

On the Path to Sustainability

Edition 09 | Quarterly | July/August/September 2012



Integrated Family Unit

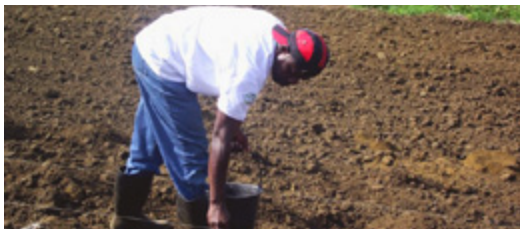


Development and Integrated Growth Program
with Sustainability

Southern Bahia Lowlands

Next

On the Path to Sustainability



Encouraging Development 4

The experience results in a partnership between the Provincial Government of Lunda Sul and the Sociedade Mineira de Catoca company, with support from the Odebrecht Foundation



International Recognition 5

A certifying body for international standards certifies the growth and development integrated model with sustainability as best practice for corporate social responsibility



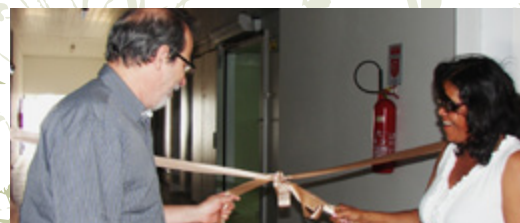
Acquiring Experience 6-7

PDCIS institutions celebrate their anniversaries. The Rural Family House of Presidente Tancredo Neves has been focusing on educating rural youth for the past ten years



Among the Top Hundred in Brazil 8

Achievement of the SEBRAE Top 100 Handicrafts Award means that items produced by Cooprap's members can be exhibited at the 2014 FIFA World Cup



Boost for Production 9

The Fruit Pre-Processing Unit, introduced with support from the BNDES, allows the conservation and shipment to market of crops such as bananas and pineapples



Digital Inclusion 10

With support from the CIAPRA, municipalities included in the Digital Cities project will receive the infrastructure required to modernize their management and facilitate services



Community Mobilization 11

Talks cover topics such as first aid, preventing leishmaniasis and combating drug abuse, involving 2,350 people in the Pratigi EPA



Transformational Motivation 12

State College Youth House garners the Bahia Quality Management Award and is a finalist for the 12th Volunteer School Award



Exchanging Experiences 13

See who shared experiences with the PDCIS in the last three months

Encouraging Development

The PDCIS experience is being used as a model for social projects supported by Odebrecht Organization's companies. An example of this is the creation of the Program to Support Economic and Social Development (PADES) in Lunda Sul province, Angola, on the African continent. This initiative is the result of a partnership between the Lunda Sul Government and Sociedade Mineira de Catoca – an Angolan mining company formed by

Odebrecht, Alrosa, Daumonty and Endiama.

PADES was conceived to follow the educational and productive strand of the PDCIS, which encourages agricultural production (cassava and fruit) and fish farming. Some programs are already underway, such as an exchange of agricultural and fishing specialists who are receiving training in Brazil, resulting from a partnership between Catoca and the Odebrecht Foundation.



International Recognition

TÜV Rheinland in Brazil – a company whose principal focus is the safety and quality of products, systems and services in various fields – certified the Odebrecht Foundation's work, which is promoted in the Southern Bahia Lowlands, through its Certificate for Best Practices in Corporate Social Responsibility. This certification guarantees that the institution develops socially correct practices in its

operations and when interacting with local communities.

According to TÜV's final report, "the Odebrecht Foundation's strategy follows the United Nations' principle of integrated development ('help for self-help'), providing technical and logistical support and capacity-building for cooperative members, instead of ready-made solutions."



Acquiring Experience

The Rural Family House of Presidente Tancredo Neves (CFR-PTN) has been striving to contribute to the development of **young rural entrepreneurs** for the past decade. The first steps were taken on August 2, 2002, when rural community associations from the Bahian municipality of Presidente Tancredo Neves came together to create the Rural Family Association. One hundred students are currently enrolled, and a further 150 have graduated

from CFR-PTN, which uses a special method called Pedagogy of Alternance – the young people spend a week studying full-time at the Family House, with classroom and field activities followed by two weeks on their farms, applying the new knowledge acquired.

Since its inception, CFR-PTN, together with the Presidente Tancredo Neves Rural Producers' Cooperative, has formed a series of loyal **partnerships**. Whether financial, political or





technical, support from these social agents has enabled this educational unit to enhance its activities.

The Rural Family House of Igrapiúna(CFR-I) is marking its fifth anniversary. Following the CFR-PTN teaching model, the institution has already helped groom 39 local development agents and has been serving 65 new rural entrepreneurs in 2012. They study subjects such as rural administration, soil, perennial crops, processing of animal and plant-based products, and the basics of cooperativism, environmental

education and youth protagonism.

The Institute of Sustainable Development of the Southern Bahia Lowlands (IDES), which is celebrating its 15th anniversary, has launched a new website (www.ides.org.br - only portuguese). Internet users can find out more about the history of this institution, which was created in 1997, and follow its timeline. The site demonstrates the main characteristics and specifics of the Southern Bahia Lowlands, presenting all the municipalities which comprise the region.

Among the Top Hundred in Brazil

By achievement of the Sebrae Top 100 Handicrafts Award, the Pratigi Environmental Protection Area Rural Producers' Cooperative (Cooprap), located in the Southern Bahia Lowlands, is now on the list of the 100 best handicraft production units in Brazil. Craftswoman and Cooprap's president Creuza Amorim traveled to Rio de Janeiro to receive the award.

Selected from among 1,800 nominees, the Cooperative was the only group from Bahia to gain certification in the third edition of

the Top 100 awards. The items produced – such as baskets and mandalas made from piassava straw and fiber – will display the award's seal for three years, and the Cooperative's products will be promoted in a Brazilian Support Service for Small Businesses (SEBRAE) catalog. Cooprap will also have the opportunity to exhibit its members' products at major sporting events, such as the Confederations Cup in 2013 and the World Cup in 2014.



Boost for Production

Presidente Tancredo Neves Rural Producers' Cooperative (Coopatan) members celebrated the 12th anniversary of their organization's foundation in August with the opening of a **Fruit Pre-Processing Unit (UPBF)**. This project, which received funding from Brazilian Development Bank (BNDES) for its construction, will strengthen both the conservation and shipment to market of crops like bananas and pineapples.

At the opening ceremony, Coopatan's

president Ednalva Santana and BNDES Department of Mutual Economy analyst George Teixeira **untied a symbolic bow**, and guests were invited to visit the unit. "I am proud to be part of this partnership and of attending such an important event," George observed. Also representing the Brazilian Development Bank (BNDES) at the ceremony were engineer Simone Moraes and Department of Mutual Economy lawyer Mateus Ramos.



Digital Inclusion

The Pratigi EPA Intermunicipal Consortium (CIAPRA) has made it possible to include two Bahian municipalities in the Digital Cities pilot-project: Nilo Peçanha and Piraí do Norte. Run by the Ministry for Communications' Department of Digital Inclusion, Digital Cities enables municipalities to modernize their administration through the installation of infrastructure to interconnect public institutions, the training of civil servants and

the creation of free internet access areas for local residents.

The initiative's partners include the Ministry of Planning, National Economic and Social Development Bank, Telebras (Brazilian Telecom), and the National Institute of Metrology, Quality and Technology, among other institutions. In partnership with the State of Bahia and the Odebrecht Foundation, CIAPRA is one of the PDCIS's founders.



Community Mobilization

Providing information on civic spirit and citizenship, preventing and combating drug abuse, giving advice on nutrition, oral health, leishmaniasis, dengue and first aid, Brazilian Army's officers have visited 33 communities in the Pratigi EPA (Environmental Protection Area), located in the Southern Bahia Lowlands. The lecture program began in February 2012 and benefited about 2,350

people in the first half of the year.

The 47 talks given by June form part of the Social Civic Activities (ACISOS) calendar, which will be completed by the end of 2012. The ACISOS program has been carried out in the Southern Lowlands for six years through a partnership with the Army, and has received support from the Pratigi EPA Guardian Association (AGIR) since 2009.



The Brazilian Army distributed warm clothing to four community associations in the Pratigi EPA



Transformational Motivation

On account of successful experiences at its Medicinal Plant Garden project, State College Youth House (CECJ), which is located in Igrapiúna, Bahia, has received the Bahia Quality Management Award from the Bahian Association for Competitive Management, in recognition of the school's administration.

Students have been learning how to grow medicinal plants, make natural home remedies and share their knowledge with their communities since 2010. The project

currently benefits 381 people in the region.

CECJ students also have another reason to celebrate. Their high school is on the list of the ten finalists for the 12th Volunteer School Award. This is a Bandeirantes Radio and Itaú Social Foundation initiative which seeks to encourage and give recognition to educational institutions responsible for social projects that encourage their students to engage in volunteer work.



Exchanging Experiences

See who shared experiences with the PDCIS in the last three months:



July 29: Braskem members interacted with Rural Family House of Presidente Tancredo Neves's students during the module of the Program for Developing Entrepreneurs (PDE) held in the Southern Bahia Lowlands



July 30-August 1: members of Odebrecht Realizações Imobiliárias, the Group's real estate development company, came from Minas Gerais, Brasília and Fortaleza to visit the head offices of the institutions which form the Piassava, Hearts-of-Palm and Cassava Strategic Cooperative Alliances



August 1-2: BNDES representatives visited the Presidente Tancredo Neves Rural Producers' Cooperative to take part in the opening of the Fruit Pre-Processing Unit, which was built with the bank's support



August 2: Canadian journalists Barb Sligl (far right) and Tim Johnson (third from left) interacted with students from the Family Houses and State College Youth House



August 8: representatives of the Mitsubishi Corporation accompanied the Chairman of the Board, Yorihiro Kojima (fifth from left), during a visit to the Odebrecht Building in Salvador, Bahia



August 19: more than 60 people interacted with young people from educational units connected to the PDCIS during the third module of the 10th Engineering Entrepreneur Development Program, held at the Rural Family House of Presidente Tancredo Neves



August 22-24: Humaya Valeria Grijalva (fourth from left), from the Foundation for Democracy in Mexico, learned about the Piassava, Hearts-of-Palm and Cassava Strategic Cooperative Alliances' structures



September 14-15: representatives from the Institute of Sustainable Development in the Southern Bahia Lowlands visited the planned neighborhood, Reserva do Paiva, an Odebrecht Realizações real estate development in Recife, Pernambuco, to establish an exchange agreement



September 19: journalist Samantha Maia (right) from Carta Capital magazine, interacted with students from the Rural Family House of Presidente Tancredo Neves



September 21: members of Mectron Engenharia, an Odebrecht Defense and Technology affiliate, visited institutions connected to the Cassava and Fruit-Farming Cooperative Alliance



September 21-22: Braskem CEO Carlos Fadigas (fifth from left), accompanied by the institution's Vice Presidents, visited the Southern Bahia Lowlands to learn more about programs underway in the region



September 28: Hideyuki Nabeshima, a Board Member and Executive Vice President of the Mitsubishi Corporation in Japan, visited the Odebrecht Building in Salvador, Bahia

Previous Issues:



Editorial Staff:

Chairman of the Board of Trustees
Norberto Odebrecht

Advisor to the Chairman
of the Board of Trustees
Hebe Meyer

Executive President
Mauricio Medeiros

Vice President of Sustainability
Eduardo Queiroz

Responsible for Communication
Vivian Barbosa

Written by
Carlene Fontoura
Gabriela Vasconcellos

Translated by
H. Sabrina Gledhill

Copy-editor
Daniela Araújo

Design
Vinicius Paiva

Photographs by
Arthur Ikishima
Fernando Vivas
Márcio Lima
Acervo Fundação Odebrecht

An Odebrecht Foundation publication
Av. Luiz Viana, 2841, Ed. Odebrecht,
Paralela
CEP 41730-900, Salvador – BA, Brazil
Tel.: +55 (71) 3206-1752

www.fundacaoodebrecht.org.br

Reproduction of the contents of this
publication is authorized as long as the
source is indicated.

Cover Photo
**The Conceição family, members of
the Piassava Strategic Cooperative
Alliance**



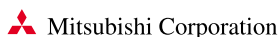
Development and Integrated Growth Program
with Sustainability

Southern Bahia Lowlands

Instituted by



Institutional Partners



Social Partners



Certifier



Previous

Next



Summary



ODEBRECHT FOUNDATION



Home



Summary