by Flávio Canto, a former Brazilian judo master – that serves 1,300 children with judo classes and socio-educational activities in Rio de Janeiro's communities. We are also partner with the **Instituto Cesar Cielo**, established by the Olympic champion of the same name, which offers swimming lessons to children in the interior of São Paulo State.

In 2018, we began supporting the **Associação Desportiva para Deficientes (ADD)**, which provides technical training for professional wheelchair basketball teams (Magic Wheels and Magic Hands). Our support is helping the teams to prepare for the 2020 Tokyo Paralympic Games.

Our firm also supports the **Fundação Gol de Letra**, founded by soccer stars Raí de Oliveira and Leonardo Nascimento de Araújo, and offers arts workshops for corporal communication and expression to adolescents from São Paulo city in situations of social vulnerability.



**Pedro Vieira**, 24 years old, pivot for the Magic Hands pivot, from the Associação Desportiva para Deficientes (ADD)

"I started at the age of nine, in an amateur team at the ADD, then I was selected for Magic Hands, which is considered the best adapted basketball team in the country. We are four-times winners of the Brazilian championship and reached the Rio Olympics, in 2016. It was immensely gratifying to represent my country! We came in fifth, our best result, yet, in the paralympic sport.

When you play sports, you evolve as a human being. It helps you to learn to respect people and discover your limits and, for many of the athletes in our team, playing professional basketball represents rehabilitation and the chance to reintegrate with society.

Now, my career goal is to be selected again for the national team for the Olympics in Japan, in 2020!"

## In 2017-2018, we achieved

# 29

projects supported  
with tax incentive

# 14

scholarships granted

# 82

events held by our  
affinity groups



Scan the QR code with  
your mobile phone to  
learn more about the  
partners in our social  
initiatives





# THE FIRM OF THE

# FUTURE

*By Oscar Vilhena Vieira*

The challenges placed in front of the new generations of lawyers are enormous. The future seems to have arrived early, before we have closed the doors to the past. The impact of globalization on the law, added to the disruptive effect that new information technology and artificial intelligence have on the profession are beyond measure. At the same time that we have to deal with these profound transformations, we also need to, in countries like Brazil, deal with an economy that is vastly inefficient and unable to include and benefit all segments of society. It is a State with ever increasing problems for the guaranteed wellbeing of its population, as well as educational standards that are compromising the future of our next generations.

On one hand, the process of globalization contributed to economic development and increased wealth, with the law being an important role in the architecture of the new international economic system. However, there has also been a strong impact with increased inequality, destabilized politics and the erosion of the social fiber across many regions in the world.

This new reality has given rise to a series of demands for greater social inclusion, recognition of differences, democracy, economic and environmental sustainability and consumer rights, as well as stricter standards of integrity and transparency in the relationships between businesses and the State.

These aspirations have come to be considered as the social responsibility of market players. More than that, many of them have become legal obligations, incorporated by international treaties and a set of "standard rules" that are shared internationally and have become part of many national systems.

A demand for greater inclusion, diversity and responsibility in the social and environmental fields, together with the need to contribute to an increased integration and stability of communities, has come to require different qualities and skills from legal professionals and their workplaces.

These demands for transformation in the legal world have arisen from clients, collaborators, consumers and partners alike – who all see themselves pressed by a more aware society –, as well as from the new generations of young lawyers who are arriving at firms in search of a profession that is more creative, flexible and committed to the many challenges faced by our communities.





Faced with these changes of economic, technological and cultural natures, the law firms of the future will have to show an enormous capacity to reinvent themselves. There are three most pressing challenges: the first is to become more inclusive, diverse, multidisciplinary and flexible. Otherwise, they will be unable to attract the top professionals who are increasingly demanding vibrant and creative workplaces, to deal with the complexity facing us. The second challenge is to raise the standards of transparency, integrity and responsibility in your services. Even if a lawyer's work cannot be mistaken for a client's business, in the measure that legal issues come to occupy an increasingly greater role in the way clients' business are structured, the profession will also come to be more and more jointly liable for its consequences. This becomes even more relevant for companies' legal departments.

The third challenge firms and professionals will face in the law of the future is how to contribute with the best of that they have, which is legal knowledge, to the communities in which they find themselves.

Structuring and encouraging the participation of one's professionals in pro bono programs and public interest projects that contribute to ensuring the rights of vulnerable groups and promote wellbeing are now essential for the profession to have not just a social reach, but an existential one, too.



**Oscar Vilhena Vieira**  
Director and professor of the FGV School of Law, Master's in Law from Columbia University and a doctorate in Political Science from Universidade de São Paulo

One of the challenges firms and professionals will face in the law of the future is how to contribute to the best of that they have, which is legal knowledge, to the communities in which they find themselves

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