

***100% green or how we can
integrate sustainability in
every sector of business.***

***Tábata Villares
October 11th 2008***

Agenda

- Ethos Institute
- Programa Tear - Tecendo Redes Sustentáveis (Weaving Sustainable Networks)

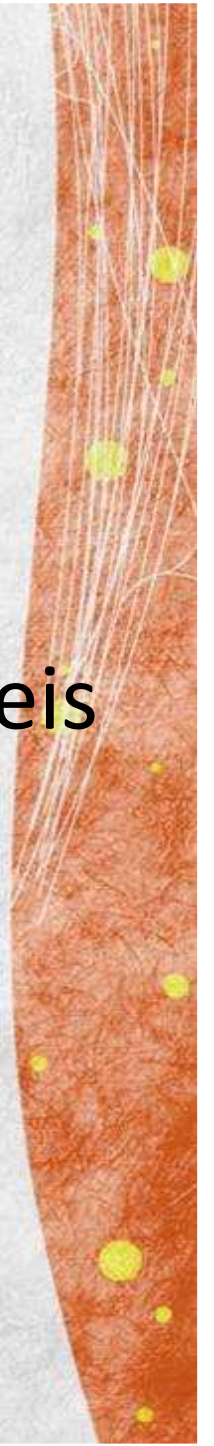
Ethos Institute

Mission: Mobilize, encourage and help companies manage their business in a socially responsible way, making them partners in building a sustainable and fair society.

www.ethos.org.br

TEAR

Programa Tear - Tecendo Redes Sustentáveis
(Weaving Sustainable Networks)



Programa Tear - Tecendo Redes Sustentáveis (Weaving Sustainable Networks)

Promote **sustainable management** and Corporate Social Responsibility incorporation into businesses' **strategies** related to suppliers and clients (**value chain**), involving them in strategic **partnerships** towards building a **new business model**, contributing to sustainable development.

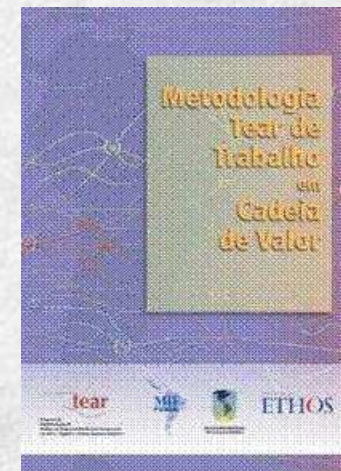
Programa Tear - Tecendo Redes Sustentáveis (Weaving Sustainable Networks)

Methodology

Offers a detailed guide to implement a socially responsible management, helping companies to incorporate Corporate Social Responsibility into their business strategies aimed at the value chain.

The methodology is composed by four steps:

- Preliminary strategic business analysis
- Diagnosis for sustainable management
- Planning and acting
- Communication and Reporting



Programa Tear - Tecendo Redes Sustentáveis (Weaving Sustainable Networks)

Companies and Sectors who anchored the 1st edition:

Sugar and Alcohol (Santelisa Vale)

Civil Construction (Camargo Corrêa, Gafisa, Takaoka)

Energy (CPFL Energia)

Mining (Vale)

Oil and Gas (Petrobras)

Steel (ArcelorMittal Brasil)

Retail (Grupo Pão de Açúcar)

Sustainable Management Improvement

	Before the TEAR project	After the TEAR Project	Sustainability Incorporated
Vision	41 (49%)	82 (99%)	68 (82%)
Mission	45 (54%)	83 (100%)	75 (90%)
Values	41 (49%)	81 (97%)	78 (93%)
SWOT	18 (21%)	74 (89%)	62 (75%)
Stakeholders Map	11 (13%)	80 (96%)	61 (73%)
Sustainable Management Matrix	0	66 (79%)	25 (30%)*

*Strategic stage

Sustainable Management Improvement

Environment

	Positive Answers	%
Electric Energy Consumption Reduction	25	30%
Consumption Reduction on Gasoline/Diesel	19	23%
Water Consumption Reduction	23	28%
Paper Consumption Reduction	18	22%
Residue Reduction	15	18%
Increase of Renewable Energy Consumption ([alcohol, biodiesel, etc.)	17	20%
Indrease on Electric Energy Cumsumption from Solar Energy and others.	6	7%
Enlargement (or implementation) of Recycling Programs	34	41%

Diagnosis and Action Plans

Those most frequently were:

- Recycling (64 companies - 77%)
- Development or deployment of internal processes to reduce the environmental impact of the company (54 companies - 65%)
- Code of Ethics (52 companies - 63%)
- Articulation and / or dialogue with stakeholders to improve internal processes for managing the company (46 companies - 55%)
- Programs to reduce consumption of energy, water, paper and so on. (45 companies - 54%)

Thank you!

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