

Brazilian German Economic Meeting 2007
**Technological Innovation: Cooperation for International
Competitiveness**

Workshop 5
Corporate Social Responsibility

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Our Vision

- Brazil has many examples which show that it is possible to harmonize economic growth with sustainable development
- The same economic and social forces that lead to sustainable development in developed countries are active in our society

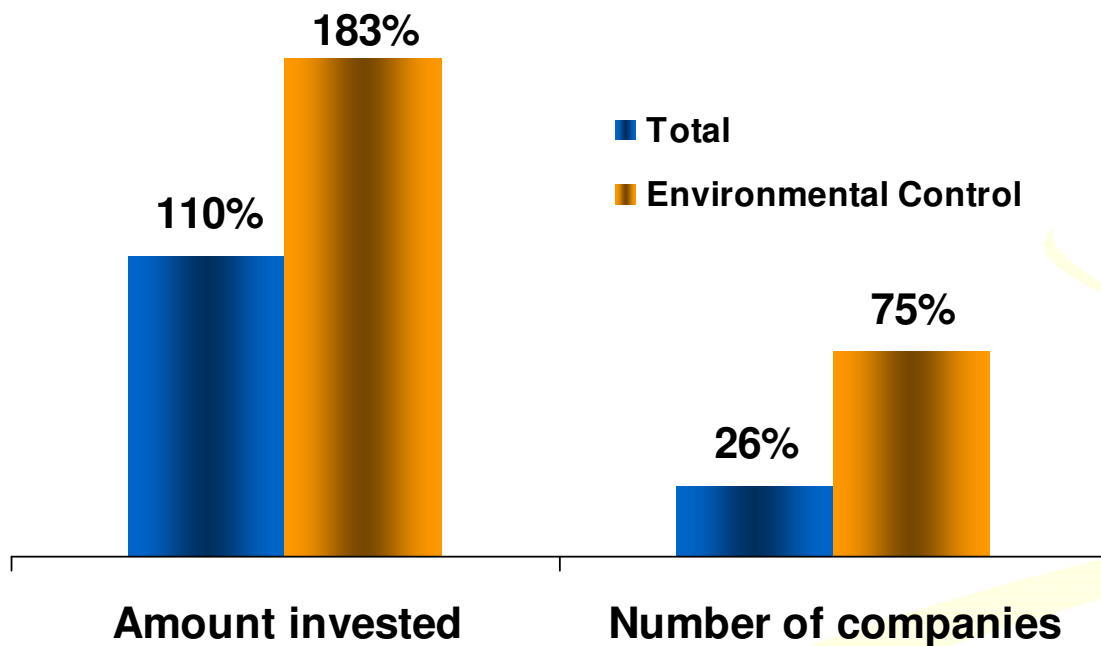
Why companies seek sustainability?

Brazilian corporations seek sustainability

- Competitive differential
- Cost reduction
- Enhanced efficiency and performance levels
- Compliance with laws, rules and regulations

Investments in Environmental Control

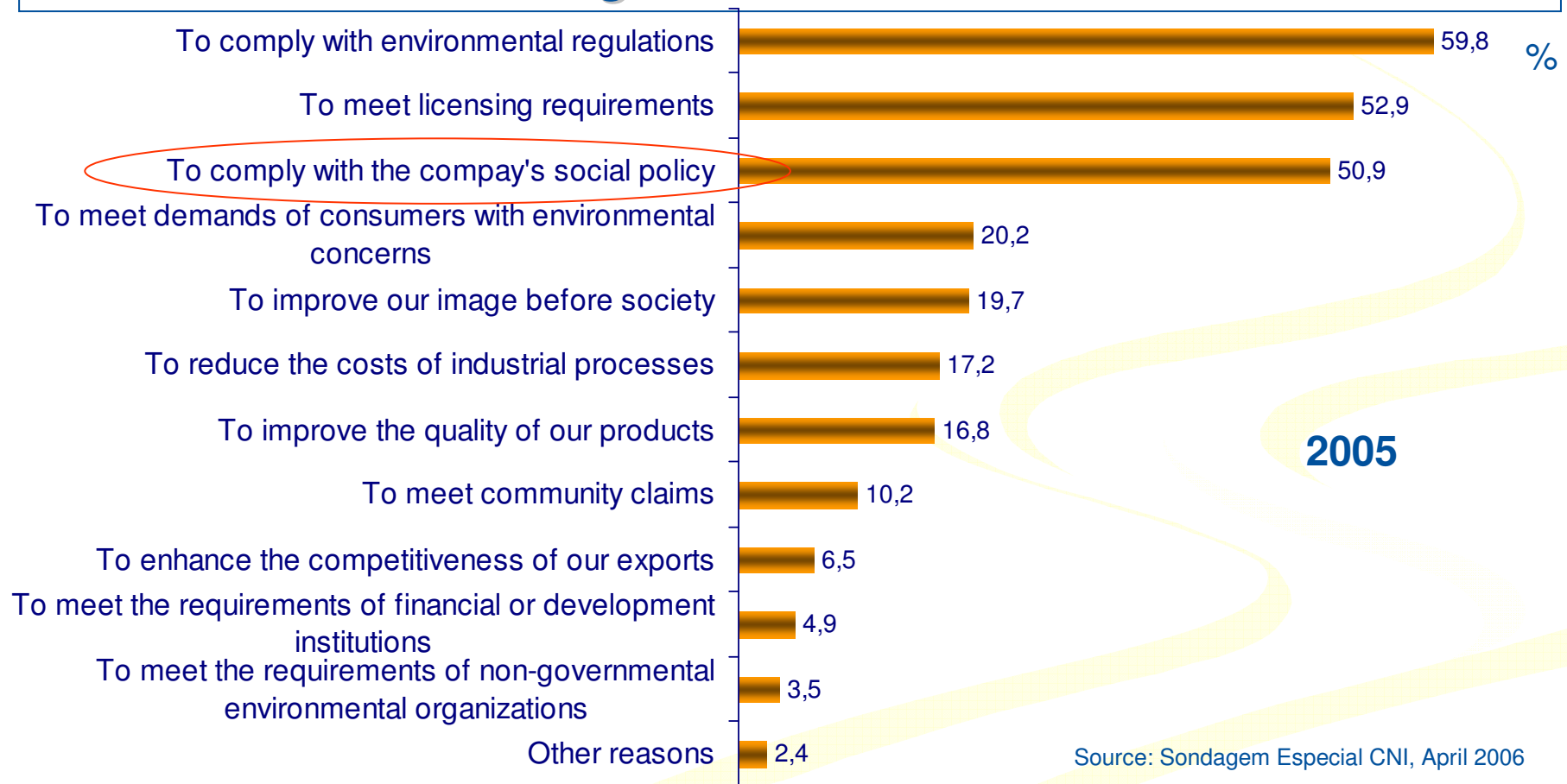
Investments in environmental control equipment by industrial corporations have grown remarkably between 1997 and 2002



Growth rate of the amounts invested and of the number of industrial corporations – 1997-2002

Source: IBGE

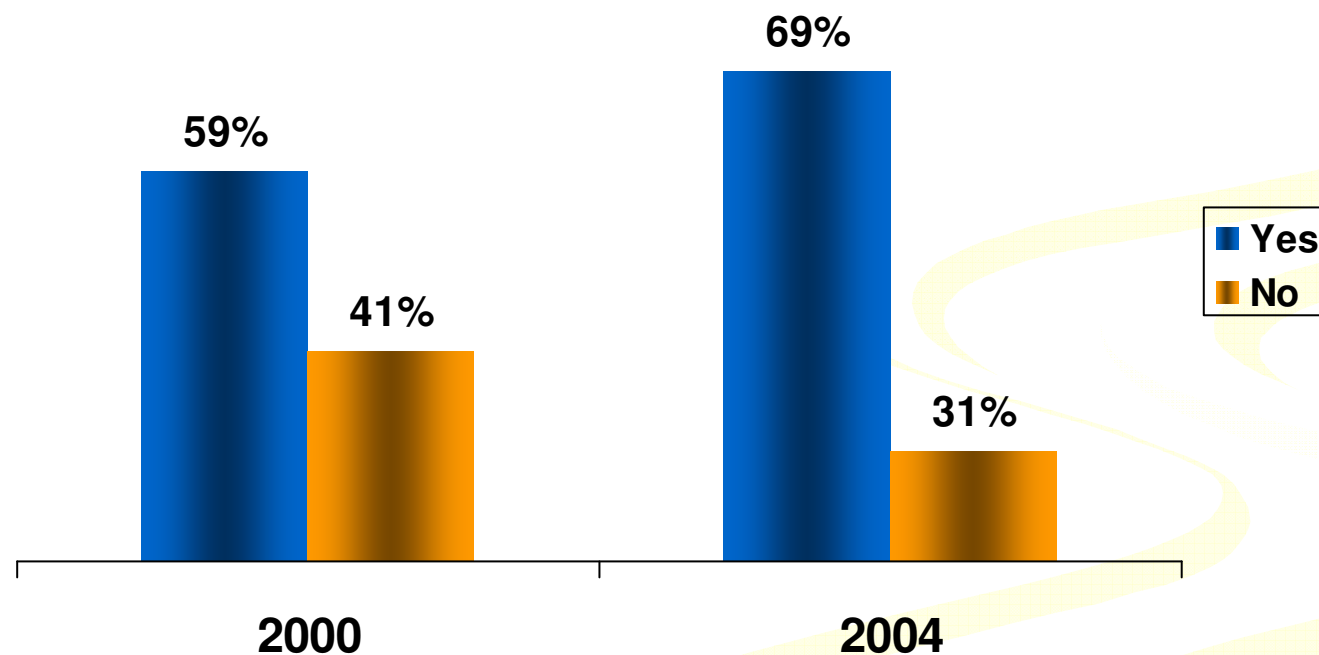
Why should the industry adopt environmental management measures?



Brazilian Corporations and Social Actions

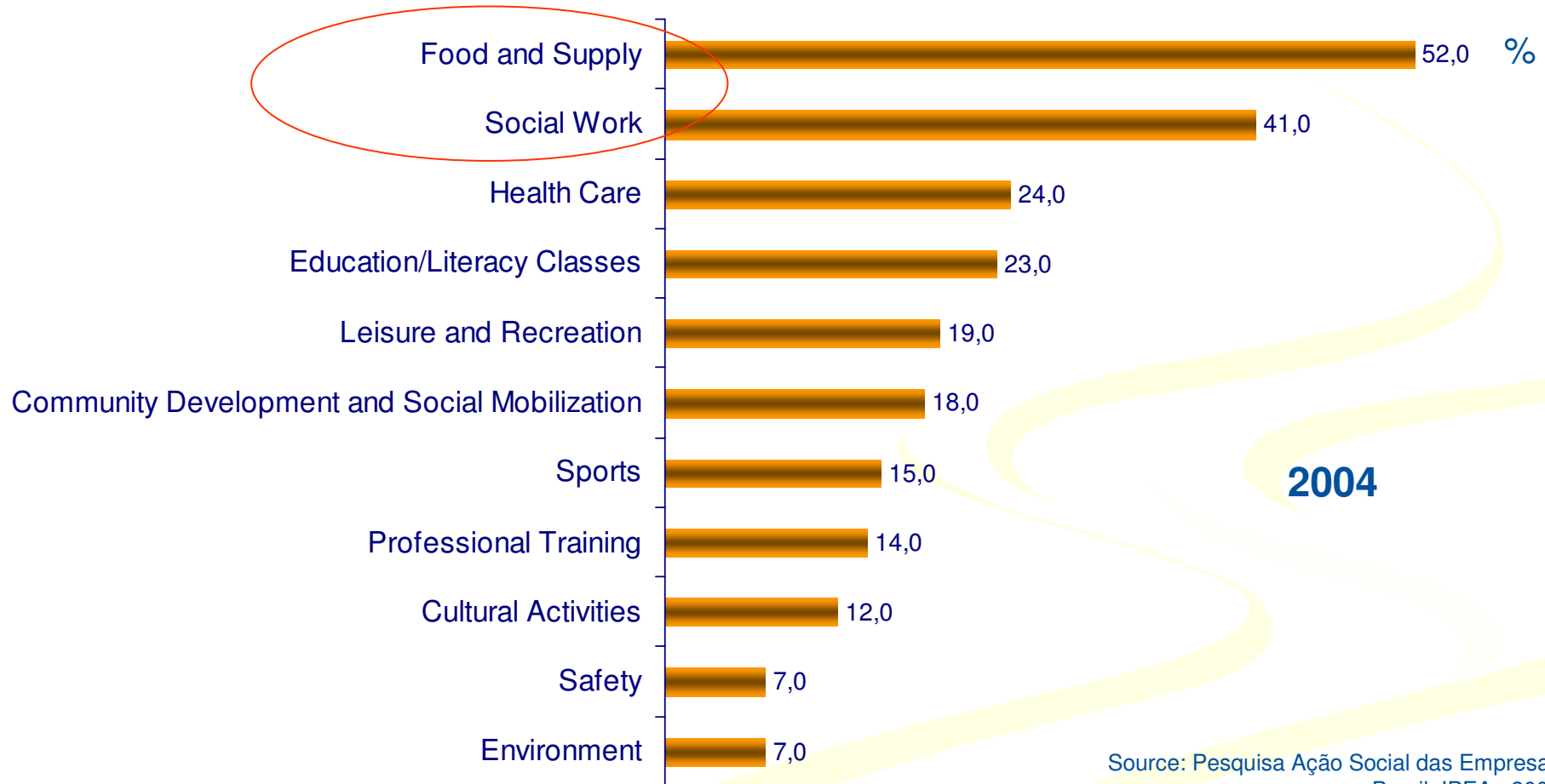
Does the company carry out social actions?

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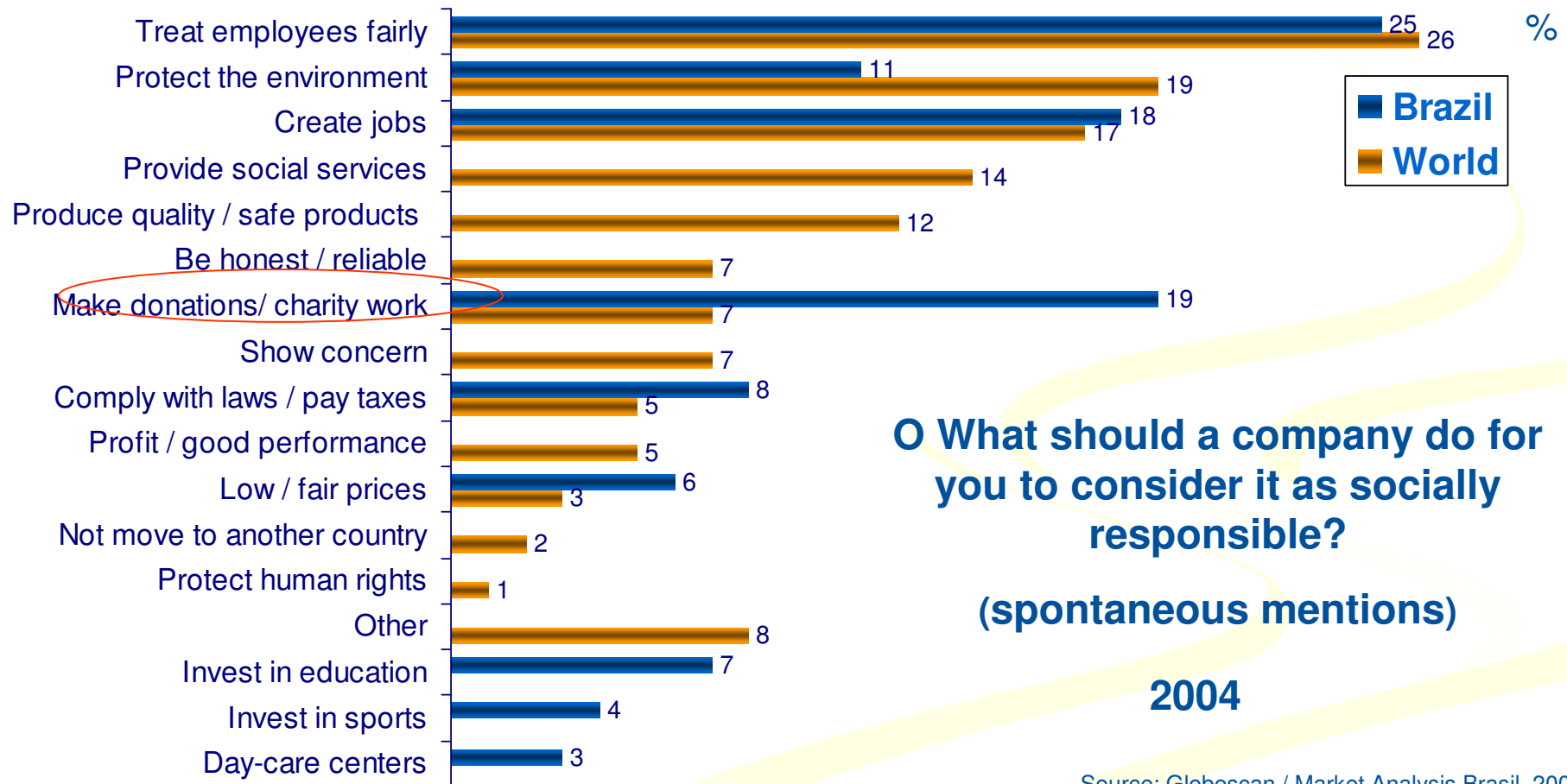
Source: Pesquisa Ação Social das Empresas no Brasil, IPEA, 2006

Social Actions Carried Out by Brazilian Companies



Source: Pesquisa Ação Social das Empresas no Brasil, IPEA, 2006

Consumers' Perceptions on Social Responsibility



What should a company do for you to consider it as socially responsible?

(spontaneous mentions)

2004

Source: Globescan / Market Analysis Brasil, 2004

The Role of Business Associations

Influence on regulatory frameworks

- Focus on creating a pro-sustainable development environment
- Participation in governmental forums, such as in the child labor eradication forum

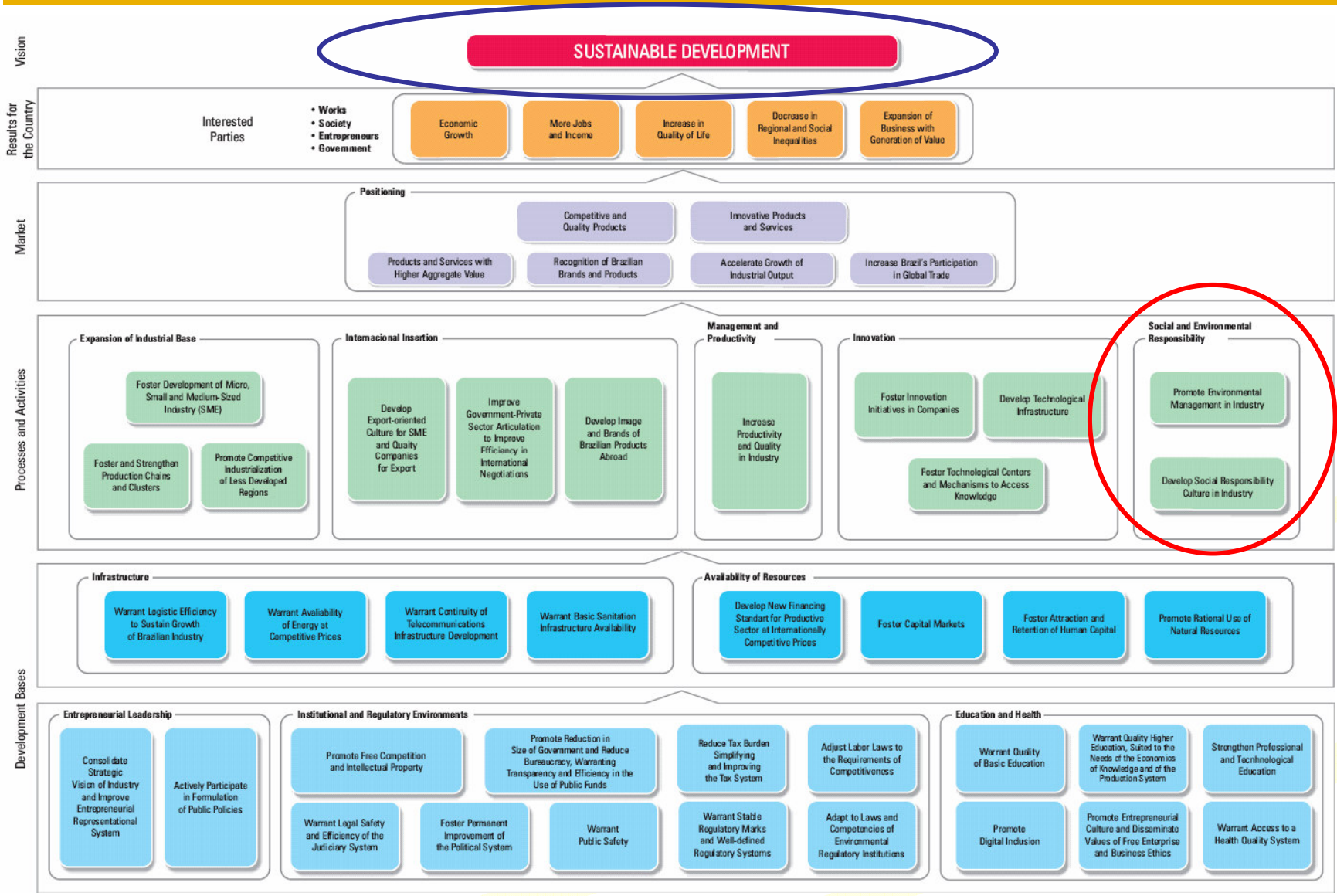
Direct Action: CNI System - SESI

- Education: 1 million enrolments
- Health care: 4.7 million medical appointments
- Recreation: 1 million enrolments in sport-related courses

Corporate Social Responsibility and Strategic Map of the Industry



The Map portrays the vision of the industry on the development agenda for the sector and the Country for the next ten years



Final Considerations

- Catching-up: Brazil has some of the strictest environmental and labor laws in the world
- Enforcement: economic laws, the consolidation of an entrepreneurial environment, and the actual capacity to enforce these laws cannot be challenged
- Best Practices: space for cooperation
- Self-regulation: focus on voluntary Social Responsibility practices

National Confederation of Industry

Brazil

www.cni.org.br