

# PLATAFORMA 20

*SUSTAINABILITY IN FEMININE*

*ENGLISH VERSION*

*Network of Brazilian Women Leaders for Sustainability*



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# PLATAFORM 20

## *SUSTAINABILITY IN THE FEMINEIN*

### **Foreword**

This document, entitled Platform 20, reflects the work, expectations and consensus of a group of Brazilian women of varying profiles, who make up the Network of Brazilian Women Leaders for Sustainability. The majority are high level executives in both the public and private sectors. They are women who have significant influence in their respective institutions and organizations who are prepared to use the means and resources at their disposal to promote the increase of feminine leadership in Brazil, under the leadership of President Dilma and her representatives. The Network is sustained by this partnership between government and society.

Our aim is directed at the construction of a fairer country, with greater equality and sustainability. Our chief commitment is with the principles and practices that guide companies, governments and civil society towards sustainable development.

What motivates the Network is the desire to see Brazilian women given recognition and value, as well as to emphasize the crucial role they already play, which still has scope for growth, enabling them to contribute to the development of Brazil as leaders, entrepreneurs and citizens in every capacity.

The proximity of the United Nations Conference on Sustainable Development (Rio + 20) and the efforts on the part of the president to promote the engagement of women



provide an opportunity to strengthen the Network's agenda of activities. All our work is aligned with the general guidelines of the Ministry of the Environment and the Secretariat for Policies for Women (SPM).

Our timeline is relatively short, because we want sustainability here and now, for which reason a period of eight years is given for the enactment of the proposed agenda.

This document presents a summary of the main proposals for action to be implemented, which stem from the three agendas that the Network considered priorities at its meeting promoted by the Ministry of the Environment in November 2011, in Brasilia:

### **Work Group I**

*Empowerment of women (in line with the objectives of UN Women and of the SPM/ Brazil) - the promotion of women leaders to strategic posts in the public and private sectors, with emphasis on sustainability.*

### **Work Group II**

*Green Entrepreneurship or Sustainable Businesses - promotion of entrepreneurial capacity in sustainable businesses within the institutional parameters of the inclusive green economy.*

### **Work Group III**

*The requirement to change consumption and production standards (Marrakesh/UNEP and National Plan for Sustainable Consumption and Production/Brazil) - the promotion of new consumption standards especially among the urban middle classes through mass communication strategies and strategic alliances with social segments with similar objectives.*

*The complete considerations and details on which this summary is based, resulting from the dedicated collective work of each group, is available on the website: <http://hotsite.mma.gov.br/redemulheres/>*

*Adhesion to this Platform is voluntary; it is open to participation from individuals, social organizations, corporations and government bodies in general.*

*We are seeking the united effort, partnerships and political will that can make our goals a reality.*

**Network of Brazilian Women Leaders  
for Sustainability**

## Introduction

The progress of Brazilian women towards a society that is fairer, more equal and more sustainable has been relatively long, but despite the recent conquests many important challenges lie ahead. Women in Brazil have been fighting for their social and economic rights in both the private (family, churches) and the public (work, politics) spheres for a long time. In both rural and urban areas they are fighting for access to healthcare, education, better wages and greater participation in politics and government.

The Letter of Brazilian Women to the Constituent Assembly in 1986 was the beginning, in a newly democratized Brazil, of what the feminist Jacqueline Pitanguy labeled “the lipstick lobby”, revealing the emergence of networks and coalitions of women, and the power of this type of vehicle for the promotion of the female agenda.

Further institutional gains were to follow, after the Federal Constitution of 1988, which was seen by the Brazilian women’s movement as the starting point of a sustainable policy which was to lead to the foundation of the Secretariat for Policies for Women (SPM) in 2003.

In international terms the conceptual and political contributions provided by the UN on various occasions cannot be overlooked: the Convention on Elimination of all forms of Discrimination against Women (1979), ratified in Brazil in 1984; the Vienna Human Rights Declaration (1993) and the Beijing Platform in 1994. All of these provided a legacy that inspired thousands of movements for women’s equality around the world.

To consider a more recent event - the transformation of the United Nations UNIFEM into UN Women (2010), (under the leadership, what is more, of Michele Bachelet), reinforces the refrain that has been heard not only from activists in the women’s movement, but also from administrators and academics: “The 21st century will be the Women’s Century”

But what does this mean? Does it merely mean achieving the objectives of a historic agenda of rights that have not been respected?

The three National Conferences for Policies for Women held since 2003 and the II National Plan for Policies for Women (updated in 2012) clearly show that it does not.

Much has changed in the country, and women have also changed. We now represent 51.3% of the population, a quarter of young people and 55.8% of old people; we constitute a part of 62 million families and are responsible for 35% of them.

We also constitute 52.7% of the economically active age group and are the most educated segment of the population. No sustainable development project can afford to ignore such figures.

Our desire is to achieve the kind of sustainable development that we fought for in “Female Planet” in 1992; the concept that constitutes “Women’s Agenda 21”: development that confronts poverty with vigor, inequality without fear and the future of the planet and its new generations with hope.

The II National Plan for Policies for Women includes an entire chapter dedicated to sustainable development. The updating of the Plan undertaken during the period prior to Rio + 20 further emphasizes sustainable initiatives.

**Proportion of Brazil’s population made up by women – 2011/2012**

*51,3% of the population*

*25% of young people*

*55,8% of old people*

*Head of 35% of the 62 million families*

A strong and inspiring agenda, based on women's rights, but also on their duties as citizens, has emerged:

*I – Economic and social autonomy: equality in the workplace; meeting sustainable development challenges;*

*II – Personal autonomy: access to quality healthcare, sexual and reproductive rights; confrontation of violence;*

*III – Cultural autonomy: inclusive education that is neither sexist, nor racist, nor homophobic;*

*IV – Political autonomy, institutionalization and funding of government policies for women.*

These thematic guidelines show the extent of the challenges that lie ahead for Brazilian society, and the requirement to join forces, as well as to create synergies between existing programs, both standard government programs and those stemming from civil society initiatives, including corporations and NGOs.

Corporate Social Responsibility Programs and the sustainable departments of corporations have embarked on a number of novel experiments that have had little interaction or association with government policies for women. Global and national commitments have been adopted without their objectives effectively adding to a drive that is not just the government's, but society's as a whole. Women who work as high level executives in the public and private sector are eager to contribute.

There is a great opportunity for dialogue and collaboration between private and public sector under the solid waste management and the sustainable consumption policies. The emergence of a new middle class, concentrated in the cities, with an urban lifestyle influenced by television, deserves attention and a specific agenda.

It is not enough for us that women be included in the consumption cycle; it must be quality consumption. For us it is not enough that women run businesses, if these businesses are precarious, environmentally predatory, or unhealthy. For us it is not enough to see women fill the highest posts in public and private companies if they do not become leaders in sustainable development. These, in short, are our proposals.

The Network of Brazilian Women Leaders for Sustainability wants to play a significant role in the agenda passed at Rio + 20 and the challenges presented by its implementation. Further proposals will be made in the future, in addition to those laid out in this document.

We are one among many networks, one among many available options.

But Brazil, which is undergoing a new cycle of development and has a woman president for the first time, is a nation united in its diversity around one ideal: the construction of a more dignified, worthier present, and a future, built together, of which we can be proud.

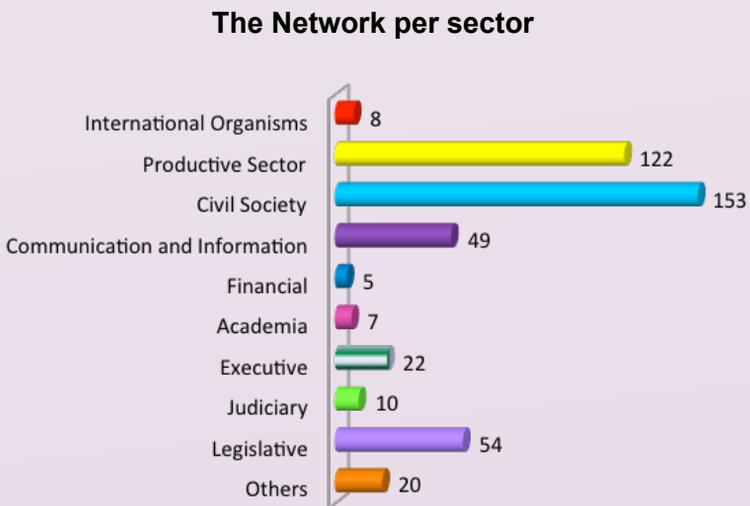


Meeting in Sao Paulo/2011

## The Network of Brazilian Women Leaders for Sustainability

Officially launched at a meeting organized by the Ministry of the Environment on November 8, 2011, in Brasilia, entitled “Towards Rio + 20: Sustainability in the Feminine,” the Network of Brazilian Women Leaders for Sustainability attracted more than 200 women who are leaders in a variety of sectors of society, including national and international public and private entities as well as civil society organizations, all concerned with questions of sustainability. The Network currently comprises 368 women, from the following six sectors of society:

Chart 1 - Composition of the Network of Brazilian Women Leaders for Sustainability



The aim of the meeting was to invite the members of the Network to present an initiative from Brazil to the United Nations Conference on Sustainable Development (Rio + 20) on the subject: “Women and Sustainability.” On examination, the existing gaps revealed the need for planning initiatives

and programs that were capable, due to their pertinence and far-reaching impact, of making a real difference to society. With this in mind, three priority agendas were prepared:

**1. “The role of women on company Boards of Directors”** - Directed at women executives, the aim of the agenda is to increase the participation of women on Boards of Directors and, consequently, bring sustainability to the heart of the business of companies;

**2. “Green entrepreneurship and sustainable businesses”** - Directed at women from all social classes, the initiative intends to provide incentives and potential opportunities for businesses, both in new and existing companies, under the leadership of women, which operate in a sustainable way; and

**3. “Consumption and production standards”** - Directed at women from social class “C”, the agenda proposes the presentation of a communication program to bring about a change in current consumption and production standards, influencing and guiding the choices of individuals and companies towards more sustainable consumption.

And for the implementation of each proposed agenda, three Work Groups were set up. The following is a summary of the scope of their work, targets and proposed initiatives.

## Proposals Presented

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### ***Work Group 1 - The role of women on company Boards of Directors***

With the participation of 36 women professionals from various segments, the WG1, within the context of the three key themes of the Women's Movement Towards Rio + 20, researched and developed the "Role of Women on the Boards of Directors of State and Private Companies - the Sustainability Dimension."

With the aim of presenting an overview of the presence of women on the work market, especially in leadership posts and on company Boards of Directors, the document shows the development of female participation in the work market, as well as the barriers still encountered to the promotion of gender equality in companies.

Women are now a majority in Brazil, representing 51% of the population<sup>1</sup>. In 2011 women were also the majority among the economically active population, representing 53.7% of this segment.

*Representation of women on the labor market in Brazil: 58.9%*

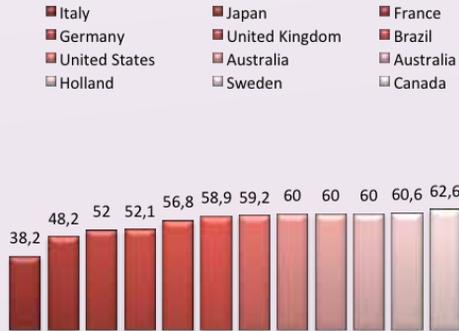
The participation of women in the Brazilian labor market has grown constantly throughout the last decades. In 1950, just 13.6% of women in the economically active age group (over 10 years of age) were on the work market; a percentage which jumped to 52.7% in 2009<sup>2</sup>. The participation of women over 16 in the Brazilian labor market is even higher: 58.9%.

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1 Source: IBGE. Censo 2010. [http://www.ibge.gov.br/home/estatistica/populacao/censo2010/caracteristicas\\_da\\_populacao/tabelas\\_pdf/tab1.pdf](http://www.ibge.gov.br/home/estatistica/populacao/censo2010/caracteristicas_da_populacao/tabelas_pdf/tab1.pdf)

2 Source: IBGE

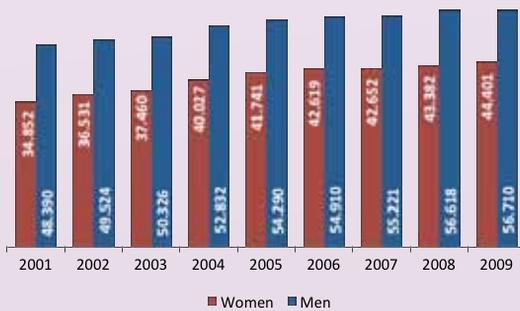
Chart 2 – International comparison of women’s participation in the labor market



Source: U.S. Bureau of Labor Statistics and National Sample Domicile Research 2009 (PNAD) -

Despite the significant growth of the number of economically active women, they still represent less than the number of men, as shown in the chart below:

Chart 3 – Development of economically active population according to gender:

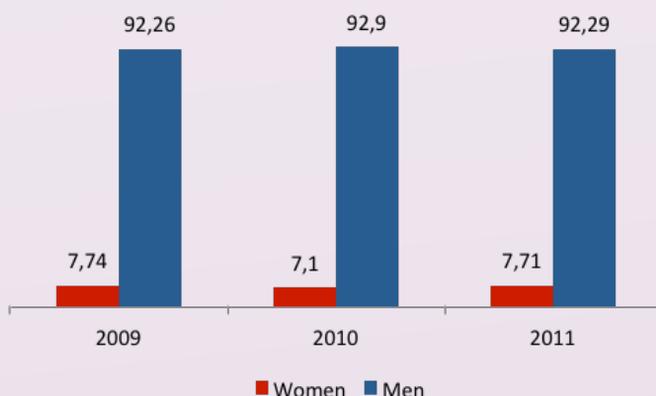


Source: IBGE

Although an increase in the participation of women in the work market, and of the numbers of years spent studying, in comparison to men, is occurring, the number of women holding top posts in Brazil is still very limited. A study undertaken by the Brazilian Institute of Corporate

Governance - IBGC - presents an overview of the number of women on Boards of Directors, Executive Boards and Audit Committees listed on the BM&FBovespa. Out of a total of 2,647 posts held in May 2011, only 204 were occupied by women, representing 7.71%, with 66.3% of the companies listed not having a single woman on their boards.

Chart 4 – Participation of women on Boards of Directors



Source: IBGC

Research undertaken in 2009 with approximately 90,000 companies in Brazil showed that the number of women in supervisor/directorship posts has been rising, as shown in the table below:

Table 1 – Proportion of women in posts with decision-making powers, according to hierarchic level – Brazil

Post	1996/97	2003/04	2004/05	2008/09
President/ CEO	10.4%	15.9%	16.8%	21.4%
Vice-President	10.8%	13.5%	15.1%	17.5%
Director	11.6%	21.6%	21.9%	26.3%
Manager	15.6%	24.9%	25.6%	34.1%
Supervisor	20.9%	32.9%	37.1%	47.6%
Head	24.8%	32.2%	34.8%	42.1%
Responsible	36.8%	45.6%	48.3%	55.6%
Coordinator	37.0%	44.7%	47.5%	55.7%

Source: Data from Catho Online, 2009, based on information from 89,075 companies.

Among the chief causes for the higher presence of men are the culture of filling certain positions according to gender, the lack of and the low publicity of models of female leadership, and the lack of policies that reconcile the demands of work market with those of private life; factors that still represent obstacles to the full participation of women in decision-making posts in companies.

Despite these obstacles, the data shows that women have increased their participation in the work market, reconciling personal life and looking after a family with the demands of a professional career.

The presence of women in leadership posts has also grown in recent years, although the presence of men is still predominate, especially at the top of the pyramid of the corporate hierarchy.

Nevertheless, the increase in numbers is not reflected by an increase in power, as men continue to hold the vast majority of top level posts.

With companies' requirement for growth, and the fact that women form the majority of the population (and of the economically active population), it is becoming ever more important to develop policies for the hiring, maintenance and promotion of women. Traditionally, women have a greater affinity with human resources as well as with issues related to sustainability. With women taking their place on boards of directors, these issues will become more prevalent in decision making, increasing the emphasis on sustainability in businesses and rethinking the productive chain as an issue, including the use of statistics.

Hence the definition of plans for strategic and affirmative action becomes essential with a view to increasing the presence of women in leadership posts on Boards of Directors, with the participation of both public and private institutions, as well as non-profit organizations. The main objectives to be

sought are gender equality and ensuring that sustainability becomes one of the recurring themes in discussions between business leaders.



Meeting in Brasilia/2011

The result of the work undertaken by Work Group 1 will take the form of a commitment with the leaders of organizations with affirmative action's for the empowering of women in the work environment and the promotion and emphasis of the value of sustainability, governance and leadership issues, aimed at the development of a competitive, innovative and inclusive national economy.



Meeting in Brasilia/2011



Meeting in Brasilia/2011



Meeting in Brasilia/2011

Table 2 – Summary table of aims, targets and initiatives proposed

AIMS	TARGETS
<p>1. The adoption of training and mentorship as a form of education for sustainability and leadership - the development of a profile of a leader in sustainability that is an inspiration for professional careers, and the implementation of a mentorship program in organizations.</p>	<p>By 2013: engagement of the companies that participate in the women's movement "Towards Rio + 20".</p> <p>By 2014: engagement of Public Administration.</p> <p>By 2020: 16,000 trained professionals.</p>
<p>2. Promote emphasis on issues of sustainability, governance and leadership, disseminated via three types of initiatives that interact with each other.</p>	<p>Training: reaching a million executives by 2020.</p> <p>Increase in the presence of women on Boards of Directors to 20% by 2020.</p>
<p>3. Heighten visibility of examples of female success; the stories of CEOs who serve as examples of the reconciliation of professional and private life, as a way of clarifying the issue; and broaching the difficulties of women who have become leaders in their organizations and the policies implemented by these organizations to effectively promote gender equality.</p>	<p>Creation of a database of model women executives by 2020 on the site of the Ministry of the Environment: 1000 biographies.</p> <p>Creation of a database of depositions of Presidents of companies by 2020: 200 depositions</p>
<p>4. Plan and develop, within selected companies, pilot experiments of time use reorganization and work organization by encouraging the constitution of Executive Networks.</p>	<p>By 2013: set up a research program on time, use reorganization and work organization for executives of the network; interconnection of groups</p>
<p>5. Develop a national campaign to highlight gender equality, undertaken by the Federal Government, broaching the importance of private life and of a new relationship between men and women within the family, in companies and in society, treating sustainability and gender equality as issues that imply the emergence of a new culture, in other words, the transformation of values and behavior.</p>	<p>Launching of the campaign: July 2012, during Rio + 20</p>

INITIATIVES	CASES
<p>Each of the members of WG 1 will act as a mentor for a professional within their organization and, it is hoped, outside their organization, for issues related to sustainability, corporate governance and leadership.</p>	
<p>Offer training courses in sustainability, governance and leadership to the widest possible public in the widest variety of forms, through partnerships with academia, associated organizations and the media</p>	
<p>Create a database of executive leadership models and of depositions of company CEOs, to be coordinated and divulged by the Ministry of the Environment.</p>	
<p>Encourage the Executive Networks to facilitate the dissemination of the proposal, and to serve as incentives for the formation of further executive networks in other companies and the interaction between these groups.</p>	<p>Several women's networks in the country have been identified</p>
<p>Aim at the inclusion of the issue as the central theme of a televised soap opera, as the high audience level this enjoys can create trends and motivate changes in behavior patterns. Develop partnerships with the country's leading communication groups aimed at developing a campaign promoting the issue.</p>	

## ***Work Group 2 - Green entrepreneurship and sustainable businesses***

Work Group 2, responsible for the topic “Sustainable Businesses and Green Entrepreneurship” produced a detailed diagnosis of the strong areas and of those that require improvement in the current Brazilian scenario. The research analyzed the situation of sustainable businesses in the current context, including the main obstacles and opportunities, focusing specifically on women within this universe, as well as its impact on them. Based on the data from its analysis the research pointed to progress in this scenario by 2020, to be achieved by the initiatives proposed, referred to here as “strategic corridors.”

The scenario projected by the group emphasizes, among other things, the relevance of women in sustainable businesses, as well as the requirement for multi- and inter-sectorial collaboration and the development of public policies that can elevate Brazil to the position of global leader in this movement.

The group aimed at promoting green entrepreneurship and sustainable businesses under female leadership by discussing strategies to heighten the potential of current policies for the promotion of entrepreneurship, adding the requirement for the creation and promotion of businesses that contain objective conditions for “sustainable business” from the outset, run by women or directed at benefiting women through “productive inclusion”.



Meeting in Brasilia/2011

## ***The Current Situation***

Brazil has great potential to develop sustainability and to increasingly position itself as an important player in global negotiations. However, it is undeniable that social inequality is a decisive factor in limiting progress all over the world, and hence the essential importance of taking the lead in confronting it. Among the positive points, attesting to the potential indicated by the research, is the increase in the participation of women in the economy in the last 25 years. Women already represent an average of 40% of the global work force.

Other relevant points in the current scenario include:

- *Natural capital: bio-diversity, social diversity, well balanced energy supply (where energy sources are predominantly renewable)*
- *Control of inflation*
- *Democratic environment*
- *Recent process of increased social mobility among the poor*
- *National policy on climate change*
- *National policy on solid waste*
- *Framework of rules for consumer protection*
- *Sophisticated stock market and competitive banking system*

In spite of the positive factors given above, which indeed make a significant contribution to the advance of this discussion, they are offset by other factors which must be pointed out, such as, for example, the fact that Brazil has no map of quantitative structured data on the status of sustainable businesses. The quantity of these businesses has not been mapped out; neither has the number of women

who lead them or the number of women affected by these sustainable businesses.

Although there has been an increase in the participation of women, the limited opportunities are clear.

*Just 11% of Brazilian land belongs to women and only 4% of its companies are lead by them.*

Access to goods, credit and materials is still difficult, and in addition to this women need to administer their time due to the double or triple work shift, as they are responsible for domestic tasks and looking after the family.

The group did in fact detect the existence of independent initiatives in various sectors, by public bodies and private entities, among three groups: the public sector; the private profit making sector and non-profit entities, as shown in the table below:

Table 3 – Four main models of sustainable business:

	Non-profit organizations (NGOs)	Profit-making organizations	Sector 2.5	Public Sector
Description	Initiatives whose sole objective is social/ environmental	Companies develop and implement programs that have social impact	Aim of solving a social/ environmental problem	Aim of implementing sustainable initiatives and programs in government
Examples	  	   	  	 <small>Ministério do Meio Ambiente</small>
Strengths	High degree of social relevance	1) Potential to act in large scale and relevance	Financial sustainability; relevance and proximity to the community	1) Potential to act in large scale and relevance
		2) Monitoring		2) Monitoring 3) Cohesive and convening power
Obstacles	1) Sustainability	1) Understanding of social/ environmental issues	Incentives	Slow pace and bureaucracy of the state
	2) Management and monitoring	2) Incentives	State of Innovation	

There is the requirement for the creation of public policies as there is no consolidated policy for new sustainable businesses or for innovation in existing ones. Good practices need to be transformed into rules and consolidated into a general standard through public regulation and/or self-regulation by the market. It is also necessary to encourage greater investment in the research and development of new technologies, trading procedures and production, promoting a cycle of innovation in the search for sustainable systems of production, distribution and the consumption of goods and services.

The costs of sustainability are still very high. Despite the interest and engagement of society, there is no incentive on the part of government for the creation and development of this type of product. Tax relief should be offered to those who include social and environmental practices into the organizational planning and the production process, to increasingly develop sustainable business and promote the practice of its precepts.

Lastly, today there are credit and fund raising instruments available, but they have not been constituted so that their target public identify them or use them to the full. There is a lack of promotion of these mechanisms directed at potentially interested parties. An example of this is the current level of use of available incentives and the occupation of training rooms - the rate of use of the credit lines for sustainability offered by the BNDES is 0%.

Based on the data, opportunities and obstacles given above, ideas for the future were broached, taking into consideration the current context in Brazil. We considered the following “strategic corridors” as a means of reaching the aims proposed by the group.



- Generation of knowledge about and diagnosis of sustainable businesses / Sustainable Business Segment, quantified and with major contribution to the country;

- Promotion of female leadership in sustainable businesses / Presence of women more relevant in sustainable business than in other segments;

- Culture of Sustainable Business - understanding and regard for sustainable business and all businesses with sustainable potential on the part of the general public;

- Widespread inter- and multi-sectorial collaboration on the Brazilian market; and

- Integrated government agenda / Public incentive policies for sustainable businesses with development of innovative practices and procedures in Sustainable Business, placing Brazil in a position of global leadership.

With this vision of the future in mind, the group proposes and accepts a series of commitments that will be achieved through the engagement of participating companies and other companies in the productive sector, in conjunction with the Ministry of the Environment:



Meeting in Rio/2012



Meeting in Rio/2012

Table 4 – Summary table of proposed aims, targets and initiatives.

AIMS	TARGETS	INITIATIVES
1. Develop multi-sectorial partnerships for the empowerment of women in the recycling chain	1. Empowerment of 5000 women – productive groups (handicraft)	Partnership with players to: - Invest in women's groups - Develop a network of productive groups
	2. Development of female entrepreneurial capacity in cooperatives – 5000 women	- Train in design
		- Formalize groups
		- Market products in the fair trade form
2. Develop multi-sectorial partnerships for the development of women in rural areas	1. Technical training of 50.000 women farm workers	Partnership with players to: - Identify products and productive groups
	2. Marketing of products of productive groups formed by women	- Invest financial resources in training
		- Execute the training
		- Open distribution channel for the products produced by these women
3. Promote awareness and training of women on topics related to sustainability	Training of 1,000,000 women in sustainable entrepreneurship	Promote partnership with SEBRAE, Academia and private companies that support classroom and on line courses
4. Knowledge of the Brazilian scenario of sustainable businesses and women	Undertaking of a research for the establishment of a baseline of sustainable entrepreneurships with the engagement of women	Research by Federal Government with the participation of SEBRAE
5. Establish standard regulation for Social Business – definition, policy, incentives, taxes	2013 – definition of the proposal with definition, policy, incentives and taxes	- Design the proposal: Work Group, private initiative + Non Governmental Organizations (Coca-Cola proposal)
	2014 – nationwide validation of the proposal	- Government: validate and regulate

### **Work Group 3 - Consumption and production standards**

The requirement to alter consumption and production standards first appeared in 1992 as an important chapter of the Global Agenda 21, along with an outline of initiatives. In 2002, however, the Johannesburg Conference concluded that the issue of consumption had progressed very little, although a steady move on the part of companies towards the rational use of natural resources and the administration of waste could be observed. The main reason for the creation of the Marrakech Process by UNEP (the United Nations Environmental Program) was to encourage member countries of the United Nations to develop national action plans with the aim of strengthening sustainable production and engaging consumers, turning them into powerful leverage for “green” or sustainable consumption, as it is more appropriately called.

Brazil adhered to the Marrakech Process in 2007 and in 2011 it launched its Action Plan. The plan is coordinated by the Ministry of the Environment, with the participation of a further 11 ministries, in addition to a variety organizations from civil society and the productive sector. One of the priorities of the Plan, which was submitted to widespread public consultation, is to spread the principles and practices of sustainable consumption around the country, starting with the basic task of making the consumer more aware and more selective in the daily purchases of goods and services that he or she makes.

To obtain this goal of engaging consumers, both individually and collectively, it was decided during the first cycle of the plan to form a strategic alliance, with the retail sector, especially supermarkets. The sector accounts for more than 70,000 establishments and its business is to dialogue with consumers; it has an enormous power of influence with suppliers, stakeholders and clients.

The challenges of communicating in a mass society are not new for those who work in government bodies or in the field of sustainability.

Well-intentioned campaigns in the media often fail due to a lack of research, of funds for their maintenance over a long period of time or even due to a lack of monitoring and assessment of results.

In general, due to limitations of an institutional nature, or even a legal one, government campaigns or social marketing are seen as propaganda or an exercise in political correctness.

In addition to a large volume of literature on the subject of communication versus sustainability, the Ministry of the Environment has consulted specialists from the major media channels as well as specific groups (mainly young people and women) in its quest for more efficient, “out of the box” communication.



## **In Search of an Efficient Strategy**

The first case in point was launched in 2009: the “Saco é um Saco” campaign promoted by the Ministry of the Environment in partnership with a number of supermarket chains and with the Brazilian Association of Supermarkets (ABRAS) aimed at reducing the use of plastic bags in the country. The campaign, which lasted a year and a half, reduced by a third the 14 billion plastic bags distributed by the retail sector per year. A healthy debate was created about the choices we wish to make and state capitals such as Belo Horizonte and Sao Paulo decided to live without plastic bags. A number of municipalities spontaneously decided to ban plastic bags for shoppers, without specific legislation. A further ten Brazilian states are moving in the same direction. It was the first time that the Ministry of the Environment used the social networks and a series of mass communication strategies, on a continuous basis, to obtain the objective of a public policy.

The experience clearly showed that this is the right path: engaging the key players and conversing directly with society, arguing in the competitive area of opinions for the awareness and behavior that we want to see in a new consumer culture.

## **Women and consumption**

In August 2011, the Presidency of the Republic’s Secretariat for Strategic Matters (SAE/PR) commissioned a study to describe the phenomenon of the emergence of a new middle class in Brazil, the so-called “Class C”. According to the study this is a heterogeneous group whose aspirations and behavior need to be studied and understood.

But one point is beyond doubt: the vast majority of this new middle class consists of women. It is they that will decide, for better or for worse, what occurs, be it in the public or in the private spheres.

Women are the majority, they tend to have spent more years in education than men, they watch more television and spend more time on the Internet. In addition, innumerable market studies show that they are deciding the new consumption standards in Brazil. According to the Instituto Data Popular, that conducted a far-reaching study of the profile of the 'Class C' woman in April 2011, Brazilian women represent a new repertory of taste, values and habits. The market, naturally, aims at meeting their requirements. What should we, government representatives, do, to disseminate more sustainable standards of taste, culture and habits?

The answer is almost obvious. The studies that we have consulted do not mention the correlation (if it exists) between women, consumption and sustainability.

*Initiative of the Network: Sustainability Here and Now.*



Meeting Rio/2012

The WG3, lead by a group of advisors specialized in communication and public policies, aided by a technical/scientific committee, developed an opinion poll to specifically research the topic “Women and Consumption in Brazil; Current and Future Trends.”

This unique study questioned 65 people nationwide in the specialized areas of communication and publicity, leaders or managers of organizations that work with and for women, academics who study women, formulators of public policies for consumption or for the problems affecting women, business people from the retail sector and journalists (notably those that cover issues of sustainability or work in the female media).

This qualitative study will be completed with a nationwide opinion poll, representative of the Brazilian population over 16, currently being conducted.

The complete results of the study are available, in a separate folder, to all those who participate in the Network of Brazilian Women Leaders for Sustainability.

### **Main Conclusions of the Research**

- The issue of sustainability is already present in society as a whole, but this emerging awareness does not translate into changing daily habits and customs;
- The language adopted and campaigns conducted by or involving women must take the world view of women who belong to “Class C” into consideration;
- Consumption must not be demonized, and women who have recently acquired the right to consume, with a consequent increase in self esteem, must be respected;
- The busy and challenging lives that women now have must be taken into consideration, avoiding condescension or the proposal of values or activities that they do not understand or cannot adopt;

- Understand and promote the diversity of women and their situations; the study clearly showed there is no such thing as “the Brazilian woman”, even though a few archetypes still have considerable symbolic value, such as the mother, the career, the successful woman etc;

- Advise women on everyday matters - switching from “automatic drive” - helping them to be aware and to make the best choices in the selection of food, hygiene and beauty products etc;

- Women understand other women: the prime movers of the movement and the campaigns should be women, promoting good examples in contrast to the standards seen on television, which is what most influences “Class C” women);

- The government should be the orchestrator of this movement, but not its leader, so that the campaigns have credibility. Thus the government should engage the various players, form partnerships, in order for the movement for conscious consumption to gain ground in Brazil; and

- Lastly, the study detected that various profiles of women, admired as women, whether real or idealized, could be used in future conscious consumption campaigns directed at women, as, for example, the mother figure, the militant, the career, the planter of values, emphasizing the value of a diverse, multifaceted and rich social experience.

The study also concluded that an initial campaign should combat waste.

## Engagement and Communication Strategy



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Table 5 – Summary table of proposed aims, targets and initiatives

AIMS	TARGETS	INITIATIVES
1. By 2020 engage 5 million women in a vigorous conscious consumption movement	Divulging public policies, such as “conscious consumption” “responsible waste disposal”, increasing awareness and adapting behavior patterns	– Identify players and partners
	The dissemination of values that lead people to differentiate between what they ‘are’ and what they ‘have’, associating happiness with their qualities as a person and a citizen rather than their status achieved through consumption	– Mobilize public and private agents of the creative economy
	Combating social diseases such as child obesity as a result of bad food and compulsive consumption	- Mobilize Education and Environment Ministries/SPM and SECOM, as well as public and education TV channels

Table 5 – Summary table of proposed aims, targets and initiatives (continuation)

AIMS	TARGETS	INITIATIVES
<p>1. By 2020 engage 5 million women in a vigorous conscious consumption movement</p>	<p>Dissemination of the culture of the sustainable and solidarity economy (more selective, reflecting “our values”)</p>	<ul style="list-style-type: none"> <li>– Mobilize organizations engaged in conscious consumption</li> </ul>
	<p>Creation of guidelines for consumers to adhere to causes such as the fight against child labor, slave labor, degradation of the environment and gender inequality, among others</p>	<ul style="list-style-type: none"> <li>– Mobilize companies that have an agenda of responsible socio-environmental and gender policies</li> </ul>
		<ul style="list-style-type: none"> <li>– Mobilize individual as well as institutional resources, using “collaborative funding” strategies</li> </ul>
	<p>Emphasis on local culture, responsible production, products that express the identity of specific populations and their way of life</p>	<ul style="list-style-type: none"> <li>– Outline new marketing and publicity strategies, with intensive use of the social networks</li> <li>– As was the case with the “Saco é um Saco” campaign, create an autonomous and reciprocal culture of shared values; decentralized campaigns</li> </ul>

Table 6 – Summary table of immediate initiatives and partnership already identified

IMMEDIATE INITIATIVES	PARTNERSHIPS IDENTIFIED
1. Make the Network and its purposes known – engage more women	<ul style="list-style-type: none"> <li>- Ministry of the Environment - MMA</li> <li>- Secretariat for Policies for Women – SPM</li> </ul>
2. Divulge the research and create a healthy debate on its aims, conclusions and practical applications	- Ministry for Social Development - MDS
	- Ministry for Agrarian Development – MDA
3. Form partnerships required for launching the Movement for Conscious Consumption	- Agency for support to small businesses - SEBRAE
	- Sao Paulo Federation of Industry – FIESP
	- Akatu Institute for Conscious Consumption
	- Alana Institute
	- Movimento Mulher 360 Graus
	- Institute of Corporate Governance
	- IBGC
	- UN Women Brazil
	- UNEP-Brazil
	- Unilever Brazil
	- Pepsico- Brazil
	- TV Futura
	- TV Brasil
	- Tetrapak
	- Revista Eco-21
	- Planeta Sustentável
	- KPMG
	- Dow Chemical
	- BASF-Brasil
	- CEBDS
- ABHIPEC	
- ABVD	
- ABRAS	
- ABRE	
- CEMPRE	
- TV Meio Ambiente	

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*The above document - "Platform 20" - was developed voluntarily by a group of more than 60 women who make up the Network of Brazilian Women Leaders for Sustainability, whose activities since 2011 can be consulted on the site <http://hotsite.mma.gov.br/redemulheres/>*

*It reflects the proposals of the three Work Groups that were monitored and aided by technicians from the Ministry of the Environment, under the coordination of its Secretariat for Institutional Articulation and Environmental Citizenship. The consolidation of the document was undertaken by KPMG, a consulting and auditing company that has a pro-bono technical cooperation agreement with the Ministry of the Environment. Our thanks go to all the contributors.*



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