



# SESI AND SUSTAINABLE DEVELOPMENT

INDUSTRY MEETING FOR SUSTAINABILITY

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INDUSTRY MEETING FOR SUSTAINABILITY

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## CNI PRESENTATION

The diversity of the national industry and the significant availability of natural resources reveal excellent opportunities for the sustainable development of Brazil, combining economic growth, social inclusion and environmental conservation. The materialization of concerns related to sustainability in the strategic agenda of enterprises and governments is a reality. Apart from isolated cases of success, the consequences of this attitude are felt in entire sectors of the economy. Further advances are still needed, but the path has already been identified and going back is impossible.

After coordinating an unprecedented critical thinking process on sustainability with 16 industry associations and the Industry System's organizations, the National Industry Confederation (CNI) delivers to the Brazilian society a wide range of information on progress, challenges and opportunities yet to come. The results presented here may not portray the significance of the discussion process experienced by the industry in preparing these documents. Developments on the process will be beyond the Rio +20 Conference, and are definitely incorporated on the daily lives of companies.

The subject of sustainability is inserted differently in each of the industrial sectors. However, some elements are common to all. The continuous pursuit for efficiency in use of resources and the need to increase industrial competitiveness are on the agenda of all the sectors. Encouraging innovation and scientific and technological development is strategic on the transition to more sustainable patterns of production.

Strategies to intensify actions coordinated internally in the industrial sectors and with governments and civil society organizations are no less important. The dissemination of sustainable practices by means of the supply chain and incentives for companies to undertake the role of integrated management of the territories are powerful tools.

The sectorial volumes developed by industry associations and by the Industry System's organizations are valuable contributions to addressing subjects such as sustainability and competitiveness of domestic industry. One of the most representative results of this process will certainly be the strengthening of structured programs of

action with a focus on promoting sustainability in the production. These initiatives will act as raw materials so that the industries involved and the Industry System are able to systematically publish documents presenting the national industry's developments towards the goals of sustainable production.

The documents presented here are intended to be a valuable contribution to enhance the debate on sustainability. Each of the sectorial associations and the organizations that are part of the Industry System is congratulated for their efforts.

**Robson Braga de Andrade**

President of the National Confederation of Industry



## SESI PRESENTATION

One of the most remarkable features of the deep changes process lived by Brazil from 1992 was the leading role played by the domestic industry.

Simultaneously trying to fit the dynamics of production, meeting the modern times demands, the industry gradually changed its quality, taking the path of social responsibility.

Along the way, SESI's presence has been essential as a driving force in the direct relationship between industry and society, by using the universe of services that for almost seven decades has making available to the country. Within this period, the world stated clearly the theme of sustainable development as a key priority, which has been consolidated with Brazil as one of the countries with significant progress.

In turn, step by step, SESI expanded a rendering of services structure that now operates in the areas of education, health, leisure, sports and culture in 2.055 cities of the country's federal units. Besides that, SESI tried to reinvent itself in order to put in practice the current essence of sustainable development: solidarity work among the social, economic and environmental spheres.

SESI participated in ECO-92, when Agenda 21 was conceived, and has been an active presence in Brazilian commission in Johannesburg, at Rio+10. Now, just before Rio+20, the document *SESI and sustainable development* tries to show the potential of the institution's actions around the multifaceted range in search for sustainability, exposing how it will join efforts with the whole country in order to reach a higher goal: strengthen full exercise of socially responsible practices.

**Renato Caporali**

Chief Superintendent of SESI – National Department





## 1 INTRODUCTION

Through the last two decades, SESI – Industry Social Service based its routine and its work and expansion strategies according to the guidelines of the two major Earth Summits, both held by United Nations: ECO-92 and Rio+10. As an eminently social organization, it's impossible to run away from such fate.

Twenty years ago, the European Union treaty was signed in Maastrich and, since that, the whole world and consequently Brazil went through deep changes. We were 5.4 billion of people all over the Earth and now we're 7 billion, the same growth rate of Brazilian population (30%): from 146 million to 191 million.

The Brazilian economy, particularly industry, has experienced a growth boom as long as the international crisis at the beginning of the 21<sup>st</sup> century was being absorbed. After decades of stagnation, the GDP *per capita* increased again from 2006, along with a better income distribution. The estimated value for 2010 – R\$ 17.300,00 – represents an increase of 24.3% over 2003 (after reaching only 3.5% in seven years). The number of jobs finally resumed its expansion, with industry surpassing 7 million in 2004 and 10 million in 2009 (a growth rate of 69% between 2001 and 2010 compared to 62% of total formal employment all around the country).

In June, Rio de Janeiro hosted the Conference on Environment and Development, ECO-92, launching the Conventions on Climate and Biodiversity Change along with Agenda 21, a comprehensive guide, destined from the beginning to have a strong and positive impact. Through its forty chapters, Agenda 21 deliberately devoted the first section to the social and economic spheres of development, with special emphasis on the mission to fight poverty and promote equitable income distribution.

Important chapters dedicated to changes in consumption patterns, demographic dynamics, promotion and protection of human health conditions and integration of environment and development followed. After focusing on the theme of resource conservation and management, such as atmosphere, forests and fragile ecosystems protection, Agenda 21 addressed the strengthening of the role of major groups, includ-

ing trade and industry, labor, non-governmental organizations, farmers, scientific and technological community. The full participation of industry in the implementation and assessment of all the Agenda's initiatives included the strategies for achieving cleaner production and the universalization of the corporate responsibility concept.

In Johannesburg, South Africa, 2002, it seemed clear to both organizers and all participants that repeating the success and tremendous impact of ECO-92 wouldn't be an easy duty. However, the World Summit on Sustainable Development, as known as Rio+10, not only fulfilled its mission, but also brought up a new and wide range of areas of action and possibilities by concentrating its efforts on poverty eradication, environmental protection and changing unsustainable patterns of consumption and production in a globalized world.

The main advance was establishing that sustainable development is based upon three pillars: economic, social and environmental, with the ultimate goal of eliminating poverty. It has been clearly indicated that a solid, continuous and properly supported – in one word, sustainable – development requires articulating these three pillars, making them interdependent. Among the goals set for compliance by 2015, the challenges of halving the number of indigent (people who earn less than one dollar a day), the allocation of 0.7% of the most developed countries' GDP as an aid to the world in development and the infant mortality reduction by two thirds.

A list of recommendations from Agenda 21 and Rio+10 which, because its content, had important implications for what SESI has built through these twenty years is annexed.

Multiple industrial branches assumed an evident protagonism in related to what was decided at Rio+10, just like the food sector and its immense task of ensuring universal access to its products, the drug laboratories sector or any other one dedicated to offer clean and safe technologies.

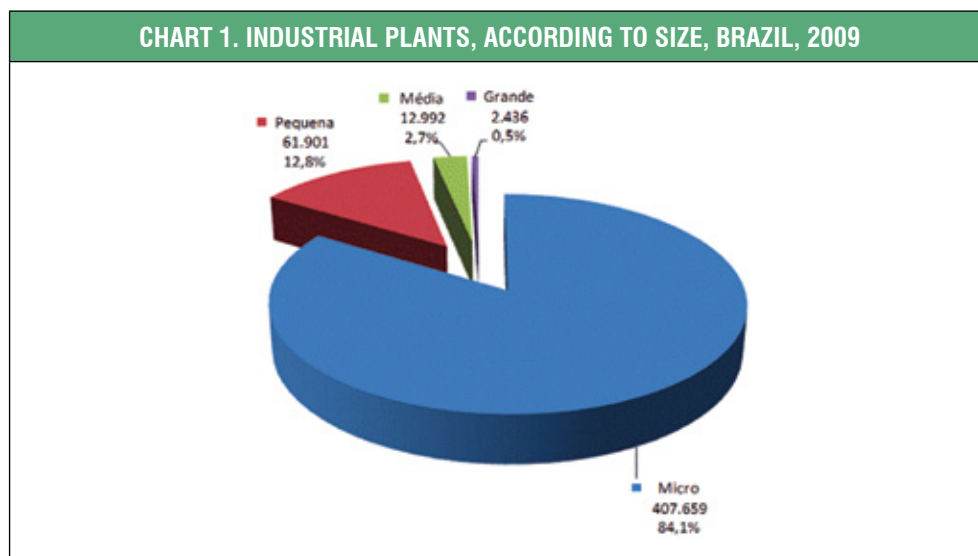
The National Confederation of Industry immediately became aware of its privileged position as long as it has strong tradition and structure related to the three main pillars of sustainable development. Besides concentrating a relevant part of the national GDP (economic pillar), it operates both in environmental and social area through its entities (SESI, SENAI, IEL) and organizations in the states.

It's up to SESI's National Department (ND) systematize the multiple lines of institutional action, establishing global guidelines in order to orientate the provision of services put into practice by the Regional Departments (RDs), which have autonomy and are spread all over the federal units. Although there isn't any hierarchy relationship between the ND and the RDs, the whole network in the country operates in an integrated way, following the principles and basis established by mutual agreement.

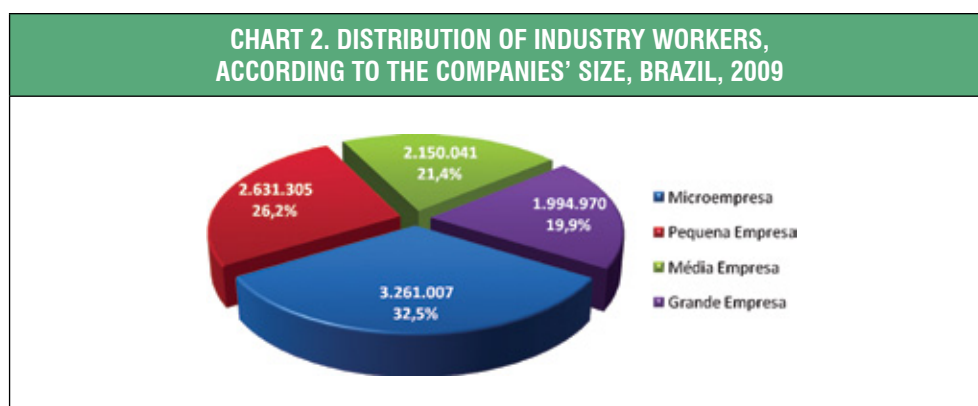
There are 485,000 industrial establishments in the country and 11 million workers constituting the Industrial System's target population. As can be seen in Chart 1, in relation to the number of workers, there's a sharp predominance of small companies, which, added to the medium ones, represent 97% of the total, though they account for no more than 54% of workers. The three industrial branches employing most – civil construction, food products and textiles/clothing – concentrate 55% of companies.

SESI was established in 1946 under the aim of contributing to the welfare of industry, transport, communication and fishing workers (and their dependents), helping them solve their basic problems of existence, especially in the health, nutrition, housing, education, labor, economy, recreation and social life areas.

The organization has evolved continuously during its sixty-six years of existence, until reaching 2012 with a solid and permanent presence in all the federal units, the impressive number of 1.696 service units in 2.055 cities and a contingent of human resources which congregates 45.000 professionals nationally.



Source: MTE, 2009.



Source: MTE, 2009.

Currently, 31% of its budget is tied to educational activities, an amount that will hit one third of all existing resources in 2014, with half available for free to society.

SESI's mission is to promote the quality of life of workers and their dependents, focusing on education, health and leisure, and stimulate socially responsible management of industrial enterprise. The future vision is to be the national leader in promoting the

improvement of quality of life of workers and their dependents and socially responsible management of industrial enterprise.

Gradually, industry as a whole and SESI in particular were structured to absorb the major guidelines coming from ECO-92 and Rio+10, until taking the whole social responsibility issue as its main focus of performance and commitment to the country. In an increasingly globalized market, companies and business organizations have struggled to understand the wishes coming from social movements and consumers, reinventing themselves in order to be more recognized because of values like ethics and transparency. In particular, an active improvement in management processes contributed to increase industry's competitiveness (economic pillar) and to its growing involvement in initiatives of environmental protection and social basis strengthening.

The following chapters are dedicated to SESI's main lines of action throughout the country, showing each one's relationships and interconnections with the key elements of sustainable development.

On the one hand, there is no doubt that the organization's performance is essentially identified with the social pillar of sustainable development, with an undeniable and clear influence of most of the initiatives by which Brazil looks for poverty eradication. On the other hand, the strong institutional commitment to strengthen the human capital of industrial enterprises, through actions in areas such as education, health and leisure, has also been an important factor to boost the economic development of both sector and country.





## 2 INDUSTRY CHALLENGES FOR SUSTAINABLE DEVELOPMENT

In order to better express its involvement with the whole process of sustainable development, while establishing the institutional strategic positioning for the period 2007-2015 (SESI, 2008), four major challenges were launched for the industry to promote quality of life for workers:

- raise the worker's educational level;
- reduce accidents at work;
- reduce absenteeism caused by health problems and presenteeism;
- increase the adoption of socially responsible practices.
- These themes are the heart of this report.

Raise the worker's educational level

### 2.1 Raise the worker's educational level

The Strategic Map of Industry 2007-2015, taking sustainable development as its vision and considering education as a key element for both economy and country's growth, stated among its objectives the assurance of basic education quality, the strengthening of vocational and technological education and the promotion of digital inclusion.

The low educational level of Brazilian workers has been diagnosed as a fundamental cause for both loss of competitiveness and poverty and all inequality. One of the main tools used by SESI to face this harsh reality is the Worker Education Program, launched in early 1998 under the express purpose of raising the education of youth and adults, which benefited about 5 million students until 2006. A total of 7 million

enrollments in basic and vocational education has been achieved during 2007-2010, with an active collaboration by the organization to the gradual change of the industrial workforce's profile.

In industry, the diagnosis made based on data from 2005 showed a frame of sharp training needs for about 42% of the mass of employees, equivalent to 3.3 million people. Table 1 discriminates by economic sector the educational situation of workers in 2005, unveiling the strong discrepancies that still characterize Brazil.

A comparison of the instructional level of industrial workers throughout the country considering the years 2005 and 2010 reveals a significant improvement. Workers with incomplete primary education, for example, decreased from 31.2% to 17.6%, whereas the group with complete high school education rose from 27.3% to 37.9%. The percentage of illiterates fell from 1.1 to 0.8 (Ministry of Labor and Employment – RAIS, 2005 and 2010).

According to studies of the International Labour Organization, in the same year, the productivity of Brazilian workers was three times lower than that seen in industrialized economies and lower than that of six other Latin America nations – Puerto Rico, Chile, Venezuela, Argentina, Mexico and Colombia (ILO, 2007).

TABLE 1. FORMAL WORKERS, BY INSTRUCTIONAL LEVEL AND ECONOMIC SECTOR – BRAZIL, 2005							
Economic sector	Instructional level (in %)						
	Illiterate	Middle school		High school		Higher education	
		Incomplete	Complete	Incomplete	Complete	Incomplete	Complete
Mining	1.0	30.6	14.9	6.3	33.8	3.2	10.2
Manufacturing industry	1.0	28.0	19.2	11.3	31.3	3.3	5.9
Industrial services of public utility	1.1	30.1	12.2	5.7	30.3	3.9	16.7
Construction	1.3	47.5	20.2	7.1	18.5	1.6	3.8
Trade	0.2	15.7	18.7	13.9	43.8	3.6	4.1
Services	0.5	19.2	15.5	8.3	34.1	5.5	16.9
Others	1.2	22.5	10.8	4.1	29.3	3.6	28.5

Sources: MTE, 2005; SESI/DN, 2007a.

Then the program foresaw the provision of basic education for 1.7 million until the end of the decade, reflected in:

- completion of middle school by 40% of the industrial workforce with less than eight years of schooling;
- completion of high school by 30% of the target population;
- basic schooling (middle and high school) for 600 000 youth and adults who depend on workers and the community.

The actions of increasing schooling regularly adopted by SESI prioritize the most needy industrial sectors, planning the provision of care for youth and adults with curriculum proposals for production sector and implementing care practices in scale, including distance education. The program, which includes across content of areas such as HSW (health and safety at work) and citizenship, every year mobilizes even more than 3 000 partners among companies, state and municipal departments of Education, NGOs, trade unions and universities by using a contingent of more than 25 000 teachers and 1 000 educational supervisors.

Aware that low educational standards are predominantly found in certain industrial sectors and smaller companies, the intervention strategies practiced by SESI are formatted to privilege these nuclei, trying to make them reach, whenever possible in shorter terms, acceptable or higher levels of education.

## 2.2 Reduce accidents and diseases related to work

The rapid diversification of economy and industrial plants in recent years was reflected in a change of the workplace accidents profile. In the period under review here, as can be seen in Table 2, the total number of accidents in industry returned, in 2007, to the high level of 1991, an era when Brazil began to leave the climax of accidents reached in the previous decade (Brazil accounted for 1.9 million accidents in 1975 and, during the '80s, maintained an average of 1.1 million in all economic activities). The data show the complexity that clothes a phenomenon which comprehends a sector of strong intrinsic distinctions – for example, the mining activity involves high risks of accident, while the workers of pulp and paper manufacturing are usually less exposed – and the difficulties faced by professionals seeking to prevent accidents or at least reduce them.

**TABLE 2. FORMAL JOBS, WORK ACCIDENTS AND  
INCIDENCE RATE IN BRAZILIAN INDUSTRY – 1991 TO 2010**

<b>Year</b>	<b>Formal jobs (in thousands)</b>	<b>Work accidents (in thousands)</b>	<b>Incidence of accidents per 1000 workers</b>
1991	6524.9	289,2	44.33
1992	6878.3	243,6	35.41
1993	6087.7	188,6	30.98
1994	6700.8	177,6	26.51
1995	6462.5	194,0	30.02
1996	6391.3	180,9	28.30
1997	6303.7	207,4	32.90
1998	6030.8	189,8	31.47
1999	6062.3	174,2	28.73
2000	6379.8	165,8	25.98
2001	6523.9	160,0	24.53
2002	6749.3	177,8	26.35
2003	6846.3	177,8	25.97
2004	7513.6	214,6	28.56
2005	7868.4	231,7	29.45
2006	8516.0	239,2	28.09
2007	9250.3	297,7	32.18
2008	9805.7	347,8	35.46
2009	10087.6	321,2	31.84
2010	11008.1	307.6	27.94

Sources: MSS, 2011; MLE, 2009.

The main sectoral index, the incidence of work accidents, i.e., the number of events per 1000 workers in the formal sector of economy, ranged in industry from a maximum of 44.3 in the series' first year and a minimum of 24.5 in 2001, settling in a downward bias of 27.9 by 2010.

It is doubtlessly remarkable the fact that the incidence rate of accidents in industry in 2010, despite the large increase in the number of workers – and considering that the damage tend to be greater among young people and at first job – was 12% lower than in 2009 and 21% lower than in 2008. The structured action of SESI was surely relevant to achieve such result all around the country.

Preventing and combating accidents and occupational diseases are the higher priority of the work nationally developed by SESI, which systematically offers a wide range of programs, projects and lines of support in continuing education (available at [www.sesi.org.br/pro-sst](http://www.sesi.org.br/pro-sst)) in order to workers and managers or the ones in charge of actions of safety and health at work in companies develop their activities in lower risk surroundings.

A representative study for the universe of industrial workers estimated the prevalence (number of cases in a certain time) of risk factors for non-transmitted diseases. Table 3 provides the percentage of workers exposed to each risk factor and estimates the total number of exposed individuals considering the employees in formal sector in 2010, showing, on the one hand, the severity of the epidemiological situation and, on the other hand, the size of the challenge that the health sector has got to face, given the amount of people with potential health problems which require preventive and educational intervention at first. An example is the finding that about 2.9 million workers have hypertension, most of them without treatment.

SESI's Regional Departments perform in companies by making diagnostics, providing services and training, notably on issued related to accident investigation, workers preparation for emergencies, electrical hazards, safe use of ladders, information system on hazardous materials in the workplace and falls from scaffolds.

Factsheets originally produced by European Agency for Safety and Health at Work, World Health Organization and Nottingham University, adapted to Brazilian reality, analyze topics such as Occupational injury management; Accident prevention in the construction sector; Transport vehicle accidents at work; How to reduce accidents in the workplace; Socioeconomic costs resulting from occupational accidents; Improve safety and health at work in small and medium companies; Ensure the safety and health of workers with disabilities. The performance of SESI in the area includes a wide provision of guides, manuals, posters, brochures, technical texts and, whenever necessary, support through diagnosing shop floor or premises of the company and guidelines for the solution of any problems identified.

**TABLE 3. PREVALENCE OF RISK FACTORS FOR NON-TRANSMITTED DISEASES AND UNHEALTHY DIETS IN INDUSTRY WORKERS ESTIMATED FOR 2010**

<b>Risk factor</b>	<b>Prevalence in %</b>	<b>Number of workers (in thousands)*</b>
Arterial hypertension <sup>1</sup>	26.3	2,895
Pre-obesity <sup>2</sup>	37.8	4,161
Obesity <sup>3</sup>	12.0	1,321
Overweight <sup>4</sup>	49.7	5,471
Central obesity <sup>5</sup>	13.5	1,486
Current smoking	15.8	1,739
Excessive alcohol consumption <sup>6</sup>	6.7	737
Diabetes mellitus <sup>7</sup>	2.9	319
High total cholesterol ( $\geq 240$ mg/dL)	7.7	848
High or very high LDL-cholesterol ( $\geq 160$ mg/dL)	6.7	737
Low HDL-cholesterol ( $< 40$ mg/dL)	26.4	2,906
Metabolic syndrome <sup>8</sup>	10.5	1,156
Low level of physical activity <sup>9</sup>	14.4	1,585
Sedentary lifestyle ( $< 1,000$ kcal/week)	15.3	1,684

#### **Components of unhealthy diet**

Salt: added to ready food	7.8	859
Lard: used in food preparation	9.6	1,057
Lack of daily fruits and vegetables	43.3	4,766
Family history of diabetes mellitus <sup>10</sup>		3,181
Family history of hypertension <sup>10</sup>	55.7	6,131

Sources: MPS, 2011; SESI, 2007B.

Criteria: <sup>1</sup> Pressure  $\geq 140/90$  mmHg or use of antihypertensive drugs – <sup>2</sup>Pre-obesity: body mass index = 24.9-29.9 kg/m<sup>2</sup> – <sup>3</sup> Obesity: body mass index  $\geq 30.0$  kg/m<sup>2</sup> – <sup>4</sup> Overweight: body mass index  $\geq 25.0$  kg/m<sup>2</sup> – <sup>5</sup> Central obesity detected through waist circumference: in men  $\geq 102$  cm and in women  $\geq 88$  cm – <sup>6</sup> Excessive consumption in men:  $\geq 30$  grams of alcohol/day; in women:  $\geq 15$  grams of alcohol/day – <sup>7</sup> Diabetes mellitus detected through previous diagnosis or fasting glucose of  $\geq 126$  mg/dL – <sup>8</sup> Criteria for metabolic syndrome in I Brazilian Guideline – <sup>9</sup> Score of International Physical Activity Questionnaire – <sup>10</sup> Positive family history: father and/or mother with the disease.

Note: \* The study was conducted with 2006 data. The prevalence data for each problem or risk factor were applied to the formal workers population of 2010.

## 2.3 Reduce absenteeism and presenteeism

The employee's absence at work due to valid reasons or not (absenteeism) or his presence when unable to produce properly because of illness or other reasons (presenteeism) are phenomena that are part of each company's everyday life, with important repercussions for both sides within the problem: the worker, because he can potentially suffer wage reductions or even dismissal, and the employer, in turn, by breaking the production rhythm.

There is a widespread recognition of the complexity surrounding absenteeism given its multiple causes, which range from the diseases effectively proven to those originated from social and psychological factors that cause delays and faults – sometimes systematically –, with the unwanted side effect of overloading the ones who remain at work and must perform activities of absent colleagues, triggering chain reactions which effect could multiply the amount of absences. Besides the problems inherent to the person who is absent from work, organizational factors (nature of the organization, risk conditions, work process, relationship between different levels of responsibility) may be influential, by smoothing or minimizing the problem.

The World Health Organization, on the model adopted by SESI, refers to four areas in which actions for a healthy working environment can be taken: physical environment, psychosocial environment, personal health resources (services, information) and corporate community involvement (SESI, 2010).

In a classic study on the subject, Mesa and Kaempffer (2004) analyzed a series of data about thirty years of absenteeism in Chile, noting – as seen in Table 4 – an average of 12.9 days of leave of absence for each license taken or given (severity rate) in the industry. The absenteeism rate usually considered acceptable é 2.0, but in this case ranged from 3.0 in industry to 5.9 in hospital companies.

Among the most common reasons that justify absenteeism and presenteeism, according to Hilton (2008, 2010), are the leave of absence for health reasons, unwillingness to go to work, indisposition, concentration difficulties, pain/discomfort performing tasks, besides factors related to the work process and its environment. Indeed, most of the leaves are usually caused by general health problems and it's estimated that, within industry workers, the overall prevalence of absence from work due to illness is around 12.5%, while those caused or aggravated by work are limited to 9.6%.

For Brazil, SESI developed a study (SANTANA; SANTANA, 2011) on leave of absences at work due to accidents and diseases in industry, with 2006 data from the Social Security exclusively related to health benefits granted to people who obtained license for periods exceeding fifteen days, when the government financial aid replaces the employer's responsibility for wage, according to Brazilian law.

The problem's seriousness, however, is much higher, since, besides the economy's informal sector, it's necessary to add the short-term leaves of absence and unreported cases. For the year 2010, the Social Security Statistical Yearbook (MPS, 2011) reported that, out of the total number of work accidents recorded, 42.5% corresponded to leaves exceeding fifteen days; 41.6% to those with less than fifteen

days; 13.5% to simple medical care; 2.0% led to permanent disability and 0.4% to death, an almost nothing different behavior than those seen in the previous two years. It's clear that, to achieve a truly sustainable development pattern, Brazil needs to change this reality.

The cost for each leave (granted benefit) to the Social Security, in the case of industry, increased from R\$ 804.44 to R\$ 898.67 in 2010, but to the country the costs incurred by companies, workers, their families and public health system must be added.

TABLE 4. AVERAGE ABSENTEEISM, ACCORDING TO ECONOMIC SECTOR				
Indicator	Economic sector			
	Hospital	Mining	Manufacturing industry	University
Number of workers	6.825	7.577	849	1.981
Number of licenses	9.190	10.438	470	1.481
Lost work days	97.422	91.647	6.070	12.234
Disability rate*	14,3	12,0	7,1	6,2
Severity rate*	10,6	8,7	12,9	8,2
Absenteeism index*	5,9	5,0	3,0	2,6

Disability rate = Days of license / Working population; Severity rate = Days of license / number of licenses; Absenteeism index = (Days of license x 100) / (Working population x Working days in the period). Source: MESA; KAEMPFFER, 2004.2004.

Silent symptom of the production line's reality, in a factory's site or in an office, presenteeism can cause more damage than absenteeism. Considered as an indicator of stress, depression and sometimes lack of engagement, presenteeism often have negative effects on productivity. Even arriving early and leaving late, the worker in fact is mentally and emotionally absent. This is a phenomenon rarely diagnosed and for which few people seek help.

Studies of experts such as Taylor (1997), Aronsson (2000) and Flores Sandi (2006) found that, for example, more than a quarter of employees or workers who never took a leave of absence report suffering from some disease that, in a few days, prevent them from performing their usual duties. When accumulated through time, presenteeism triggers increasingly adverse effects on production and often results in accidents. Authors such as Anderson (2009) and Primo (2008) reported that presenteeism has emerged as an unintended result of the process of expansion and modernization of economy, with the increasing use of technology, staff reduction, needs for quick adaptation to new things, competitiveness and constant threat of unemployment.



SESI has no specific program to combat these problems, and the reason for this is that actually almost all of its actions are aimed at preventing or reducing the prevalence of absenteeism and presenteeism.

The SESI Sustainability Model leads the institutional performance itself – especially in the areas of health, leisure, social responsibility organizational climate studies – to focus on minimizing the leaves of absence and promoting healthy lifestyles for workers. An example is the system adopted by the Health and Lifestyle Diagnosis, which has epidemiological rationale and intends to provide an overview of the workplace, indicating the presence of diseases and risk factors that may influence absenteeism, presenteeism and the costs (of production or care), as highlighted below.

## Health and lifestyle diagnosis

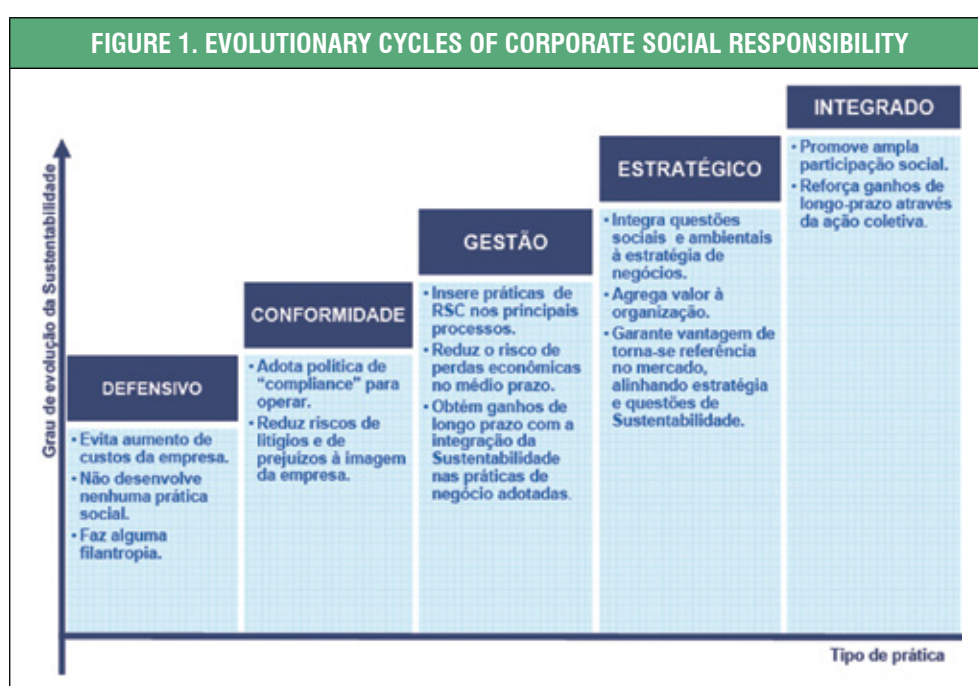
### FACTORS ANALYZED BY SESI IN THE COMPANY

- Socioeconomic, demographic and cultural data: age, sex, marital status, education, income, internet access, attendance at cultural events or venues.
- Physical activity.
- Alimentation.
- Smoking.
- Alcohol consumption.
- Self-reported morbidity (hypertension, diabetes, depression, cholesterol/triglycerides changes, diseases presence or complaint).
- Utilization and access to health services.
- Preventive.
- Work characteristics: hours, shifts, absenteeism.
- Sleep quality.
- Musculoskeletal discomfort.
- Presence of mild mental discomfort (anxiety, depression).
- Health self-evaluation.
- Measurements of weight, height, waist circumference, blood pressure and oral health.

## 2.4 Increase the adoption of socially responsible practices

The last twenty years have witnessed significant change in the relationship between production sectors and population, a movement of gradual strengthening of joint commitments to the environment and human rights as a whole, which directly reflected on the very production process adopted by Brazilian industry.

Nevertheless, considering the five stages of sustainability, according to the figure below, most of the Brazilian companies still remain in the “compliance” range, merely fulfilling the legislation’s requirements.



Source: Simon Zadek (AccountAbility).

The 20<sup>th</sup> century began its journey when the United Nations decided to propose a big alliance with business corporations and entrepreneurs from the entire world: the Global Compact, a political and strategic initiative directed to business, trade and industry.

The National Department of Sesi signed the *UN Global Compact* (ONU, 2010, 2011), becoming directly engaged for the success of the ten universally accepted principles among the areas of human rights, labor, environment and fighting corruption, as detailed beside.

## Ten principles of the Global Compact

UNITED NATIONS & SESI – NATIONAL DEPARTMENT

- **Human rights (HR)**

1. Respect and support the internationally recognized HR in the area of influence of SESI-ND.
2. Ensure the organization's non-participation in HR violations.
3. Support freedom of association and recognize the right to collective bargaining.

- **Labor rights**

4. Eliminate all forms of forced or compulsory work.
5. Effectively eradicate all forms of child labor in its supply chain.
6. Encourage practices that eliminate any kind of discrimination in employment.

- **Environment**

7. Take on a preventive, responsible and proactive approach to the environmental challenges.
8. Develop initiatives and practices to promote and disseminate socio-environmental responsibility.
9. Encourage the development and diffusion of environmentally responsible technologies.

- **Corruption**

10. Fight all forms of corruption, including extortion and bribery.

Every organization, company or institution that becomes part of the Global Compact also accepts its rules of transparency and accountability, reflected in the *Communication on Progress*, or COP, an annual report that SESI publishes under the title Sustainability Report (2009 and 2010 editions).

One of the most remarkable lines of effective interconnection with the universe of strategies adopted in the Compact's context is SQWA, or SESI Quality at Work Award (see 4e), established since 1996 in order to assure greater visibility to industries that invest in socially responsible practices, differentiated management lines and value their employees. Along with it, the initiatives of Brazil Kitchen and Global Action figure prominently, better explained by title 4e.

From there came out the SESI Sustainability Model, with the programs of Education for New Industry, Healthy Industry and several lines of institutional promotion (see title 4).

Traditionally, the institution has provided support and grounding for companies that increasingly adopt international and national standards of management quality, actively contributing to a positive change in the scenario related to social responsibility in recent years. This is especially the case of ISO 9001 (Corporate quality management); ISO 14001 (Environmental management system); NBR 16001 (Brazilian Standard for Social Responsibility of the Brazilian Association of Technical Standards); OSHA 18001 (quality audit for Health and Safety at Work Management System) and ISO 26000, which is the international standard for Corporate Social Responsibility.



## 3 BUSINESS PRACTICES FOR SUSTAINABLE DEVELOPMENT

### 3.1 Practices in education

SESI adopts the same concept of education given in the first article of the Law of Guidelines and Bases for National Education (BRAZIL, 1996), which means extend beyond the school itself and the methods of teaching, particularly reaching work environment and practices related to quality of life.

**EDUCATION COMPREHENDS THE FORMATIVE PROCESSES DEVELOPED AMONG FAMILY LIFE, HUMAN RELATIONS, WORK, EDUCATION AND RESEARCH INSTITUTIONS, SOCIAL MOVEMENTS AND CIVIL SOCIETY ORGANIZATIONS AND CULTURAL MANIFESTATIONS (LGB, ART. 1).**

Education is formally defined as a pillar of institutional action for sustainable development in the period 2007-2015 (Strategic Map of Industry), based on the premise that all individuals need a set of basic skills to support their own growth through life.

Basic skills, acquired during the stages of early childhood education and middle and high school, are those linked to oral and written communication ability, logical-mathematical reasoning and social interactions with physical environment. In essence, sustainable development depends on a qualified education from its primeval elements.

The major lines of action – which essentially trace a path to promote quality of life for workers and their dependents by focusing on education, health and leisure, encouraging socially responsible management in industrial company – are designed in the Strategic Map of SESI Education System.

The **Strategic Plan for Education** and the initiative Education for New Industry comprehend actions through ten major programs implemented by the National Department and the 27 Regional Departments (brief description highlighted).

## Implementing the Strategic Plan for Education

### TEN SESI PROGRAMS

**Full-time Education** – Provides basic education for children of workers in extended time spent in school.

**Digital Inclusion for All** – Enables students and professionals of SESI Education System by access to hardware/software, connectivity and digital skills.

**Science in School** – Support in the areas of research, experimentation and scientific foundations through physical, chemical and biological sciences laboratories.

**Educator Training** – Supports educators training at graduate and post-graduate level.

**Raising Worker Education** – Promotes education at middle and high school level of the industry worker and his dependents.

**Continuing Education of Industry Worker** – Expands knowledge according to training needs of industry workers.

**Cultural Capital Enrichment** – Allows access for workers and their dependents to cultural goods such as books, theaters, museums.

**SESI Quality in Education Award** – Supports the basic education qualification process by disseminating good practices.

**Consulting for Qualified Education** – Advises schools and school systems to formulate plans to improve the quality of education.

**SESI Knowledge Industry** – Enriches cultural capital and disseminates digital inclusion actions for low HDI workers and communities.

By proposing and experiencing solutions, **innovation** is a key element for institutional work, acting as a correction factor of traditional practices and a glimpse of the future. In educational area, the main innovative lines are comprehended by full-time schools process and four programs specifically designed with this in mind, which seek to complement each other: Digital inclusion for all; Science in school; Cultural capital enrichment; and Knowledge industry.

SESI has become a pioneer in the adoption of full-time schools in Brazil when implemented, in the '70s, the Park School concept with students developing curricular activities during the two periods, which was followed by Cieps and Caics governmental projects. Currently, these schools provide, besides all the required courses, a framework of elective courses and an interdisciplinary space that functions as a complement to training.

The program **SESI Knowledge Industry**, a partnership with Education and Communications Ministries, municipal governments and companies, prioritizes low Human Development Index communities and is based on multimedia units consisting of ten computers with Internet access, library with printed and virtual books, with access, for example, to film and video producers and record companies.

### 3.1.1 Basic education

The first recommendation within those made by ECO-92 and contained in Agenda 21 regarding the fight against poverty (see topic 4a) deals specifically with the access to basic education, which in Brazil is the level of school or formal education comprehending early childhood education (child care and preschool), middle school (1<sup>st</sup> to 9<sup>th</sup> grade) and high school (3 years), with a total optimal duration of eighteen years. Full access for children to basic education and for youth to information constituted Rio+10's central theme.

Once internationally and nationally established the broad guidelines, SESI worked plotting an ambitious action plan with goals that, taking place little by little, decisively helped to speed up Brazil's change process toward sustainable development.

The frame below provides a real sense of what the institution has been doing and intends to do until 2015

FRAME 1. SESI ACTIONS IN 2010 AND GOALS FOR 2015 IN BASIC EDUCATION			
General purpose	Action	2010	2015
Raising youth and adult basic education	Enrollment offer in middle and high school	298.000	350.483
	Enrollment offer in EJA*	94.353	250.334
	Raising retention rate in middle and high school	70%	80%
Promotion of services in regular basic education under comprehensive education perspective	Enrollment offer in early childhood education	24.424	30.722
	Enrollment offer in middle school	164.536	186.979
	Enrollment offer in high school	77.110	125.325
Promotion of medium-level basic education combined with professional education	Enrollment offer in basic education combined with SENAI's professional education	30.000	100.000

EJA = Youth and Adult Education.

Source: SESI, 2008a.

### 3.1.2 Continuing education

Continuing education, or lifelong learning, refers to a set of actions aimed at industry worker, his family and the community at large, involving almost all SESI's fields of action dedicated to healthy lifestyle and socially responsible practices. It's an integrated process that brings together the areas of education, health, leisure and social responsibility.

Different formats of learning are interrelated by:

- classroom, semipresencial and distance courses;
- conferences, seminars, lectures, workshops;
- libraries and virtual learning environments;
- production and distribution of educational content in different media;
- experiences and practices related to the enrichment of cultural capital cultural and healthy lifestyle.

The modality of Distance Education – EaD offered 483 000 enrollments in 2010 in education, 493 000 in health, 634 000 in leisure and 339 000 in social responsibility, expecting to totalize 2.1 million enrollments in 2015. These numbers become possible thanks to the massive adoption of the distance education modality.

The **SESI Distance Education Network** – SESIEDUCA Network – is made up of educational spaces that operate in physical structures of school of the organization, EaD polos, companies, mobile units and virtual spaces. It is designed to meet the demands of increasing schooling and continuing education in the industry as a condition for the sector's competitiveness and sustainable development of the country.

Through the Network, it's possible to offer professional courses and guides (see highlighted example, available in [www.sesi.org.br/pro-sst](http://www.sesi.org.br/pro-sst)) and other short and medium-term educational activities, in distance, with a WEB structure that covers diverse topics using a virtual learning environment equipped with interactive features and educational and professional monitoring.



## Distance professional guide (example)

### FALLS FROM OPEN FLOOR

**Basic guide** for people working on floors with a height above two meters. The issue is work security for prevention of falls from open floor.

**Scope:** guidance related to attitudes and habits that can prevent falls in these environments, showing how to use collective and individual protection equipments.

**Content:** the Guide teaches how to properly utilize the equipments for collective protection (EPC) and individual protection (EPI) at work in open floor. It shows how to organize and make the daily tasks safely to prevent falls and dangerous situations.

**Learning objective:** at the end, the student should be properly able to use the protective equipments and make the tasks safely, detecting risks and preventing falls.

**Target audience:** people who work on floors with openings, plan tasks and members of Internal Commission for Accident Prevention (CIPA).

In an innovative initiative, the National Council of SESI created in 2008 the ViraVida program, which offers professional training courses for young victims of sexual abuse and exploitation, from 16 to 21 years. The project includes a socio-educational process that involves guidance work on ensuring the rights of children and adolescents, education increasing, notions of self-management and entrepreneurship, as well as routing to the labor market.

ViraVida is performed through professional training combined with continuing basic education, transverse approaching of issues such as citizenship, Child and Adolescent Statute, health and body care, STDs and others; psychosocial care seeking values retrieval, damage reduction and human development.

During nearly three years, over 2,000 young people were served by the project throughout the country. In total, 819 students completed the courses and 946 are in formation process. Within the graduates, 629 are inserted in the labor market. Currently, the project is in 13 states, comprehending 16 cities. In 2012, the goal is to serve all the cities that will host matches of World Cup 2014 and, to achieve it, the program will be implemented in Sao Paulo, Cuiaba and Manaus.

The courses, with an average workload of 900 hours/class, cover the areas of Administration, Clothing and Fashion, Tourism, Gastronomy, Retail and Personal Image. The expertise about school and professional education of SESI and SENAI has been critical to the project success, coupled with partnerships from other institutions of the S System – Senac, SESC, SEST, Senat, Sebrae and SESCOOP.

The networking performance and synergistic work between the partners of S System and Network of Confrontation has been the project mainstay. In all, 89 institutions, including governmental and non-governmental organizations, adhered to ViraVira and perform as co-responsible for adolescents and youth enrolled.

ViraVida project was among the three finalists, in 2001, of the Bank of Brazil Foundation Social Technology award.

Besides the program of care for young victims of sexual exploitation, the National Council of SESI created the social mobilization national campaign *Carinho de Verdade* (True Affection). This action encourages the civil society involvement in facing the sexual violence problem. The initiative has been disseminated in the media and especially social networks (Facebook, Twitter, MySpace, Flickr, etc.), which have been widely used to reproduce information and obtain membership to the cause.

## 3.2 Practices in cultural area

The identification of culture as the individual's very condition of existence is the basis of SESI's decision to act in a more structured way, since 2004, in this important field of knowledge and life.

Investing in the sector can incorporate the company into the local, regional or national culture, knowing, translating, producing, reproducing and transmuting it. This isn't about turning the cultural promotion into a compensatory action, but promoting a better society: a philosophy that belongs to new ethics or social responsibility ethics, which is committed to quality of life and sustainable development.

Culture is seen as a right, based on respect for diversity in relation to artistic manifestations; for local, regional and national identities; for social classes and understandings or attitudes of each one towards the political, religious and economic reality, and that of individual and collective relationships; and for the levels of access to information.

The objective pursued is to contribute to the promotion of accessibility for industry workers, their families and communities to diverse artistic-cultural experiences, cooperating to the citizenship achievement, the strengthening of social action for the culture democratization and quality of life improvement for workers.

Providing access to events, offering entertainment and boosting the economy by investing in the area isn't enough. It's necessary to ensure that the public is able to understand art and recognize its importance and significance.

Institutional initiatives are developed around three major axes or lines of action:

- **Training and development**

Skills qualification to search for projects funding and feasibility, production and dissemination of materials and methodologies for management professionalization.

- **Encouraging the cultural production and dissemination**

Stimulating the execution of cultural projects by the Regional Departments of SESI, focusing on industrial advisory.

- **Cultural promotion**

Fostering the development of socio-educational projects aimed at enhancing cultural diversity and inserted into social responsibility ethics, committed to quality of life and sustainable development, favoring a differentiated SESI's relationship with companies and industry workers.

The axes are articulated by means of a shared management.

The recognition that Brazil is a huge mosaic of cultural creation, with an unique richness in production of art that is often decisive influence on the formation and development of national thought, resulted in an increasing approach between the institution and the industry workers, seeking to capture their talents in a move to stimulate creation and, at the same time, overcome the daily stresses.

The SESI Culture Program chose as priority three major national projects: SESI Dolls from Brazil; Brazil Piano and Marcantonio Vilaça for Plastic Arts Awards. This, every two years, distinguishes five artists whose works form a traveling exhibition throughout several state capitals, which main effect is to gather the art of industry workers and general audience. The SESI Technology of Investment in Culture was spread over the 27 federal units, with 3,373 workers registered from 4,442 companies.

In schools, the SESI Art Project has been helping to train knowledge disseminators. Teachers take actions to encourage students' creativity and innovation power, based on cultural projects in plastic arts, literature and music.

The SESI Music Festival, organized in state and national stages, is an exhibition of new compositions and interpretation, aimed at all genres and styles of Brazilian popular music, promoting exchange and experience sharing among industry workers who also play the role of composers, performers, poets and artists in order to enhance the Brazilian musical and cultural production.

### 3.3 Health and safety at work (HSW) practices

A long tradition of involvement in activities for health and safety at work protection early put SESI as a partner of WHO, ILO, sectoral ministries and institutions of workers and employees who deal with the issue. In the early '90s, SESI offered to the companies a new HSW model anchored in the notion, strongly innovative in those days, of caring – by a group of professionals – problems related to both general and occupational health, besides highlighting particularly non-transmitted diseases, such as hypertension, diabetes and fighting sedentary lifestyle (PINTO et YANO, 2004), since they constitute major causes of mortality and morbidity in adults.

The coincidence of purpose and field experience easily approached SESI to the targets set by the UN on topics related to health, both the ones mentioned in ECO-92 (chapters 6 and 29) and those in Rio+10 (sections II and VI), adapting its strategies and goals to those internationally set, notably in children's and women's health, prevention and combating of sexually transmitted diseases and acquired immunodeficiency syndrome (STD/AIDS), workers health and safety at work environments. Gradually, SESI has established itself as the leading organization in HSW branch, justifying the winning of the Top of Mind Award, given through national polls to the institutions and professionals most reminded by population.

At a time when the countries around the world gather to examine the main issues of sustainable development at Rio+20, the Strategic Map of SESI prescribes to its health sector the ambitious mission of, until 2015, "achieving health and safety at work levels aligned to the best world standards".

At the origin is the institution of the **SESI Healthy Industry** Program, focused on the company's commitment to the continuous improvement of its practices of health, work safety, workers education and leisure and environmental protection. It is an initiative, applied to industrial environment, compatible with the macro-movements of healthy cities. It provides access to knowledge, among others means, via site [www.sesi.org.br/pro-sst](http://www.sesi.org.br/pro-sst), which offers an extensive wealth of services (see also the publication "Portfolio of SESI's educational materials" and description in topic 2b of this text) and site [www.sesi.org.br/vidasaudavel](http://www.sesi.org.br/vidasaudavel), with available material on physical education, healthy alimentation, stress management, healthy relationships and preventive behavior. The SESI Observatory monitors what's new happening and carries out researches and studies about the industries situation relatively to quality of life, healthy lifestyle and corporate social responsibility.

The SESI Healthy Industry Program also allows obtaining services from the SESI Sustainability at Work Model and three types of diagnosis: health and lifestyle, conditions of work environment and organizational vibe.

In the period 2004-2009, a key step towards innovation was given through executing the project **Strengthening Health and Safety at Work for Brazilian Industry**, developed along with CIDA – Canadian International Development Agency, managed by the National Department of SESI, in Brazil, and Ryerson University, from Toronto, and supported by ABC – Brazilian Cooperation Agency/Ministry of Foreign Affairs and Fundacentro. Formal cooperation processes with International Labor Organization and Pan American Health Organization have produced qualitative fruits of vital importance to the institution.

Cooperation with WHO/PAHO has evolved to the point of SESI becoming a **World Health Organization (WHO) Collaboration Centre in HSW**. SESI submitted its application based on five projects, all approved by the sector responsible for Collaboration Centres of Geneva and currently benefits from a strong interaction with the nuclei of other countries.

## SESI – WHO Collaboration Centre in health and safety at work

The cooperation with Pan American Health Organization (PAHO), formalized since 1999, enabled the joint construction of the healthy industry concept, which based social responsibility actions in favor of industry workers. In order to deepen these relationships and consolidate our institutional positioning as a nucleus of real national and regional technical excellence, SESI has applied for **WHO Collaboration Centre in HSW**.

Only 67 organizations and academic centres of excellence throughout the world have this title, and in Brazil the only one previously existent was Fundacentro, body that belongs to the Ministry of Labor structure.

With expanded responsibilities, both in Brazil and for the countries of Latin America, Caribbean and Portuguese-speaking Africa, SESI began to interact more with WHO, PAHO, International Labour Organization (ILO) and, gradually, to participate in international level discussions on topics considered essential for workers, employers and governments about HSW.

In Johannesburg, were discussed the basis for the implementation of Global Fund financial support to three health problems enormously significant, especially for the world's poorest populations: AIDS, tuberculosis and malaria.

Through a predominantly urban performance, given the industrial labor characteristics, SESI sought to emphasize educational, preventive and clinical care actions to the first two evils. The **SESI STD/AIDS Prevention in Companies** program was developed to instruct and orientate the worker, in order to prevent the occurrence or control these problems, stimulating the adoption of safe practices, avoiding prejudice and promoting solidarity in the workplace. The initiative helps industrial companies to outline their employees diagnosis and profile, directing the educational-preventive intervention according to their realities.



As part of its involvement in the issue, the National Department of SESI participated in the creation of CEN AIDS – National Business Council for HIV and AIDS Prevention, alongside the Ministry of Health, UNAIDS (WHO's agency in the country), PAHO, ILO and a set of companies, being up to it the task of act as secretariat to the group's discussions, whose actions provided information and sometimes preventive material for more than 50 million Brazilians.

Prevention and clinical care linked to pulmonology and early detection of tuberculosis signs and related respiratory diseases are part of the whole medical and nursing care offered by the institution through its clinical care units in the states.

In order to contribute to the current landscape change, it implemented, in partnership with Pan American Health Organization, Ministry of Health, Department of Hypertension of Brazilian Society of Cardiology and **Non-Transmitted Diseases (NTD) Prevention Program**, comprising a risk factors assessment followed by an intervention

to promote the development of healthy attitudes and behaviors, individually and collectively, in order to reduce morbidity and mortality among industry workers.

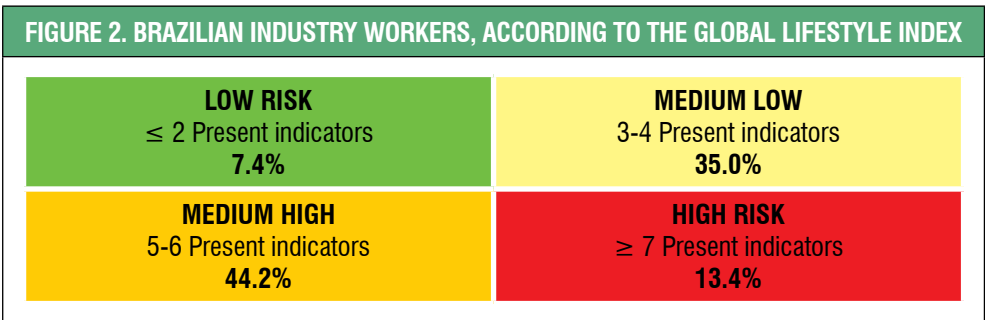
To meet these and all other demands, SESI had, in 2010, a total of 8,000 professionals throughout the country, 700 of them general and occupational health doctors with an annual production of 1.2 million consultations, to which must be added the whole volume of nursing, dental, laboratory, collective protection, preventive services and educational care.

### 3.4 Healthy lifestyle

When the recommendations coming from major international forums, such as those contained in Agenda 21 and implementation plan for Rio+ 10, refer to poverty eradication, need for change considered unsustainable consumption and production patterns or symbiosis between health and sustainable development, they're actually telling everyone that nothing's more important than a healthy lifestyle. Welfare and health are permanently influenced by economic, social and environmental factors. People who get a quality education and have a regular job, safe house and neighborhood, with access to appropriate prevention measures, tend to be more successful, to live longer and be healthy throughout their existence.

As part of its permanent activities by the working population, SESI has developed a **Global Lifestyle Index – IGEVS**, based on ten indicators: leisure-time physical inactivity; moves physical inactivity; smoking; excessive alcohol consumption; sun exposure without protection; negative perception of stress management; negative perception of health; negative perception about relationships; low fruits or vegetables consumption; excessive soft and artificial juice drinks consumption. Besides generating the index, the data collected from workers in a company are stratified according to risk profile: 1 – low risk (up to 2 present indicators); 2 – medium low (3-4 present indicators); 3 – medium high (5-6 present indicators); 4 – high risk (7 or more present indicators).

An exploratory study of industry workers found that 58% of them are under medium or high risk, as shown in the following highlighting.



Source: SESI, 2009a.

Further analysis indicated that women are more exposed to stress, leisure-time physical inactivity and have more negative perceptions about health and welfare, while men are more prone to smoking, alcoholism, overweight and inadequate alimentary habits.

The institutional history shows a clear identification with welfare promotion and the principles of sustainable development, virtually throughout its history. The following Frame provides a brief review on measures of actual impact, both in general people's lives and SESI's target population.

FRAME 2. RELEVANT INITIATIVES ON LIFESTYLES, CHRONIC DISEASES AND HEALTH PROBLEMS	
External context	SESI Context
<p><b>1988</b> – World Health Organization launches recommendations for prioritizing the fight against sedentary lifestyle, smoking and inadequate alimentation in health promotion in the world.</p> <p><b>2000</b> – 65% of the leading causes of death worldwide are related to Non-Transmitted Chronic Diseases (heart diseases, stroke, cancers and diabetes) that can be prevented by adopting healthy behaviors: physical activity, alimentation, smoking cessation.</p> <p><b>2006</b> – National Health Promotion Policy – prioritizes actions of healthy alimentation, physical activity, tobacco and alcohol use prevention.</p> <p><b>2007</b> – The Non-Transmitted Chronic Diseases (NTCD), such as cardiovascular, renal and respiratory problems, diabetes and cancer, and external injuries (violence and accidents) are responsible for 72% of deaths in Brazil.</p> <p><b>2008</b> – Brazil is the first country, together with Australia, to establish a National Policy for Human Health Comprehensive Care.</p> <p><b>2010</b> – Brazil is going through a demographic transition which number of people between 16 and 59 years old represents the largest population group. The birth rate is 1.8 per couple and the base of the demographic pyramid begins to reduce 3 times faster than the same phenomenon in Europe and USA.</p> <p><b>2011:</b></p> <ul style="list-style-type: none"> <li>• Ministry of Health launches the Health and Policy Monitoring for the Elderly Indicators System, aimed at strengthening active aging in a healthy way for the Brazilian population as a whole.</li> <li>• National Agency of Supplemental Health – ANS launches Regulatory Standard for Health Plans that adopt active aging programs.</li> <li>• Ministry of Health launches, on April 7, 2011, the Health Academy program, in order to promote health through physical activity, with the goal of expansion to 4,000 cities by 2015.</li> </ul>	<p><b>2003</b> – Launches NTD Prevention National Program.</p> <p><b>2004</b> – Inserts in the Occupational Clinical Fact Sheet, nationally used, the assessment of risk factors for NTD.</p> <p><b>2005</b> – SESI launches the Healthy Life Promotion Week, with national actions involving the inclusion of physical activity, healthy alimentation, stress, healthy relationships and preventive behavior. In 2010, it served 1,225 industries and 160,000 workers.</p> <p><b>2006:</b></p> <ul style="list-style-type: none"> <li>• Carries out national survey on lifestyle and leisure habits of industry workers, involving 2,775 companies and 47,886 workers.</li> <li>• Repositions the labor gymnastics service as educational action for healthy lifestyles, which served, in 2010, 914,000 workers and 2,300 industries.</li> </ul> <p><b>2007:</b></p> <ul style="list-style-type: none"> <li>• SESI Study – Epidemiological Profile of Risk Factors for Non-Transmitted Diseases in Brazil's Industry Workers.</li> <li>• National Program of Corporate Solutions for the Promotion of Healthy Lifestyles among industry workers, Active Leisure. In 2011, serves 631 industries and 231,000 workers.</li> <li>• International Telecongress on Health.</li> </ul> <p><b>2008</b> – Diagnosis of lifestyle and health for industry in order to monitor the workers health profile. In 2011, 3,850 industries and 470,149 workers were served.</p> <p><b>2009</b> – SESI creates portfolio of 6 services to promote healthy lifestyles and productivity in industries: Gymnastics at work, academia and groups and Interest in physical activity (CorporAtivo), Events Management, Access to culture, sports and leisure spaces (clubs), Socio-educational drama, Individual guidance for behavior change (Circuito do Bem-estar).</p> <p><b>2011</b> – In partnership with Rede Globo, SESI performs in 11 capitals the campaign Caminhada na Medida Certa, involving 53,940 people.</p>

Source: SESI, 2010.

### 3.4.1 Diseases prevention

Health promotion and diseases prevention – a key element for sustainable development and which has been given the deserved emphasis in the resolutions of 1992 and 2002 world summits – can be regarded as synonymous with what SESI is all over the country. Prevention requires much more than providing information to people make healthy choices and is an internationally firmly established strategy for the world of labor (BUCK SURVEYS, 2011; USA, 2011). We'll live in truly healthy environments and communities only when all sectors – transportation, housing, work, education, security – promote policies aimed at prevention, to avoid the occurrence of avoidable problems.

Although one might consider that the work regularly performed by SESI in the areas of welfare and health is directed to prevention, some specific efforts must be highlighted in addition to those **described in the topic 4d (STD/AIDS prevention and Non-transmitted diseases prevention)**.

The **Drugs use in companies prevention** program employs a methodology based on traffic signals to identify the alcohol consumption levels. A diagnosis, which includes the profile of the company's employees, is made and directs the educational-preventive intervention according to the profile of environment and population under analysis.

The provision of specific care for women meets the concern of supporting them since they engage more and more with the world of formal work. SESI's **Health promotion** area develops a line of attention exclusively aimed at women working in industry or spouses and dependents of industry workers, providing guidance and, when necessary, medical care. One of the protagonists of women's everyday life, men also are affected by this SESI project. On the factory floor, they become aware of women's new role in the market and the greater vulnerability of women's health. A national program on **Men's health**, with essentially educational methodology, has been added from 2012 to the range of available services for workers in care units across the country.

Special attention is dedicated to expanding or hard-to-control diseases. Besides its performance in HIV/AIDS combating and prevention and participation in the national effort to fight Dengue fever, SESI has sought to face the challenge of vaccinating the population against H1N1 influenza, by supporting the public sector efforts, covering the industry segment through a struggle which also tries to avoid the dissemination of seasonal influenza.

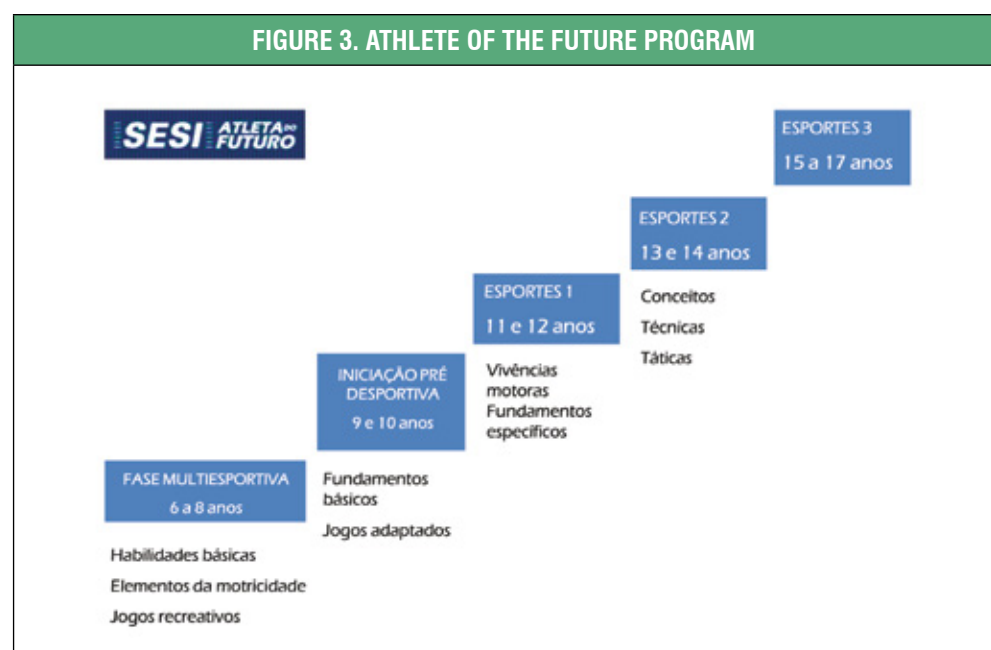
### 3.4.2 Sport and leisure

Increasingly, sport has been characterized as a universal phenomenon of strong socio-cultural impact and continuous expansion, including under the economic aspect. Its boundaries largely transcend specific issues, gaining and receiving influences from sectors such as health, education and sustainability. Particularly, this last one has grown to the point of becoming a major focus of public policy and development. UNESCO, for example, prescribed four pillars for education: learn to know, learn to do, learn to live together and learn to be, reinforcing the need to understand world around the student, emphasizing the value of interdependence, of teamwork.



SESI tries to follow the major guidelines that, in Brazil, govern the Sports National Policy and privilege universal access and promotion of social inclusion, human development, nation's peace and development, economic development, social control and decentralization of sport and leisure.

Based on these concepts, the Athlete of the Future Program was instituted as part of the line of Education for New Industry, which emphasizes, alongside the traditional curriculum, the acquisition of healthy lifestyle habits. Started in 1991, in Sao Paulo, it's a sports training action developed in Activities Centres, companies and public spaces. It's aimed at children from 6 to 17 years and is developed through five stages, as shown in the figure below: multisports, 6-8 years; pre-sports initiation, at 9 and 10 years; sports 1, 2 and 3, from 11 to 17 years.



Source: SESI, 2010a.

Teaching sports isn't just techniques and tactics. It actually comprehends a broader training, with the approach of cross-cutting themes on ethics, environment, cultural diversity, health, sexual orientation, labor and consumption. The program expects to cover more than 196,000 children and youth by 2016, including effective participation in the Olympic Games.

The leisure field brings together a series of actions to promote health and healthy lifestyle for workers. SESI Active Leisure is a program of integrated solutions in leisure which seeks to provide industry workers, in SESI's premises or in the very company, leisure and entertainment moments that develop concentration, awaken creativity and help cultivate good relationships.

It is supported by five pillars, called Pentacle Welfare, which aims to ensure the improvement of worker's quality of life and the strengthening of industry development: healthy alimentation, preventive behavior, stress management, physical activity practice and healthy relationship.

Stimulating exercises in the workplace contributed to the creation of the SESI Gymnastics at Work – SGE, a preventive, socio-educational and playful physical activity program, collectively developed by the worker in working time and place. The result has been greater socialization, improving the relationships between workers and their respective quality of life, besides strengthening the company, with benefits such as stress management, reduction of occupational accidents and increasing in operational efficiency.

Favored by the companies and workers massive acceptance and adherence, SGE became, from the beginning, in 1992, in a successful case, with an increasing number of individuals (about 600,000 per year in all federal units) practicing daily physical activities, methodically, under professional supervision or support.

Several other options can be combined according to the needs and interests of each group of employees and include, for example, the Welfare Circuit (tests to measure the stress level, counseling and dynamics for habits change); SESI Corporate (physical aptitude, gymnastics for specific groups, personalized gymnastics); socio-educational events and drama; sports and SESI Club, in centres with full recreation facilities.

A pioneer in active leisure, the Regional Department of SESI from Santa Catarina could see, after five years of project, progress in quality of life of industry workers in the state. In 1999, the physical inactivity rate among industry workers was 56.3%, falling to 32.4% in 2004. In the same period, smoking was reduced by 6%, while the abuse of alcohol went down from 48% to 41%.

The Frame below tries to summarize the main initiatives lately in the sports area, linked to social inclusion and citizenship.

FRAME 3. RELEVANT INITIATIVES IN THE SPHERE OF SPORTS, SOCIAL INCLUSION, CITIZENSHIP	
External context	SESI Context
<p><b>2006</b> – Sports Incentive Law nº 11.438 (BRAZIL, 2006) approved for the period 2006-2015.</p> <p><b>2007:</b></p> <ul style="list-style-type: none"> <li>• The Federal Government launches the National Policy of Public Security and Citizenship – Pronasci to cope with crime. The director of culture of peace promotion articulates Pronasci with the Sports and Leisure of Cities Program – PELC and the National Health Promotion Policy, since violence is the leading cause of man's death in Brazil between 18 and 29 years.</li> <li>• Brazil is chosen by FIFA as host nation for the World Cup 2014.</li> <li>• The International Military Sports Council – CISM elects Brazil as host nation for Military World Games 2011.</li> </ul> <p><b>2009</b> – Brazil is chosen by IOC as host nation for the Olympics.</p> <p><b>2009/2011</b> – Great business conglomerates associate their brands to sport and healthy lifestyle through establishing national initiatives.</p>	<p><b>2007</b> – SESI launches Values of Sport Program to reposition sports services to promote positive values for life, work and citizenship.</p> <p><b>2008</b> – SESI lança Social Investment Technology in Sport to support industries in proposing projects to encourage sport.</p> <p><b>2009:</b></p> <ul style="list-style-type: none"> <li>• SESI launches Nacional Program for Social Inclusion and Education through Sport, Athlete of the Future. It serves, in 2011, 196,000 children and youth with the support of 401 industries.</li> <li>• SESI launches national program of Street Racing, with 31 events e 62,000 participants in 2010, when 108 industry workers ran at Sao Silvestre.</li> </ul> <p><b>2010</b> – Brazil is elected to host mundial dos trabalhadores in 2013, with SESI's Coordination.</p> <p><b>2011</b> – Students of Athlete of the Future participate in the Pan American Games, in Mexico, and several of them become medalists.</p>

Source: SESI, 2010.

## 3.5 Business management

### 3.5.1 Corporate social responsibility

Issues related to social responsibility have gained increasing prominence and importance from the second half of the 1900s, leading business organizations to cope with an increase in competitiveness due to the strengthening of a gradually more globalized market, in which social movements and growing demands of consumers created the logic of recognition for values such as ethics, transparency and respect for the environment.

The exercise of Corporate Social Responsibility – CRS, understood as the ethical and transparent relation of an organization with all its stakeholders aiming at sustainable development (ETHOS, 2003), is the main challenge faced by SESY in its mission to provide the necessary support to the growth of Brazilian industrial sector.

It aims at **sustainability**, i.e., an environment in which people don't consider themselves subject to barriers that avoid them meeting their basic needs and nature doesn't be degraded.

As an organization belonging to the third sector, linked to the National Confederation of Industry, Sesi has the duty of enabling private social investments for sustainable development, which means overcoming the welfare charity stage to handle volunteer resources transfers in a planned, monitored and systematic way. Companies started to worry about the results obtained and investment becomes a social responsibility strategy, aggregating value to the relationship with the community.

Recent analysis by Getulio Vargas Foundation (BARBIERI, 2006) puts CSR as an a issue in clear ascension currently, involving companies and their associations, education and research institutions, unions, NGOs, governments and bodies of the United Nations system.

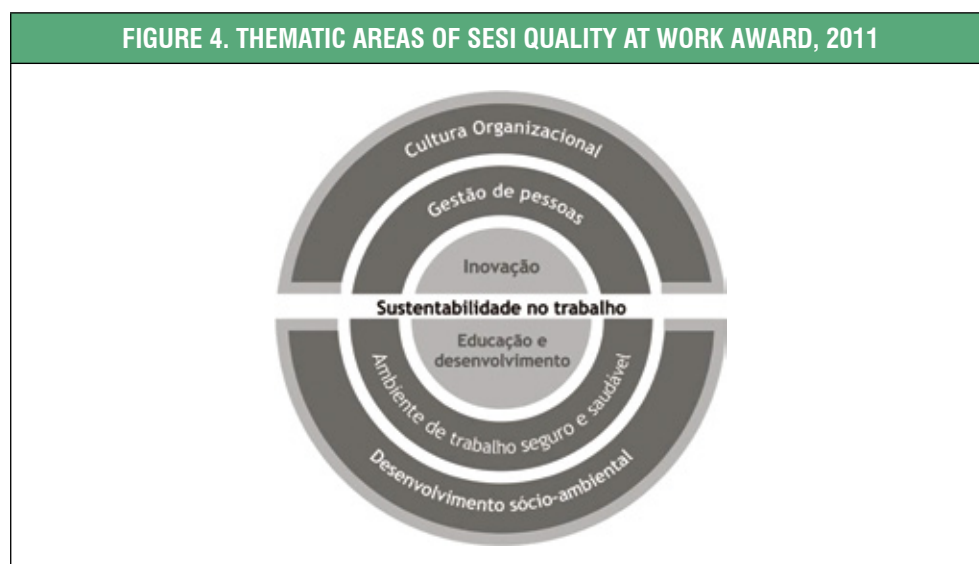
Upon the completion of **Corporate Social Responsibility Unit – CSRU**, in 2005, Sesi has set as its central lines of action the mobilization for CSR, provision of services, management of programs for social inclusion and knowledge organization. Soon, CSR nuclei were implanted in the federal units, sustaining a series of interventions, out of which the most visible are the three major sectoral programs:

- Sesi Quality at Work Award – PSQT;
- Global Action;
- Brazil Kitchen.

It's also important to mention the massive mobilization actions that attempt to make the industry area aware of the importance of adopting social responsibility, volunteerism and commitments to ethics as regular practices.

PSQT seeks, among other goals, to strengthen the exercise of corporate social responsibility, worker's quality of life and establishment of safe, healthy and productive work environments. It's based on nine grounds which value elements such as systemic mind, purposes constancy, valorization of people and future vision. In its 14<sup>th</sup> version, held in 2011, it has been contested by 1,737 companies (639,000 workers) from all over Brazil, which brought up 1,315 innovative practices, representing successful initiatives resulting from policies and actions implemented in industrial enterprises, which in turn indicate the adoption of management values and people valorization, as well as innovative technologies and tangible impact on improving the quality of life of workers and working conditions, increasing productivity and efficiency of companies.

A better understanding of the award characteristics, with its six thematic areas, is provided by the following Figure. For each one, indicators used to describe the good practices of competing projects are explained.



Source: Sesi, 2010b.

After a long period of intervention in reality by the Regional Departments, in 2010 the Resolutive Act 6, from the National Council of Sesi, formally approved the document which sets out the **SESI Policies and Guidelines of Corporate Social Responsibility**, prescribing assumptions, objectives and lines of action for central and state levels.

The management of economic, social and environmental impacts gradually became a determining factor for the success of organizations and sustainability gained ground by dealing with issues such as demographic transition, climate change, epidemics, biodiversity, use of worldwide information network through the Internet and social networks.

It became up to Sesi build effective conditions for concretizing CSR and establish a solid protection basis for industry workers and, consequently, the population in order to raise the educational level, adopt healthy lifestyle patterns and socially responsible practices.

The institutional perspectives, outlined by the Strategic Map, emphasize support for socially responsible management by industries, health and safety at work promotion, expansion of access to basic and continuing education. Overall, the organization expects to be recognized as a promoter of the worker's quality of life. Its actions seek contribute to the productivity and competitiveness gains of industry result in healthier and more sustainable environments.

SESI is actually a social solution provider and its performance is reflected in the value chain of the entire production process.

### 3.5.2 Social technology

Social technology comprehends methods, techniques, products and action instruments existing in the social market, developed through the interaction between scientific and popular knowledge, characterized by the possibility of replication in social contexts and/or alongside similar socio-economic and cultural segments, representing effective solutions to change society (SESI. Policies, guidelines and lines of action in CSR, 2010).

The most striking example of its use is the systematization of social technology applied to the **Global Action** (SESI. Global Action Social Technology Handbook, 2011). Global Action is a partnership between SESI and Rede Globo devoted to retrieve the citizenship of the poorest segments of Brazilian population. This is a campaign for essential services, integrated and free, promoted by volunteer professionals. In only one day, it's possible to make documents, get a medical consultation, cut the hair, watch a play, take a compact course of professional training, open a bank account, etc., in the same place.

In the systematization process, the first challenge was to change industry's and society's look for the program, which left being just one more and casual to adopt the social responsibility perspective with the assurance of quality and standardization of processes and tools used. The model was developed through a market analysis translated into identifying communities with real social services shortage, continuing the experiences analysis of the previous fifteen years, definition of fixed and variable components and, finally, the handbook's preparation.

The achievement of positive results requires the availability of fifteen essential services at least (usually forty services are available) in four fields: citizenship with access to personal documentation; education, health, sport, leisure and culture, offered in an integrated way by SESI's technical areas and by a high number of partners. In sports, leisure and culture, for example, parlor games, tournaments, gym sessions, art and painting workshops, artistic presentations, guidance on the importance of sports to improve quality of life. The event, in each city chosen to host it, requires active collaboration, among others, from Civil Defense, Fire Department, Transit Battalion, Military Police, prefecture, water, power and telephone companies.

A profile of the participants indicates that about 66% have family income lower than two minimum wages and 77% are women. The young audience is the greatest beneficiary. Data from 2006 produced by IBGE revealed that the number of unemployed people among the 18-24 years population was 37%. Global Action, despite not creating jobs

for these people, can increase their citizenship levels, offering important services in areas like health care and documentation.

As a social technology applied to reality, **Brazil Kitchen** is one of the most consistent responses provided by SESI in dealing with sustainable development.

It is a social responsibility program which transfer to workers, their relatives and community concepts, values and information about healthy eating habits. Betting on the idea that it's possible to enjoy all parts of food – including stems, stalks, husks and seeds –, the Brazil Kitchen courses gather high nutritional value and low cost recipes, which contribute to reduce waste.

The classes take place both in mobile units and fixe or semi-fixed kitchens, installed in companies/industries or available locations in communities. The courses are divided in two types: one focused on food education, with 10 hours/class, and the other one, up to 24 hours/class, intended for professionals of alimentation area, such as cooks, nutritionists and lunch ladies.

The program, which has served more than 860,000 people, encourages reuse and recycling, fighting the waste that results in the loss of tons of food and a permanent aggression to the environment.

Brazil Kitchen has been recognized by the Food and Agriculture Organization of the United Nations (FAO) as a successful experience of food and nutrition education to be replicated. In partnership with the Federal Government, it was taken to Uruguay and Mozambique – and it's being implemented in Guatemala, El Salvador and Honduras.

**FOR EVERY REAL INVESTED IN BRAZIL KITCHEN,  
THE ESTIMATED RETURN IS R\$ 7,19 (SESI. BRAZIL KITCHEN, 2011).**

**IN GLOBAL ACTION, THE INVESTMENT OF R\$ 1,00  
PRODUCES A GAIN OF R\$ 8,75 TO SOCIETY  
(SESI. SOCIAL TECHNOLOGY HANDBOOK, 2011).**



## 4 TRENDS AND OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT FOR SESI

### 4.1 Main trends

The United Nations Conference on Sustainable Development, Rio+20, in principle and according to statements from its Secretary-General, Sha Zukang, shall reiterate the major concepts previously approved in ECO-92 and Rio+10, aiming its efforts at concrete ways of implementing the objectives to be achieved by 2015 and subsequent years. There is a consensus on the inclusion of **Sustainable Development Goals – SDG** that, in the original proposal made by Colombia, intends to establish a higher balance between the economic pillar focused on poverty eradication and social and environmental pillars of sustainable development (UN, 2011; BELINSKY, 2011; PIETRICOVSKY, 2011; Rio+20, 2011).

These goals must be measurable, with indication of time, managers and specification of where they'll take place. The three pillars won't be changed. Instead, they'll be reaffirmed, but Rio+20 should, definitely and practically, integrate social, environmental and economic dimensions, enlightening that progress in only one of these pillars isn't sustainable. There is a clear positioning identity between what is expected from Rio's Conference and the Brazilian subsidy document for the final text of resolutions (Rio+20, 2011).

The SESI studies published in the Trends series (SESI, 2008) and the Guidance Document for 2011-2014 Strategic Positioning (SESI, 2011) serve as grounding for this topic, which addresses in sequence particularities of education, health, corporate social responsibility, sport, culture and leisure areas.

## Education

Education for sustainable development, according to UNESCO, is a vision that helps people of all ages to better understand the world in which they live, addressing the complexity of problems such as poverty, irresponsible consumption, environmental degradation, urban decay, population growth, disease, conflict and human rights violation that threaten our future.

In the future, the subjects with greater consequences for education will be citizenship, globalization, sustainability, virtuality and transdisciplinarity. Authors like Glenn and Gordon (2007) reflect on the fact that unimagined things 25 years ago are usual today and everyone is encouraged to venture in his very thinking and speculate on the future of education and learning, which is based on current education's acceleration.

The amount of available information doubles every two years and the fact that a large part is irrelevant requires that each individual be able to distinguish the accuracy and relevance of what he accesses. Moreover, the time between discovery and application of knowledge is dramatically shrinking due in part to the expansion of the Internet, the provision of more powerful and cheaper computers and the availability of free broadband.

A new educational paradigm turns the teacher into a study supervisor rather than a task masker, the student into the learning's agent, acquiring knowledge by motivation, not by obligation, and increasingly inserts technology in the context. Students, teachers, parents, school administrators and community leaders gain the leading role of a system in which school increasingly participates in the life of community and this one participates in school's life (COSTA, 2003).

At the same time, phenomena such as corporate universities, distance education and initiatives for youth and adult education (YAE) aimed at sustainability become increasingly important. Among the clearest trends which have been unveiled before SESI, there are the:

- demand for increasing the industry worker's productivity;
- increasing valorization of knowledge, skills, attitudes, values and environment with conditions for exercise of labor and increase of productivity;
- maintenance of significant contingent illiterate industry workers or those who failed to complete the medium and high school levels.

Consequently, the organization glimpses a horizon to turn the SESI Education Network into a reference in supporting the basic education's raising in the country; expand the number of enrollments; consolidate the joint action SESI-Senai, growing the provision of basic education and professional education (EBEP) side by side; expand the scope and availability of continuing education with focus on the development of behavioral, conceptual and attitudinal skills for the exercise of labor.



## Health and safety at work

The incorporation of technologies in increasing speed to the labor world reduces the energy expenditure and the need of physical strength, which means more years of life, better health and rising demand for preventive and professional care. In a working environment characterized by strong and constant changes in the products and working ways, the ergonomic issues require different approaches and permanent adaptation from services and experts related to them. The RSI/WMSD often accompany technological evolution and the same happens to physical disabilities, which appear in news forms and represent new challenges.

The very Brazilian health and safety at work “system”, of which SESI is an important part, tends to suffer deep changes, modernizing itself and overcoming the current stage of atomization of responsibilities and resources in multiple ministries and organizations of employers and workers. Increasingly, the companies which effectively do HSW promotion and prevention are awarded, being preferred by those who see jobs.

In general, there's a tendency for the occupational accidents reduction due to factors such as incorporation of robotics and computers into the industrial production line. However, the computerization process is far from being neutral, for it contributes to increase some of the symptoms of new times: increasing of stress and psychological disorders, obesity, the increasing predominance of non-transmitted diseases on the transmitted ones (which have lower cost of treatment). Coronary diseases, cancer and Parkinson's should continue to progress among the causes of morbidity and mortality, even favored by the increase in the average workforce age.

Some challenges to this area which can be outlined are:

- increasing accountability and penalization of companies due to the occurrence of occupational accidents and diseases;
- change in the way of looking at HSW, which gradually starts to be seen as a differentiating factor between companies;
- valorization of integrated management of corporate health as a response to the rapid and continuous increase in costs with attention to diseases;
- active population aging, changes in lifestyle, overweight and sedentary lifestyle reinforce the importance health promotion actions.

SESI's responses to these trends should increasingly match the notes and recommendations of the United Nations, especially those made at the end of Rio+10, and regard the fight against the true causes of health problems, with emphasis on women, children and vulnerable groups (in this case, through identifying them within the industry's working mass and their dependents, besides related communities); on basic services provision (rather than hospital care or third level); on reducing the levels of HIV/AIDS and respiratory diseases, as well as of those originated by air pollution; on the reduction of occupational deaths and diseases, establishing a link between HSW and general health.

Particularly about the last recommendation, SESI prescribes redirection of its general health services offering to the HSW sphere, developing appropriate methodologies for each industrial branch and the dealing with the main risk factors (for example, psychosocial ones, RSI/WMSD, hand and wrist injuries). The current lines of action aimed at combating sexually transmitted diseases, HIV and chronic diseases will necessarily be strengthened and expanded.

## Corporate social responsibility

The most realistic scenario for sustainable development is based not only on economic growth, but also on a redistributive justice and full employment, providing equal access to citizenship rights with broad participation of society (BRUMER, 2003).

The corporate social responsibility area is essential for this, in fact, to happen considering in an intelligent and related way the key issues for its scope: environment, combating poverty and social exclusion, democracy, governance, besides issues regarding working standards and conditions, wages, human rights, bioethics, privacy, product quality and critical population groups.

The catalyst forces that will shape the future of social responsibility as a whole, according to the analysis of the Advisory Group on Social Responsibility (ISO, 2004), are globalization, trade in goods and services to expand, advances in communication technology, increasing expectations of citizens that companies follow social and environmental standards even in countries where operate away from their headquarters. It's also necessary take into account the demands of consumers for alternatives of responsible consumption and voluntary implementation, by entrepreneurs, of social and environmental commitments, including human rights protection ones in places where governments are unable or unwilling to act.

The trends detected by SESI indicate:

- increased corporate interest in sustainability in order to meet regulatory mechanisms and demands for transparency;
- major industries starting to require corporate social responsibility policy from their supply chain;
- innovation, once established as a sustainability strategy, will require managers able to measure the results of actions.

The incentive for socially responsible management of industrial company with a focus on awareness and mobilization, along with the strengthening and expansion of initiatives aimed at continuing education for executives on CSR and sustainability, as well as the dissemination and support to the implementation of good practices of CSR management and sustainability for industrial company, are clear policies to SESI's performance henceforth.

## Sport, culture and leisure

While the high-level **sport** becomes, more and more, a product of the entertainment industry and the sport-spectacle undoubtedly gain status of the showiest trend of the moment in a consumer-driven society, there is an urgent need for greater sport democratization in order to provide effective access for the poorer to physical practices considered healthy.

Interventions aimed at sports dissemination among disadvantaged sections of society should be increasingly valued in the future. Henceforth, it's is glimpsed an increasing diversification extending the action field of physical education beyond the care for children and youth in school environment. At the same time, labor gymnastics is prospected as a tendency to continue in the future, focused on stimulating breathing exercises, elongation and physical responses of short duration, requiring from the responsible professionals improvement and frequent innovations to avoid the risk of becoming monotonous and repetitive.

Physical activity programs targeted at an increasingly elder audience of workers is a necessity that'll soon become urgent. To the extent that violence draws young people from public spaces, the importance of physical activities in general and sports in special within companies and schools grows. There is no doubt that the interfaces between sport and social initiatives will be deepen in the future, opening up a fertile ground in areas where SESI has large experience and accumulated knowledge.

In the **culture** field, in a movement inclinable to modify the value chain, authors such as Miller et al (2002) estimate that intangible assets will gradually gain importance relatively to fixed assets.

The idea that culture is an investment and not just an expense tends to take hold, with corporate motivations changing towards supports not confined to a mere search for marketing returns. The trends show a clear movement in favor of diversification and democratization. At the forefront of these changes, new communication and information technologies align shaped by cultural initiatives.

SESI, as an institution that makes and creates culture, is preparing to overcome significant challenges, for example, to develop digital art, to define favorable battles between preserving the past and the transition to the future, to deal with an international immigration movement which becomes numerically and culturally relevant once more, positively absorbing the foreigner contribution, while stands next to the preservation of the nation's cultural asset, with projects that value "Brazil brand" to deal with the standardization risks brought by the globalization process.

The **leisure** field, where SESI has an enviable tradition, deals with influences such as technological changes and the passage from a service economy to an experience one.

The World Tourism Organization (BENI, 2003) points out some key trends for leisure and tourism sectors:

- valorization of authentic places for leisure;
- intensification of family leisure;
- technological influence on leisure activities;

- search for locations close to home, for shorter trips and faster and more comfortable routes;
- greater leisure provision for population groups in economic and social rise and for elder people.

To the extent that the 21<sup>st</sup> century advances, more and more men will be in search for welfare, interested in quality of life. Leisure tends to evolve as a synonym with quest for welfare in factories and the support for leisure activities should gain strength and obtain a gradually higher number of adherents.

Problems with the increasing violence will lead people to occupy their free time at home and the computer, while replacing radio and television (or complementing them), gradually wins the battle for people's attention, either as entertainment or as a powerful means of communication and learning. The digital inclusion policies gain more space, but have the huge responsibility to prevent the isolation of its users, notably youth. The connections of leisure with education, health, culture and sport through joint projects are a powerful sustainable development tool for the country and a logic vocation for SESI.

Three institutional policies reflect the progress expected for the next years:

- align athletic training services and spaces of leisure and sports to educational programs;
- maximize the sports benefits by adding value to sport as an educational and health promotion process for workers and all the population;
- create and implement a national program for the industry worker and his dependents have access to cultural goods, with coordinated actions of education, leisure and culture that facilitate interaction with theater, music, dance, museums and sports.

## 4.2 Oportunidades

The trends revealed in the previous topic opened up a whole universe of possibilities for an institution like SESI. Each trend detected is, potentially, an opportunity at sight. In this sense, the cast of opportunities added here should be seen as an exemplary set of possibilities focused on the institution's reality and on a foreseeable horizon comprehending the nearest future. Its implementation will obviously happen according to the characteristics and conditions of each Regional Department.

In fact, there are many options and grounds to which the institutional contribution for sustainable development can be enormously significant, because a wide range of unmaterialized or not even planned investments persists in the country, along with a still worrying dose of ignorance about the area.

When it comes to CSR, only 23% of companies adopt environmental, social and economic development practices and 30% are dedicated to valuing diversity and promoting equity. When asked about the term "sustainability", only 16% gave a correct definition and, at the opposite end, 56% said they had never heard of it.

An outlook for the future in terms of social responsibilities (SESI – Guidance for strategic positioning, 2010) points to the emergence of a large mass of new and even more “ethical” consumers in developing countries like Brazil, with new food safety demands not only by the accelerated population aging.

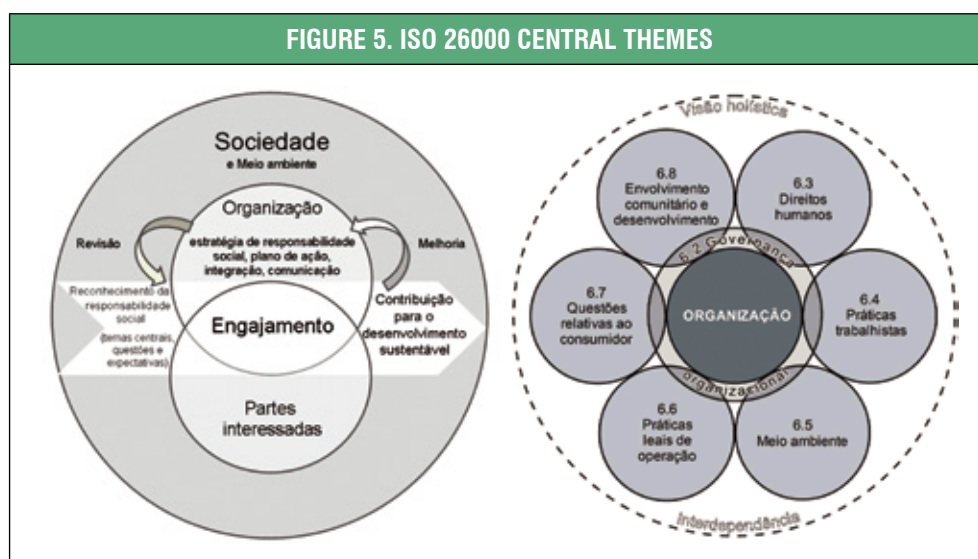
Almost a third of consumers said they base their purchasing decisions on ethics, but at the same time more than two thirds of the companies asked if they would like to receive support for responsible management of its business stated they don't know the theme or have no interest in it.

Support instruments and tools for CSR are adopted by no more than twelve in every hundred companies, including the ABNT Brazilian Standard for Social Responsibility, the ISO standards and those of International Labour Organization, which means a “market” for the implementation of quality guidelines in 88% of them.

A great opportunity opens up to SESI in relation to ISO 26000, the International Standard for Social Responsibility, approved in 2010 after an argument involving the most representative actors of the Western world, overcoming, in part, the debate between the ones who claimed that it actually was a new non-tariff barrier unfavorable to developing countries and those who believed that it would, in fact, become an instrument for fairer trade.

The second option prevailed and ISO 26000 is a promising reality. It's based on the central themes of the figures below and on seven principles: responsibility; transparency; ethical behavior; stakeholders participation; legality; international standards pursuance; respect for human rights.

It's possible to tell that SESI is already prepared to be, in Brazil and alongside industry, one of the most active agents for ISO 26000 implementation and this is one of the large windows that open for the 21<sup>st</sup> century's second decade.



Source: ABNT NBR ISO 26000.

A list of selected opportunities, in specific fields directly or indirectly related to the role that's up to SESI within society, unfolds based on the decisions expected from Rio+20 (and on the recommendations of Agenda 21 and Rio+10) and panoramas outlined here.

- Promotion of sport at work, further expanding what has already been done and seeking, through formal and informal activities, to consolidate a big sport and leisure program comprehending from actions of gym at work, inclusion of workers family and community, to the improvement or creation of gyms.
- Expansion of health services provision in companies, increasingly exploiting the greater presence of women in the workforce and the tendency to shift health services from the closeness to residence places to the workplace. SESI has a strong competitive advantage within this new "market" due to the know-how obtained in previous years.
- Development of services for the functional rehabilitation combined with a policy of return to work, deemed an essential area to the world of work and, since several years ago, unprotected by the Social Security, which has weakened its emphasis.
- Expansion of services, in companies with possible extension to the domestic environment, for prevention and control of illicit drugs and alcohol use, given the expected worsening of these conditions (and the consequent violence), particularly among young people.
- Creation of telemedicine services aimed at work, including as a affordable cost strategy for universal coverage of HSW care to small and medium companies.
- Development of a center, customized by industrial sector, for corporate education ("corporate university") in order to follow one of the main training trends related to the business world.
- Establishing a project area designed to provide objective answers to the challenges of sustainable development, based on the achievement of quantifiable targets within the industry sector, according to the major recommendation from Rio+20 about the **Sustainable Development Goals – SDG**.

A review of the Agenda 21 and Rio+10 resolutions, as well as the theme discussed at Rio+20 in terms of sustainable development, reveals that the possibilities of participation, coalition building and effective intervention among workers and companies that appear to SESI are vast and certainly comprehend a deepening and an expansion of work in health, education, culture, leisure and sport areas.

Sustainable development is the natural way for an organization that, in sixty years of existence, has never stopped being a beacon and a guide for social action and responsibility to the country. Corporate social responsibility can be seen, at this time beginning in 2012, in Rio de Janeiro, marked by the United Nations Conference on Sustainable Development, as an antidote to globalization's excesses.

It is increasingly talked about the creation of an **innovative, competitive and sustainable industry**, and this is undoubtedly a good path to be trod by SESI.



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## APPENDIX

### Points of contact with Agenda 21 and Rio+10

Here are noted the recommendations contained along the forty chapters of Agenda 21 (1992; Ministry of Environment, 1992) elaborated because of ECO-92 and in the eleven sections in which is divided the Plan of Implementation of the World Summit on Sustainable Development, Rio+10 (UNITED NATIONS, 2002), whose contents are directly or indirectly (PINTO, 2002, 2003) related to the actions developed by SESI in the decades 1992-2001 and 2002-2011. Some topics are mentioned only because they are too broad or self explainable, while others are detailed due to their more specific interest to the institution's performance. Parenthetically, there are the numbers by which it's possible to identify each topic in the original document.

#### **i Recommendations of Agenda 21 related to SESI**

- Combating poverty (Chapter 3)
  - ◇ It includes the strengthening of programs in the areas of politics and employment, income generation, access to basic education, respect for cultural diversity and empowerment of local communities.
- Changing consumption patterns (Chapter 4)
- Protection and promotion of human health conditions (Chapter 6)
  - ◇ Health should be treated intersectorally, depending on a propitious environment, existence of a safe water supply, sanitation, safe food supply and nutrition.

- Integrating environment and development into the decision-making (Chapter 8)
  - ◊ The basis of action is the decision-making system and it's necessary to seek for consistency between plans, policies and instruments of economic, social and environmental sectoral policies, with correspondent strengthening of the responsible institutional structures.
- Worldwide action for women aiming at a sustainable and equitable development (Chapter 24)
- Childhood and youth in sustainable development (Chapter 25)
  - ◊ Establishment of mechanisms that permit youth access to information and provide them opportunity to present their opinions on governmental decisions.
  - ◊ Ensure by 2000 that more than 50 per cent of youth are enrolled in or have access to appropriate secondary education or in educational programs or equivalent professional training ones, annually increasing the participation and access rates.
  - ◊ Adoption of initiatives to reduce the current rates of youth unemployment.
  - ◊ Combating abuses against youth's human rights, particularly young women and girls, and examine how to ensure for all youth legal protection, technical knowledge, opportunities and support needed to complete their personal, economic and social aspirations and potential.
- Strengthening the role of Non-Governmental Organizations (Chapter 27)
- Strengthening the role of workers and their unions (Chapter 29)
- Strengthening the role of trade and industry (Chapter 30)
  - ◊ Trade and industry should fully participate in the implementation and evaluation of Agenda 21, with the aim of increasing the efficient use of available resources through promoting cleaner production and corporate responsibility.
- Promoting education, awareness and training (Chapter 36)
  - ◊ Reorientating education towards sustainable development, seeking to ensure universal access to basic education, reduce illiteracy rate among adults by at least half of its 1990 level. Efforts should be focused on reducing the high illiteracy levels and on redressing the lack of opportunities for women to receive basic education.
  - ◊ Fight to facilitate access to education about environment and development, linked to social education, from primary school age to adulthood in all population groups.
  - ◊ Integration of environment and development concepts, including demography, into all education programs.

## ii. Recommendations of the implementation plan of Rio+10 related to SESI

- Poverty eradication (Chapter II)
  - ◇ Reduction by half, until 2015, of the population with income lower than 1 dollar a day (a).
  - ◇ Development of national, local and community programs on sustainable development (c).
  - ◇ Promotion of equal access and full participation for women, emphasizing the gender perspective in all policies and strategies (d).
  - ◇ Children should be able to complete the primary level course and have access to all levels of education (g).
  - ◇ Increase food availability and access, including efficient and equitable distribution system (k).
- Changing unsustainable consumption and production patterns (Chapter III)
  - ◇ Increase corporate social and environmental responsibility, encouraging the industrial enterprises performance through voluntary initiatives that include environmental systems management, codes of conduct and quality certification as the ISO System and public information (18a).
- Health and sustainable development (Chapter VI)
  - ◇ There is urgent need to identify and fight the real causes of diseases and their impact on development, with special focus on women, children and vulnerable groups in society (53).
  - ◇ Strengthening the capacity of health services provision systems to provide basic services to all with prevention and education actions (54a, b, d).
  - ◇ Reduction, until 2015, by two thirds the mortality of children under 5 years and by three quarters the maternal mortality compared to the situation in 2000 (54f).
  - ◇ Development of International Labour Organization programs to reduce occupational deaths and diseases and establish the link between health and safety at work and general health promotion (54m).
  - ◇ Reduction by 25% in HIV prevalence in men and women aged 15 to 24 years, as well as combat malaria and tuberculosis through creating a specific fund (55).
  - ◇ Reduction of respiratory diseases and other diseases resulting from air pollution (56).

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