

UNIETHOS

ENGLISH VERSION

UniEthos is an organization that provides education and guidance to business leaders to enable them to embed sustainability and social responsibility in their businesses' strategic management. Created by Instituto Ethos, both organizations are engaged so that the business community may contribute to build a sustainable and just society.

Broadly speaking, we may say that a business has adopted Corporate Social Responsibility (CSR) when it is managed in line with the principles and focal themes of sustainable development (SD). Thus, it is indispensable in practicing socially responsible management that stewards fully master and understand SD's philosophy and proposals, plus the reasons why this approach is critical for business perpetuity.

UniEthos appears in this context as an innovation that is responsive to the exponential growth of the corporate social responsibility movement and to the new demands CSR has generated.

To meet this demand, UniEthos services are focused on **Educational and Advisory Programs** for businesspeople, managers and corporate leaders who are committed to society's sustainable development, by means of corporate social responsibility.

EDUCATIONAL PROGRAMS

Genuine sustainability and social responsibility corporate practices require a cultural change in the organizations that will lead them to a broadening of their present values and the incorporation of new business visions.

The UniEthos **educational programs** provide the cornerstones for renewed consciousness while building the capacities of managers toward the adoption of sustainability in the companies' strategy, policies and practices.

STRATEGIC MANAGEMENT FOR SUSTAINABILITY

The **Strategic Management for Sustainability** program aims to foster the incorporation of sustainability and social responsibility in the organizations' business strategies by exchanging experiences and building their leadership's capacity.

The four to ten companies that participate in the program name three senior staff members responsible for the company's strategic decision making. These leaders will have access to ten 2-day meetings with specialists in sustainable development and socially responsible corporate management.

The company will also receive UniEthos guidance in developing an application project for the incorporation of sustainability in one of its management processes or for diffusion to other staff members.

OPEN AND IN-COMPANY COURSES

CONCEPTUAL ALIGNMENT IN CSR AND SUSTAINABILITY

The course aims to mobilize and align company staff with the concepts of corporate social responsibility (CSR)



and sustainable development (SD), in addition to introducing the Ethos CSR Indicators as a diagnostic tool of the company's sustainability and social responsibility practices.

The skills-building program has the following specific aims:

- Align participants' concepts with regard to corporate social responsibility and sustainability;
- Enable reflection on the company's practices in regards with socially responsible management and its contribution to sustainable development;
- Present the Ethos CSR Indicators, a self-assessment diagnostic tool of the organization's sustainability and social responsibility practices;
- Provide know-how for theme-implementation in corporate management.

ETHOS CSR INDICATORS

The **Ethos CSR Indicators - Diagnostics and Planning for Socially Responsible Management** course aims at building the skills of stewards to enable them to conduct the self-assessment of their businesses' sustainability and social responsibility practices. It provides an overview of CSR and sustainable development in Brazil and abroad, demonstrates the importance of stakeholders' engagement and presents managerial tools that help incorporating sustainability in company management. For the purpose of conducting the diagnostic assessment and planning of socially responsible management the course draws from the know-how provided by the Ethos CSR Indicators.

The program aim is build participants skills to use the Ethos CSR Indicators as a managerial tool for diagnostic assessment of the company's present situation, with regard to CSR issues, and to yield benchmarks that are conducive to embedding the CSR agenda in the organization's strategic planning and plans of action.

GRI SUSTAINABILITY REPORT

The sustainability report is the core communication tool on the organizations' social, environmental and economic performance. Adopted worldwide, the Global Reporting Initiative (GRI) is the most comprehensive reporting model available at present. Its preparation process contributes toward the engagement of the organization's stakeholders, reflection regarding main impacts, definition of indicators and communication with interested audiences.

The program aim is build the participants' capacities in the process of preparing the sustainability report; and enable reflection, measurement and reporting of the organizations' social, environmental and economic performance.

ADVISORY SERVICES

UniEthos delivers **advisory services and guidance** for corporate leaders and stewards with the aim of helping them to incorporate sustainability and social responsibility in their businesses' principles and practices.

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY DEVELOPMENT PROGRAM

This program includes structured actions to develop sustainability-driven management and to strategically position the company with regard to the theme.

The program's work plan is structured in two, in-company, integrated modules:

- The first module focuses on the development of corporate social responsibility (CSR) and sustainability in the company's internal management; and
- The second module is designed to develop CSR and sustainability stewardship along the value chain.

GENERAL GOALS

1. Develop social responsibility and sustainability management in the Company, leading to greater competitiveness. For the purposes of this program, greater competitiveness in terms of sustainability is construed as, among others, opportunities for: cost reduction, reduced operating risks, enhanced corporate image, improved human capital, and organizational learning and improved management processes.
2. Contribute to the Company's strategic positioning with regard to theme and the industry, by mobilizing its value chain, with the aim of adopting management which is driven by a multi-stakeholder vision.

THE *TEAR* [LOOM] PROGRAM – WEAVING SUSTAINABLE NETWORKS

Sponsored by Instituto Ethos and the Multilateral Investment Fund (MIF) of the Inter-American Development Bank (IDB), the 1st edition of the *TEAR* Program, initiated in 2006, had as its main goals to increase the competitiveness and sustainability of small and medium-sized enterprises (SMEs) and widen their market opportunities, contributing thus toward the development of the country.

These goals were achieved by adopting CSR measures in SMEs along the value chain of strategic companies in seven economic sectors: sugar and ethanol; civil construction; electric energy; mining; oil and gas; steel; and retail.

In its second edition, UniEthos presents a proposal for the implementation of the *TEAR* Program considering the exclusive participation of each interested company as an anchor company. The methodology to be adopted includes regular meetings to discuss Sustainability and Corporate Responsibility concepts and issues, as well as applying them to the everyday relationship with the anchor company.

At the end of the process it is expected that participating companies will have made use of a great part of the tools presented, and will be capable of creating their own social responsibility agendas to further embed the theme in their management and culture.

ETHOS INDICATORS FACILITATION PROGRAM

The Ethos CSR Indicators Facilitation Program is a methodology developed by UniEthos to facilitate in-company application of the Ethos CSR Indicators. Designed for maximum engagement, the program aims primarily to stimulate a process of change in management culture, by using the Ethos CSR Indicators.

The Ethos Indicators are a corporate diagnostic tool that enables self-assessment of management with regard to the embedding of social responsibility practices, as well as the planning of strategies and the tracking of the company's overall performance.

The program aims to educate professionals on how to use the tool and to stimulate a process of change in management culture, fostering dialogue between and among staff members across the various areas of the company.

SUSTAINABILITY STRATEGIC PLANNING

This methodology was designed to support the company in preparing the sustainability strategic planning and in consolidating sustainability and social responsibility practices by moderating the working group responsible for such issues within the organization.

The program support the working group in analyzing the diagnostic assessment of the company's social responsibility and sustainability practices, as well as in the relationship with the company's various stakeholders. The methodology enables participants to define the company's critical variable and sustainability-related strategic issues in connection with the company's business strategy. Finally, the program team advises the group regarding the organization's definition of strategies and lines of actions in sustainability and social responsibility matters.



STAKEHOLDERS' ENGAGEMENT PANELS

The objective of the panels is to foster dialogue with stakeholders and identify in the company's management process relevant aspects that impact on the organization's interest audiences. UniEthos uses an engagement methodology so that such study may be considered in developing the company's Sustainability Report and strategic planning.

This information indicates which corporate items are to be measured, altered and incorporated in the management of the company and, consequently, what has to be included in the report.

With the result of the consultation with the stakeholders and of the analysis of the application of the Ethos Indicators it will be possible to prepare the Materiality Matrix and identify the most relevant business aspects most strongly impacting a given stakeholder. The Materiality Matrix will be of critical importance for the company to start the next phase, the tracking of the economic, social and environmental performance indicators.

Focused on companies that are beginning their corporate social responsibility management process and intend to prepare their reports based on the GRI model.

CLIENTELE



OUR CONTACTS

Customer Service

atendimento@uniethos.org.br
(55 11) 3897 2439

Executive Management: Reginaldo Sales Magalhães
regi@uniethos.org.br | (55 11) 3897 2456

Coordination of Educational Programs: Margarida Curti Lunetta
margo@ethos.org.br | (55 11) 3897 2432

Coordination of Advisory Services: João Serfozo and Graziela Lechi
joao@uniethos.org.br | (55 11) 3897 2448
graziela@uniethos.org.br | (55 11) 3897 2454

Back office team: Juliana Soares, Kennedy Santos and Clovis Silva
jbrito@ethos.org.br | (55 11) 3897 2437
kennedy@uniethos.org.br | (55 11) 3897 2445
clovis@uniethos.org.br | (55 11) 3897 2446

Address: Rua Dr. Fernandes Coelho, 85, 10º andar – CEP 05423-040 – São Paulo (SP) – Brazil
For more information, visit us at **www.uniethos.org.br**