2º PRME REPORT
AUGUST 2013
The process of continuous improvement in the incorporation of social responsibility and sustainable development principles in its practices has led EAESP-FGV to adopt, since October 2009, the Principles for Responsible Management Education (PRME).

PRME is a United Nations Organization whose aims to establish continuous improvement as a process in business schools. These schools are expected to form a new generation of leaders prepared to face the complex challenges brought by the 21st century. With this goal in mind, PRME asks that business schools integrate the themes of corporate social responsibility and sustainability in their curriculums, research, classes, methodologies and institutional strategies.

FGV-EAESP’s history has been characterized by pioneering spirit, innovation and international excellence, both in the education offered to young people who will pursue executive careers in public and private organizations in Brazil and abroad and in the education given to managers and executives who come to update and develop their skills. Together with the recognition and influence conquered by FGV-EAESP, comes the need to adopt responsible education principles and to promote far-reaching cultural changes in the formation of our students.

FGV-EAESP already promotes initiatives that deal with the theme of corporate social responsibility and sustainability in its programme design, integration of curriculums, academic research and knowledge development. PRME comes to accelerate its intention of playing a relevant role in the creation of a more sustainable and inclusive global economy.

For the second consecutive time, FGV-EAESP submits its report on activities related to the adherence to the Principles for Responsible Management Education – PRME, based on the actions conducted from May 2011 to July 2013. Since the last report was submitted, important developments were recorded to integrate the themes of social responsibility and sustainability to our curriculums, research, classes, methodologies and institutional strategies. The challenge is to cross the borders between different areas of knowledge, usually contained within departmentalized structures. In this sense, the adoption of an interdisciplinary approach is essential to move forward in the search for the effective generation of innovations – a challenge for organizations with a vision of the future. Our challenge is to concentrate growing efforts in the promotion of the attitudes necessary for the adoption of socially responsible conducts and sustainable development.

Maria Tereza Fleury
# TABLE OF CONTENTS

LETTER FROM THE DIRECTOR ............................................................................................................. 2
FGV-EAESP OVERVIEW .................................................................................................................... 4
FGV-EAESP Mission and Vision ......................................................................................................... 5
PRME PRINCIPLES .......................................................................................................................... 6
FGV-EAESP ACHIEVEMENTS .......................................................................................................... 7
1. PURPOSE ......................................................................................................................................... 8
   1.1 Student Initiatives .................................................................................................................. 9
   1.2 Activities of Student Entities ........................................................................................... 9
2. VALUES ............................................................................................................................................. 11
   2.1 Undergraduate Education .................................................................................................. 12
   2.2 Graduate Courses .............................................................................................................. 14
   2.3 Lato Sensu Graduate Degrees .......................................................................................... 16
3. METHODS ......................................................................................................................................... 18
   3.1 Integrated Education for Sustainability (FIS) ................................................................. 19
   3.2 Scientific Initiation Activities .......................................................................................... 20
4. RESEARCH ....................................................................................................................................... 21
   4.1 Academic Research ........................................................................................................... 22
   4.2 Applied research ............................................................................................................... 23
5. PARTNERSHIP ............................................................................................................................. 34
6. DIALOGUE ....................................................................................................................................... 39
PROSPECTED INITIATIVES FROM 2013 - 2015 ............................................................................. 41
FGV-EAESP OVERVIEW

Created in the 1950s from the joint efforts of the Brazilian government, business community and the University of Michigan, FGV-EAESP - São Paulo School of Business Administration from Getulio Vargas Foundation – came as an answer to the demands for higher education in a country that had just started a period of great economic expansion through industrial development.

Since 1954, FGV-EAESP has been preparing more than professionals – citizens with solid knowledge to face the challenges of a world in constant change. Graduate and undergraduate degrees were granted to more than one hundred thousand FGV-EAESP students who acquired a leading-edge conceptual basis to prepare them to better understand the sociopolitical reality and to contribute to the Brazilian development.

- Founded in 1954
- 3,200 students in regular programmes
- 76 tenured professors
- 180 professors are doctors
- 100 international partnerships
- One of the 5 largest Think Tanks of the world in the Foreign Policy category
- Accredited by:
Mission of EAESP:

To develop and disseminate business, government and civil society administration and organizational knowledge that help to improve the quality of collective life and the socio-economic development of Brazil.

To maintain standards of excellence in research and teaching comparable to those of other leading institutions around the world.

Vision of EAESP:

To be a School internationally acknowledged for its excellence.
## PRME PRINCIPLES

<table>
<thead>
<tr>
<th>Principles</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Purpose:</strong> We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.</td>
</tr>
<tr>
<td><strong>2. Values:</strong> We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.</td>
</tr>
<tr>
<td><strong>3. Method:</strong> We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</td>
</tr>
<tr>
<td><strong>4. Research:</strong> We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.</td>
</tr>
<tr>
<td><strong>5. Partnership:</strong> We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.</td>
</tr>
<tr>
<td><strong>6. Dialogue:</strong> We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.</td>
</tr>
</tbody>
</table>
FGV-EAESP ACHIEVEMENTS

Historically, FGV-EAESP is committed to the creation of knowledge, theories and tools to form and support people who are able to lead fundamental changes in companies and governments.

FGV-EAESP achievements were preferable allocated under a certain principle, but it is worth mentioning that, due to their complex nature, they can be scribed under other principles.
1. PURPOSE

“We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy”.

STUDENT COMPETENCES TO BECOME FUTURE PROMOTERS OF SUSTAINABLE VALUES ARE DEVELOPED THROUGH DIFFERENT ACTIVITIES OF SOCIAL-ENVIRONMENTAL CHARACTER, SUCH AS THEME-RELATED MARKETING FAIRS, VOLUNTARY WORK AND STUDENT PARTICIPATION IN SOCIAL-ENVIRONMENTAL PROJECTS IN PARTNERSHIP WITH PUBLIC AGENCIES.
1.1 Student Initiatives

- FGV-EAESP promotes the “sustainable student hazing” with freshmen from the Business Administration and Public Administration undergraduate programmes, through sustainable and/or socially responsible activities;

- Walmart Brasil Marketing Fair is offered annually by the Department of Marketing (MCD) and undergraduate students, and addresses the theme of sustainability;

- “Jornadas Impertinentes”: undertaken in October 2012 by the Social and Juridical Fundaments of Administration Department, on the theme of Urban Violence;

- The contests Youth and Violence and Educate GV awarded the best business plans related to the themes of interest. In the same occasion, the talk “Two Major Problems of Brazil in the 21st Century: Education and Violence” was offered by Priscila Cruz, from the movement Todos pela Educação (Education for All), and Melina Risso, from Institute Sou da Paz;

- 5 student joined the efforts of the NGO “Um Teto para o Meu País” (A Roof for my Country), in the construction of 50 houses;

- 30 undergraduate students participated of the Dream Day, at Hopi Hari thematic park, with 2,500 children and 1,400 volunteers;

- Participation of students in São Paulo’s “Virada Sustentável” (Sustainable Turnaround);

1.2 Activities of Student Entities

1.2.1 ITCP – Tecnologico Incubator of Popular Cooperatives

- Incubation of Inclusive Business: offers a set of integrated services composed of consultants services, advisory, capacity-building and training – different solutions for the creation, growth and consolidation of community economic activities democratically managed. In addition to that, the ITCP also offers assistance to inclusive business funded by private social investment and public policies to fight poverty.

- Inclusive Business Banking (BNI): development of creative strategies for generating income and decreasing poverty by the use of tools and methodologies adapted from the financial market.

- Advisory on public policies, in partnership with CEAPG, for the modernization of the public services offered by São Paulo state government agencies.
1.2.2 Public Junior Consultant

- Participation and assistance in *São Paulo Mais Limpa* event planning. São Paulo Mais Limpa is part of the struggle for a cleaner city promoted by Rede Globo SP, in partnership with GV Labies, with the goal of raising recycling awareness among the residents of Vila Nova União, in São Miguel Paulista.

- S.O.S. Itapecuru – MA Project, to assist in structuring six sustainable development projects on the three sustainability pillars, in an area of 10,000 hectares in the state of Maranhão.

1.2.3 Academic Directory

- GVMUN 2012 1st Edition: Model United Nations (MUN) is an academic conference in which participants have the opportunity to discuss the most important topics of the international agenda. GVMUN was created within EAESP supported by the Coordination of International Relations – CRI, with the goal of bringing the debate about contemporary to the Chool students. In its first edition, three committees were simulated on: World Trade Organization: Energy and Environmental Products and Services Trade; World Bank: Policies for Social Development in Latin America, and the Conference of the Parties to the UNFCCC: Equal Access to Sustainable Development. At the end of the preparation period, a 3-day conference was held.

- EducaGV Project: support to *Todos pela Educação* (All for Education), a movement with the goal of improving public education in the country.

1.2.4 Cursinho FGV

Since May 2013, FGV-EAESP graduate students have been developing a project called “Cursinho FGV”, geared toward preparing students coming from public schools to be accepted in undergraduate programs. The ultimate goal is to increase regional, social and economic diversity in Public Administration undergraduate classes. 50 seats have been offered, as of the second semester of 2013, with classes on Saturdays and focus on specific disciplines of the Public Administration admission exam ("vestibular").
2. VALUES

“We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.”
2.1 Undergraduate Education

The Area of Concentration on Sustainability and Environment in undergraduate courses encompasses a set of 12 credits granted in elective disciplines, which can be chosen by undergraduate students.

The Objectives are: a) to provide students with an integrated understanding of the environment and its interface with the social-cultural, production, work, consumption and post-consumption dimensions, and of proposals directed to social-environmental sustainability; b) to develop students’ skills so that they can become future generators of sustainable value and work for a sustainable and inclusive global economy.

2.1.1 Strategy and Sustainability in Organizations

Conceptual and practical preparation of students to face the challenge of creating value to stakeholders through sustainable development strategies; understanding the challenges and perspectives presented to companies in their economic, social and environmental dimensions, without ignoring the expected return on investment. Considering that the concept of social-environmental responsibility is irreversible for companies’ future conditions, we expect students to incorporate social-environmental solutions to their reflections and practices as managers.

2.1.2 Economy and Environment

Discussion on the main economic principles applicable to the sustainable use of natural resources; the course will debate the main points for building a green economy, as well as the roles associated to the corporate sector in this process.

2.1.3 Fundaments and Trends of the Consumption Culture

Introduction of historical references and the contemporary unfolding of the consumption culture, addressing themes already consolidated by the literature on culture, consumption and market such as entertainment, media, image and brand, as well as the debate on new aspects of the relationship between culture and advertisement such as access, experience and responsible consumption.
2.1.4 Innovation for Sustainability

The expanded per-capita material consumption levels in the global society has added to the demand for more eco-efficient and clean productive processes, for the rational use of natural resources and for the growing use of renewable energy sources and raw materials. Innovation processes that consider the need to promote business sustainability, regardless of their degree of novelty, form the core of the course. According to the Triple Bottom Line (TBL) approach, sustainability practices must integrate and create value simultaneously in the economic, social and environmental dimensions.

2.1.5 Sustainability and Shared Value in the Supply Chain

With the globalization of production and consumption systems, the demand for the rational use of natural resources and reduction of the social-environmental impacts has been growing all around the world. Considering this increasing need, the goal of the course is to examine how social-environmental aspects are addressed in supply chains, operations and post-consumption, and study illustrative cases of share value creation – not only for suppliers, focal companies and clients, but also for society as a whole.

2.1.6 Microfinances and Financial Inclusion

The course objective is to analyze the idea according to which the provisioning of financial services is a mechanism that can promote the fight against poverty and contribute for the development. The focus will be on the evolution of the Brazilian case.

2.1.7 Sustainability: Introduction to the Social-Environmental Theme

The discipline aims at introducing the theme of sustainable development to students and getting them familiarized with the problems, opportunities and challenges of social-environmental questions that, from the global to the local scale, have conducted to the consolidation of the sustainability debate in the late 20th century and the beginning of the new Millennium. The course examines the proposals that are open for debate and partially implemented in the public and private spheres, taking into consideration their compliance with three sustainability conditions, namely: economic, social and environmental. The discipline offers a conceptual and practical preparation for the student to face the complex challenge of contributing to sustainable development model while working for public, corporate or non-governmental organizations. We expect students to incorporate social-environmental questions in their practices and reflections so that they acquire instrumental knowledge to act in compliance with sustainable principles, making them active participants in society reorientation toward sustainable development.
2.1.8 Marketing and Sustainability

Business cannot succeed if society fails. Presumably, the ultimate goal of marketing is to enhance consumers’ quality of life, while properly rewarding stakeholders. In this course students will be exposed to the concept of sustainability and its connection with the marketing function and discipline, so they will apply in the real world this concept to help their companies create, produce and deliver sustainable solutions with higher net sustainable value whilst continuously satisfying customers and other stakeholders. Our premise is that taking a more sustainable position may enhance corporate image and develop customer appreciation in the business arena of 21st century, which also mean competitive advantage. Students will also explore how marketing, innovation, and competitive advantage can be used to create and communicate a profitable sustainability strategy for business, simultaneously enhancing consumer welfare.

2.1.9 IPM - Development & Sustainability

When social businesses generate value for companies? Are companies able to generate carbon credits from their operations? If so, do they know the relationship between eco-efficiency, carbon credits and strategy? Do they know why they should invest on environmental standards or eco-branding, or become members of green clubs? Overall, “when does it pay to be green”? By analyzing the business rationales involved in the formation and evaluation of sustainability strategies in firms, participants in this course will learn how firms can optimize social and eco-investments.

2.2 Graduate Courses

The theme is specifically approached form the point of view of Ethics, Social-Environmental Management and Health. The Environmental and Sustainability Management thematic axis focuses on the study and research of themes related to social-environmental concerns in all decision-making processes of the organization, from operations to strategies, as part of the construction of a fair society according the sustainable development concepts and proposals. Within this thematic axis, we analyze the context of sustainable development and innovation in all organizational fields.

2.2.1 Sustainability and Stakeholders Management

The goals of the discipline are: Sharing experiences relating sustainability to the strategic management of organizations; discussing sustainable development conceptual questions and the role of corporate organizations in fulfilling goals tied to this development concept; and debating management theoretical and practical models that take into account different stakeholders and their demands in the management of economic, social and environmental externalities.
2.2.2 Innovation Management and Sustainable Organization

The general goal is to introduce and debate concepts, proposals and tools related to innovation processes via an approach based on a new awareness arising from the ideals and objectives of sustainable development. The specific goals are: Discussing the relationship between Science, Technology and Society from different perspectives, highlighting the role of the State, the Productive Sector, Teaching and Research Institutions and Civil Society Organizations in the process of promoting innovation; discussing innovation concepts and models for products, processes, management and business in tune with sustainable development proposals; providing elements to the understanding of the importance of innovation for the success of any type of organization; diagnosing products and services from the point of view of sustainability; and addressing fundamental aspects of knowledge appropriation and transfer strategies. As technological innovation in products and services is included among the main sources of national, sector-based and corporate competitiveness, the course will focus attention on innovation processes as a strategic factor for organizations. However, differently from conventional approaches in which innovation is evaluated exclusively according to technical and economic criteria, the program will emphasize sustainable innovation, which is the one that will try to comply with sustainable development goals and therefore, should also be evaluated in social and environmental terms.

2.2.3 Innovation for Sustainability

This discipline explores theoretical/practical questions on innovation that may reduce the negative environmental impact and/or increase the positive social impact in contemporary societies. The content is based both on the analysis of academic articles dealing with the theme and of emerging empirical cases. Among the main support topics, Strategy, Operations and Organizational Theory; research areas are: sustainability strategies, industrial ecology, reverse logistics and the perspective of the “basis of the pyramid”.

2.2.4 Sustainable Organizations

This programme will discuss and introduce management concepts, models and instruments that incorporate sustainable development principles and objectives to supply chain management with the goal of turning companies into sustainable organizations. The inclusion of sustainability-related themes into corporate management represents one of the main challenges to be faced by human kind in the upcoming decades, and its fulfillment requires new relationships between companies, governments and civil society. Sustainability, which emerges as a strategic competitive factor in an increasingly globalized world, is not materialized in isolation, but rather along the supply chain, from the sourcing of raw materials in the environment to the final disposal of products after the end of their
useful life, going through the stages of natural resources processing, manufacturing, distribution and consumption, according to the product life cycle approach, or from “cradle to grave.” Sustainable management tries to act along this cycle so that it delivers net positive results in the economic, social and environmental dimensions of sustainability. The course will focus its attention on management models shared among different parts of the supply chain to evaluate results, anticipate risks and identify opportunities, considering businesses’ economic, social and environmental aspects.

### 2.2.5 Innovation and Sustainability

The general objective of the discipline is to introduce and debate concepts, models and instruments for the implementation of innovations according to sustainable development goals. The specific goals are: Discussing the relationship between Science, Technology and Society from different perspectives, highlighting the role of the State, the Productive Sector, Teaching and Research Institutions and Civil Society Organizations in the process of promoting innovation; discussing innovation concepts and models for products, processes, management and business in tune with sustainable development proposals; providing elements to the understanding of the importance of innovation for the success of any type of organization; diagnosing products and services from the point of view of sustainability; and addressing fundamental aspects of knowledge appropriation and transfer strategies. The course will focus attention on innovation processes as a strategic factor for organizations. However, differently from conventional approaches in which innovation is evaluated exclusively according to technical and economic criteria, the program will emphasize sustainable innovation, which is the one that will try to comply with sustainable development goals and therefore, should also be evaluated in social and environmental terms.

### 2.3 Lato Sensu Graduate Degrees

#### 2.3.1 Graduate Specialization

The elective discipline *Sustainability as a Competitive Differential for Organizations* is offered to students of the Management Specialization Course for Graduates (CEAG).

#### 2.3.2 Executive Education

Since 2006, the School offers the *MBA on Sustainability Management*, whose goals are: showing the potential of sustainability as an essential strategic factor for obtaining and keeping a competitive edge in an increasingly globalized environment; offering instruments so that participants can evaluate results, anticipate risks and identify opportunities, considering
businesses’ economic, social and environmental aspects; and sharing sustainability-related experiences in an articulated, integrated and strategic view on the theme.

Recently, the School launched the programme “Low-Carbon Management” with the goal of forming leaders with a deeper knowledge of the reasons for climate change, its social, political and economic implications, as well as to provide management tools for training aligned with the global efforts to fight the climate crisis.

2.3.3 Continuing Education

In the Continuing Education Programme (GVpec), the theme of sustainability is addressed in courses such as: Corporate Environmental Management, Environmental Economy and its Impacts on Companies, Sustainability and Social Corporate Responsibility and Low-Carbon Management.

2.3.4 MPGPP – Professional Masters Program in Management and Public Policies

MPGPP students, in their final paper, develop analyses and premises for problems of a real organization. In the period covered by this report, the papers were written on organizations such as:

- Center for Studies and Research on Municipal Administration of Prefeito Faria Lima Foundation – CEPAM
- Social Responsibility Institute of Hospital Sírio-Libanês
- Paulo Montenegro Institute
- Investe São Paulo
- NGO Liga Solidária
- Sou da Paz Organization
- Social Defense Department of the State Government of Minas Gerais
- Development and Social Inclusion Department of Osasco City Hall
- Human Rights and Citizenship Department, International and Federative Relations Department and Urban Security Department of São Paulo City Hall
- Planning Department of São Paulo City Hall
- Economic Assistance Unit and Priority Projects Delivery Unit of the Regional Planning and Development Department of São Paulo State Government
The creation of materials, processes and environments related to social-environmental responsibility has evolved along recent years, which is illustrated by the number of articles, books and chapters on the theme developed and published by the school professors.

3. METHODS

“We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership”.
3.1 Integrated Education for Sustainability (FIS)

Integrated Education for Sustainability – FIS – is a discipline that offers an academic/practical experience oriented to sustainability within the reality of a new generation of manager. The educational process is based on the articulation of two axles: (i) Reference Project, in which the students offer their services to a partner-client and to society in a real challenge, extending and amplifying their management, economic and legal knowledge from the point of view of sustainability, learning also how to create better conditions to deal with a reality that is complex, integrative and highly demanding for innovation – a major contemporary challenge for companies and society; (ii) Knowledge in Itself, an invitation to think of, (re)write about and get closer to the intimate disposition of each human being, which allows us to understand the conditions of our own actions. FIS educational actions are based on an inter- and trans-disciplinary foundation; in addition, field experiences complete the students’ educational journey.

The challenges faced in the period covered by the report were:

- FIS 8 2013: Produce a documentary that delivers a meaningful contribution to the complex and controversial implementation of the National Policy of Solid Residues – PNRS.

- FIS 7 2013: Prepare a proposal to raise funds for the implementation of a Regional Technological Park on Urban Sustainability, as an answer to the aspiration of the Mayors’ Association of the Central Region – APREC, which joins 28 municipalities of the State of São Paulo.

- FIS 6 2012: Conceive a roadmap for the development of a clean technology cluster that fosters supply chains linked to energy efficiency and generation of renewable energy, creating “green jobs.”

- FIS 5 2012: Create a suppliers’ management and development policy that allows conditions for Brazilian mining companies to lead sustainability-oriented supply chains.

- FIS 4 2011: Structure a Support Fund for small growers in Brazil, allowing the construction of bridges between these agro-entrepreneurs and the market economy.

- FIS 3 2011: Prepare a Value Proposition and a Business Model for the financial inclusion of the low-income brackets of the Brazilian population.
FIS partners were:

- Itaú
- Santander
- Natura
- Votorantim Metais
- Banco do Nordeste
- ESBR - Energia Sustentável do Brasil
- Araraquara City Hall
- Braskem

3.2 Scientific Initiation Activities

The Local Connection Project aims at raising the interest and engagement of FGV-EAESP undergraduate students in innovative experiences of local social management and economic development, focusing on the areas of public policies, fight against poverty and citizenship.

Open for students after the second semester of the course, it consists of preparation and field activities overviewed by a group of tutors mostly composed by graduate students. When they return, students write a research report in the format of a scientific article.

During the period, these were the Project figures:

- 8 students in 2011
- 17 students in 2012
- 10 students in 2013
4. RESEARCH

“We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value”.
4.1 Academic Research

At EAESP, academic research in the thematic area of sustainability has been developed by professors and PhD students. Some examples are:

4.1.1 Articles


4.1.2 Books


4.1.3 Book Chapters


4.2 Applied research

Different applied research projects that contribute to the knowledge on the role, dynamics and impact of companies in the creation of sustainable value are developed by EAESP through different study centers.

4.2.1 Center for Studies on Microfinances – Cemf

GVcemf focuses on the production of research in the area of microfinances and financial inclusion. Research projects are organized under two main areas: impact and technology. Due to the results achieved since its foundation in 2007, today GVcemf is a reference in the study of microfinances in Brazil, having taken part of projects involving the government, multilateral organisms and the private sector. The international insertion is being materialized via partnerships with universities, research centers, NGOs and foundations, which have been driving the generation and dissemination of knowledge. 

Knowledge Generation:

- Academic and applied research: Impact of the Productive Microcredit Program: the Cresol Case
- Academic and applied research: Impact Analysis of Financial Education for Microcredit Clients and Social Transfers Recipients
• Academic and applied research: Mobile Data and Microfinance Expansion
• Academic and applied research: Branchless Banking and Microfinance in Brazil
• Academic and applied research: Banking and Microfinance in Brazil
• Academic and applied research: “Bolsa-Família” (family grant) and Electronic Payment Systems
• Academic and applied research: Microinsurance in Brazil

Knowledge Dissemination:

Lectures in national and international events

4.2.2 Center for Studies on Public Administration and Government – CEAPG

CEAPG was created in 1989 to establish a new philosophy for graduate studies in Public Administration and joined together the School researchers involved in public questions. In 1995, the Center was invited by Ford Foundation to create an annual award that would be granted to sub-national public organizations (state and municipal organizations, organizations of the executive, legislative and judiciary branches and related to the indigenous populations). The result was the Public Management and Citizenship Programme which, in addition to receiving and documenting information about 8,200 experiences from 1996 to 2005, began to integrate important networks for debate and dissemination of innovation in public administration at the world level. After 2005, the Center started concentrating efforts in the follow-up of registered experiences and in other areas of study that appeared as a consequence of the award project.

Knowledge Generation:

• Applied research: Program for Sustainable Public Bidding for Timber Projects – Rede Amigos da Amazônia Project
• Applied research: Analysis of the situation of children and youth in the region of Imperatriz (MA)
• Applied research: Diagnosis of the services rendered to children adolescents and women victims of violence.
• Academic research: Interuniversity Local Connection Project – CLIU
• Applied research: Pensando o Direito (“Thinking about Law”) Project – Information flow among different federative agencies for the construction of social policies.
Applied research: Study of the concepts of active and passive transparency and the principle of respect of privacy and intimacy, including an investigation of transparency mechanisms and social participation in the judiciary system.

Applied research: Extending the Amazon Borders

Academic research: Interuniversity Local Connection Project- CLIU

Knowledge Dissemination:

- Publications: Public Management and Citizenship Newsletters

4.2.3 Center for Studies on Public Sector Politics and Economy – Cepesp

Created in 2006, Cepesp is the first FGV-SP inter-school center. Its goal, just like FGV’s, is to contribute to the country’s development with the knowledge produced by its research. Although the focus is always on Brazil, Cepesp dialogues with the knowledge produced abroad, because it recognizes in the comparison with other countries’ experiences, a useful roadmap for understanding national problems. The main research question is the relationship between politics and economy in understanding the restrictions and potentials of public policies. Cepesp research aim at measuring the influence exercised by institutions, in the broader sense, on public policies decision-making, and is structured in three research lines: Political Institutions Public Finances and Regional and Urban Economy.

Knowledge Generation:

- Academic research: Sanitation and Family’s Health

4.2.4 Center for Excellence on Logistics and Supply Chain – Celog

CELog develops studies and research in the areas of national and international logistics and in different aspects of Supply Chain management, trying to contribute to the improvement of Brazilian companies’ performance in the national and global market and, consequently, to the socioeconomic development of the country.

Knowledge Generation:

- Applied research: GOLLS – Governance of Labour and Logistics for Sustainability. Project developed in partnership with the ISS - Institute for Social Studies, of Erasmus University (Netherlands), Unisinos and Federal University of Amazonas.
4.2.5 GVcev – Center for Excellence on Retail

Created in 2001, GVcev – the Center for Excellence on Retail of Getulio Vargas Foundation (FGV-EAESP) works with the mission of playing a leading role and being a catalyst in the process of development and evolution of retail in Brazil, with activities in the areas of education and training, research, publication, advisory and events. It is a multidisciplinary study center that seeks to harmonize theory to practice, keeping close ties with the business community and encouraging the interest and participation of FGV students in the retail sector of the Brazilian economy.

Knowledge Generation:

- Creation of GVcev Work Groups: Sustainable Retail and the Basis of the Pyramid; Retail Expansion; Store Environment, and Shopping Experience
- Participation in Government Work Groups: Steering Committee of Sustainable Production and Consumption/MMA

4.2.6 Center for Studies on Health Planning and Management – GVsaúde

GVsaúde is a reference for all activities related to health management under FGV-EAESP and works for the following goals: to develop top quality projects, shared with FGV units in the area of Health Planning and Management; to give support to teaching, research, assistance and advisory projects developed by FGV units; to serve as a hub for students and researcher interested in improvement and research in Health Planning and Management; to encourage partnerships with other institutions aiming at mutual enrichment and engagement of professionals external to GVsaúde activities.

Knowledge Generation:

- Applied research: Labor aspects in recycling cooperatives: a multi-case study;
- Academic research: Public Health Management in the municipality of Porto Feliz – Study conducted in Irmandade Santa Casa de Misericórdia emergency ward.

4.2.7 Center for Studies on Sustainability – CES

Created in 2003, GVces is an open space for study, learning, reflection, innovation and knowledge production formed by a multidisciplinary team engaged with and committed to the transformation of society. GVces develops public and corporate strategies, policies and tools for sustainability at the local, national and international spheres. Its programmes
are oriented to four different content lines: Capacity-building; Research and Knowledge Production; Articulation and Exchange; and Mobilization and Communication. Its mission is to continuously expand knowledge frontiers, contributing for the sustainable development of public and corporate management. Its vision is to serve as a space of excellence in the co-creation, sharing and application of knowledge. Some research topics:

4.2.7.1 Innovation in Value Creation (ICV)

The search for sustainable development mobilizes governments, companies and society in general around new production and consumption models that should take into consideration the borders imposed by a planet with finite natural resources and the universal fulfillment of fundamental human rights. This context brings great challenges but should also serve as an inspiration in the search for innovative lifestyles and wellbeing around the world. Based on this premise, the ICV programme seeks to promote innovative and sustainable business models, strategies, relationships and corporate practices.

4.2.7.2 Innovation and Sustainability in the Value Chain (ISCV)

With the aim of promoting innovation for sustainability of small and medium companies within the context of big companies’ value chain, the program focuses on: (1) improving the relationship and development of suppliers to make them more efficient and sustainable through partnerships; (2) inserting sustainability credits in corporate purchases; (3) developing innovative business models.

Partner: Citi / Support:Citi Foundation.

In the 2013 Cycle, post-consumption is debated from the point of view of themes that include residue management, reverse logistics and social inclusion.

4.2.7.3 Local Development

Large undertakings generate proportional impacts on the communities where they are inserted. Based on the local communities’ reality, Local Development Program seeks to build participative sustainable development models and indicators and undertake specific actions, such as the identification of economic status, mapping of potential transformations and alignment of local initiatives to the Agenda 21.

Another focus is the construction of tools that contribute to an innovative and continuing model for the promotion and follow-up of local and regional development. Local specificities lead to site-specific methodologies, highlighting the innovative character of each project, as well as the involvement and engagement or local actors in the whole process.
4.2.7.4 Local Development and Large Undertakings Initiative (IDLocal)

With the goal of inserting the theme of local development in companies’ business strategy, the ID Local project aims at articulating the corporate sector for: (1) Reflection and exchange of experiences (2) Construction of local development guidelines and proposals in the context of large undertakings.

The 2012/2013 Cycle introduced the theme of full protection of children and adolescents in the context of the implementation of large projects in Brazil.

For more information and participation guide: [http://www.fgv.br/ces/idlocal](http://www.fgv.br/ces/idlocal)

Support: Childhood Brazil

4.2.7.5 Global Sustainability

Global-scale environmental threats ask for creative and long-lasting solutions. To help to build such solutions in the Brazilian context, Gvces stimulates the awareness and articulation of relevant actors in the public and private sectors and civil society around the themes of climate change, biodiversity, water resources and other topics of the major international environment agenda.

The focus is on the monitoring and cooperation with public policies in the promotion of innovative market solutions and integration of public and private actors.

4.2.7.6 Companies for the Climate Platform (EPC)

EPC offers permanent support to the construction of a low-carbon economy in Brazil and the insertion of companies in this context. The goal is to strengthen companies’ competitiveness, open their access to international markets and support technological solutions, innovations and corporate practices to reduce GHG emissions.

In this sense, it engages companies to:

- Discuss and reduce GHG corporate emissions;
- Create a sector positioning in the climate debate and on climate risk management;
- Dialogue and propose contributions to the country’s legal framework.

The 2013 Cycle, which gathers 34 companies, highlights the topics of renewable energies, emissions trade and adaption to climate change.

Partnerships: Corporate Initiatives on Climate Change with CEBDS, Ethos and CNI

For more information and participation guide: [http://www.fgv.br/ces/epc](http://www.fgv.br/ces/epc)
4.2.7.7 Trends in Ecosystem Services (TeSE)

Ecosystem services are defined as direct and indirect contributions from ecosystems to the human kind economy and wellbeing, such as food, water and raw material supply; climate regulation, pollination and biologic control of pests and diseases; habitat aspects in the maintenance of biological diversity; and cultural aspects such as leisure, tourism and artistic inspiration.

TeSE proposal is to:

- Develop strategies and tools to the corporate management of impacts, dependencies, risks and opportunities related to ecosystem services.

The 2013 Cycle focuses on ecosystem services measurement and valuation and responsible water resources management.

For more information, partners and participation guide: http://www.fgv.br/ces/tese

Support: CI, TNC

4.2.7.8 Brazilian GHG Protocol Program

Stimulates corporate culture in the creation and publication of GHG emissions inventories – the approach most adopted globally by companies and governments to understand, quantify and manage GHG emissions.

The Brazilian Program allows participants to:

- Access international instruments and quality controls;
- Participate in workshops and receive support in the preparation of GHG inventories;
- Adapt the methodology to the national context;
- Access the Emissions Public Registry.

Actions in the international context are also part of the Brazilian GHG Protocol Program, through the Global Climate Registry Alliance, a partnership with The Climate Registry (USA) and the Energy and Climate Registry (China).

For more information, members and participation guide: http://www.fgv.br/ces/ghg

4.2.7.9 Sustainable Finances

The financial capital has the power to play a major role in the promotion of sustainable development, as long as it is directed to investments associated to economic prosperity, environmental protection and social protection.
With the goal of encouraging the offer of this kind of capital, the Sustainable Finances program supports the financial sector in adopting criteria for their decision-making in policies for environmental risks and products that seize new business opportunities, such as Socially Responsible Investment Funds (SRI), the carbon market and microfinances.

4.2.7.10 **Corporate Sustainability Index (ISE)**

A BM&FBOVESPA initiative in partnership with GVces, the ISE is a stock index that aims at differentiating the most advanced companies in the context of corporate sustainability in Brazil. The objective is to offer support to investors in their decision-making process and, at the same time, stimulating companies in the adoption of corporate sustainability best practices. To that end, companies are selected by the ISE Advisory Council through a methodology developed by GVces based on:

- A questionnaire for comparative analysis of companies listed in Bovespa, including multiple sustainability aspects;
- An annual cycle that involves public consultation and thematic workshops;
- Regular publications such as “The ISE Value: Main studies and investors’ perspectives.”

Partner: BVM&FBOVESPA

4.2.7.11 **EXAME Sustainability Guide**

Since 2007, GVces has been responsible for the evaluation methodology applied to companies by the EXAME Sustainability Guide, annually produced by Editora Abril. The goals are:

- To call attention to companies considering their actions in all dimensions of corporate sustainability; to offer support to an annual selection of 20 ‘model-companies’ in the universe of small and medium companies present in the Guide.

Partner: Editora Abril

4.2.7.12 **Environmental Policies and Economy**

Fruit of GVces work in the articulation of different actors and proposition of public policies, the Environmental Policies and Economy Program (PEA) has the goal of engaging the public power, the private initiative and civil society in sustainability-related themes. In this sense, the program aims at facilitating the relationship and debate among actors with the objective of developing public policies for building an economy that respects environment limits.

4.2.7.13 **Carbon Efficient Index**

To foster the low-carbon economy, BM&FBOVESPA and the National Bank for Economic
and Social Development – BNDES, have developed the Carbon Efficient Index (ICO2), encouraging the issuers of the most negotiated stock in Bovespa to measure, announce and monitor their GHG emissions.

To assure the Index technical quality and subsidize the establishment of a strategy to expand compliant emission sources, in 2011 BM&FBOVESPA signed a partnership with GVces to:

- Develop a coherent and transparent methodology for the measurement and publication of GHG corporate emissions required by the ICO2;
- Help companies in preparing their inventories;
- Review reported emission data with the goal of providing BM&FBOVESPA with subsidies to constitute the ICO2 portfolio.

Partner: BVM&FBOVESPA / Support: BNDES

4.2.7.14 Adaptation to Climate Change

PEA team contributes to the debate in climate change adaptation at the level of federal government. With support of the Ministry of the Environment, GVces is offering workshops with representatives of different ministries to build the foundations for the National Adaptation Plan. In addition, GVces is also preparing study cases on adaptation measures, sponsored by the National Water Agency (ANA).

Partner: MMA, ANA

4.2.7.15 Emission Trading System

With support of the Ministry of Finances, PEA team is offering support to the debate on the elements necessary to structure and implement a monitoring system to serve a potential carbon market in Brazil, with workshops offered to federal and state government representatives and members of corporate initiatives.

Partner: MF

4.2.7.16 Sustainable Consumption

The road to sustainable development passes through different consumption actions in different levels of the economy. The goal of the Sustainable Consumption (CS) Program is introducing the question of sustainability among consumption options for companies and governments through knowledge generation, raising awareness among institutional buyers and developing tools to guide the choice, acquisition, use and eventual disposal of products and services.
4.2.7.17 Sustainable Purchase

Gvces has produced a series of books with the goal of guiding sustainable policies and fostering institutional sustainable procurement, finding synergies between the private and public sectors. The two first volumes were published in a partnership between Gvces and ICLEI (Local Governments for Sustainability) and gather knowledge from both institutions on the theme of institutional sustainable procurement with practical examples that reveal the feasibility of adding value based on sustainable consumption practices and policies:

- Sustainable Purchase: The strength of public and corporate consumption for a green and inclusive economy – Guide of Sustainable Public Procurement:

This publication brings a sector-based approach for institutional procurement.

4.2.7.18 Sustainability Action with Brazilian Furniture Project

In 2013, GVces started a partnership with the “Brazilian Furniture” Project with the goal of adding sustainability attributes to the furniture industry products in the country as a way to improve the competitiveness of Brazilian furniture in the global market.

The sustainability action aims at placing the national furniture industry within international standards for wooden furniture commercialization and identifying challenges and opportunities for adding sustainability attributes to Brazilian furniture products. This will be achieved through a series of five meetings in furniture manufacturing centers and technical visits to prepare a sector diagnosis and build sustainability guidelines.

4.2.7.19 ITD/S Platform

The PLAT-ITD/S platform has the goal of preparing a diagnosis and evaluating sustainability practices existing in seven institutions of higher education based on an inter- and trans-disciplinary approach, as well as identifying key points to guide these institutions toward a sustainability agenda.

4.2.7.20 Research and Publication

The focus is on GVces academic production and the extension of its ties with the scientific community (faculty, students and research centers inside and outside FGV-EAESP). The goal is to identify within GVces programs, study themes based on rigor and relevance analysis. Among the initiatives, research seminars with the participation of guest speakers are highlighted.

GVces academic scope also includes the coordination of the Master’s Programme on Sustainability.
4.2.7.21 Articulation

The Articulation and Partnership Line was created to bring to the level of public policies and self-regulation instruments the knowledge that GVces generates sustainability. The Line supports different programs in the context of large international summits, such as the UN Conference on Sustainable Development (Rio+20) and the Conference of the Parties of the UN Framework Convention on Climate Change.

It also establishes dialogues and partnerships with international cooperation institutions and with non-governmental organizations focused on different sustainability aspects.

4.2.7.22 Communication and Mobilization (LCM)

Knowledge dissemination, dialogue and mobilization are fundamental elements of the sustainability movement in the contemporary world, which correspond to different communication fronts; hence, GVces’ option of having Communication and Mobilization as a strategic line of action, transversally to all its programs and projects. The goal is to design and execute GVces communication strategy, as well as strategies geared toward different programs and projects.

LCM works along three axles: institutional communication, relationship and mobilization and multimedia content. It also conducts specific projects, such as the communication component of Observatório do Clima, an NGO network in Brazil that focuses on climate change.

4.2.7.23 PÁGINA 22

PÁGINA 22 is a publication focused on the 21st century dilemmas and challenges to prepare human kind to walk toward the 22nd century with a vision of the world as a single system—in which economic models will only make sense if they promote social wellbeing and the maintenance of natural conditions that will guarantee life on Earth. Fruit of the marriage between FGV-EAESP Center for Studies on Sustainability and independent journalists, the printed magazine was born in December 2005, with the title ADIANTE. Re-baptized PÁGINA 22 in September 2006, it was consolidated as a forum of open debate for all involved parties in the questions of innovation and sustainability – and in the legacy we will leave for future generations.
5. PARTNERSHIP

“We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.”
5.1 BoP Lab Network

The FGV-EAESP Center for Excellence on Retail has a cooperation agreement with Cornell University (USA), which includes the school in a global university and entities network that studies the basis of the pyramid. The project will count on the support of Accenture and the CDE Plan.

5.2 Free online courses: a partnership between Walmart and FGV-EAESP

FGV Online and Walmart Brazil, together, have developed three different free courses, about sustainability, for distance classes in a project called “Walmart and FGV: Each person’s role in sustainability”. The courses will be part of a set of programs offered by FGV Online through the Open Course Ware Consortium (OCWC), a consortium of teaching institutions from several different countries that provide courses and course materials, for free, to any Internet users. The first course, “Sustainability in the day-to-day: guidelines for citizens”, addresses the importance of responsible consumption for sustainability. The modules address the following topics: Natural Resources, Quality of Life, Sustainable Development, Consumption and Sustainability and Responsible Day-to-Day.

5.3 Entrepreneurship

As an initiative of the Center for Entrepreneurship and New Business, FGV-EAESP, through a partnership with Goldman Sachs and the IE Business School, developed the program 10,000 Women Entrepreneurship Program, aiming at training women to increase their participation in the economy of emerging countries that will reflect on the development and future of the country. The course is free, aimed at encouraging the practice of female entrepreneurship. The proposition of the course is to develop management and entrepreneurship skills as well as technical knowledge in women.

5.4 FGV-EAESP & Massachusetts Institute of Technology and Waste Management

The FGV Technological Incubator of Popular Cooperatives (ITCP), through a partnership with the Brazilian Movement for Recyclable Paper Collectors (MNCR), received professionals and students from the MIT (Massachusetts Institute of Technology) to implement a waste management project the “The Grease Project” (Engine Conversion Project). The project is about diesel truck engine conversion for the selective waste collection cooperatives to work with used vegetable oil, which is already collected by them. The purpose of the project was to train approximately 20 collectors so they could become multipliers of knowledge to other
cooperatives. The project was awarded with US$ 50,000 in the “Ideas Award” competition promoted by the MIT.

5.5 FGV-EAESP & Alphaville Foundation: Inclusive Business

The FGV Technological Incubator of Popular Cooperatives executed the following projects through a partnership with the Alphaville Foundation:

- incubation of the Limpet-Tonato inclusive business, a PET broom plant made by people in a social vulnerability situation in the municipality of Carapicuiba, in the state of São Paulo.
- incubation of the Jacuí Cerâmica Capixada inclusive business, which makes ceramic artifacts inspired by the Coast of the state of Espírito Santo.
- update of the Sustainable Community program methodology.

5.6 FGV-EAESP & HSBC: Income generation

Through a partnership with HSBC, the FGV Technological Incubator of Popular Cooperatives (ITCP):

- selected Income Generation Projects submitted by social organizations from all over Brazil.
- incubated social projects supported by HSBC.
- provided the Inclusive Business Management course for 30 social organizations in Brazil.

5.7 FGV-EAESP & Agesol: Digital Inclusion

The ITCP-FGV, through a partnership with Agesol (Solidary Trade Agency), carried out activities with the purpose of fostering digital inclusion for fair trade of Inclusive Business incubated by ITCP-FGV.

5.8 FGV-EAESP and other Brazilian universities: Inclusive Business

The ITCP-FGV, through a partnership with the Public São Paulo State Universities (University of São Paulo – USP, University of Campinas – Unicamp, University of the State of São Paulo – Unesp and the Federal University of São Carlos – Ufscar), is developing public consortiums to incubate Inclusive Business in the state of São Paulo. The main activities developed are:

- the incubation of 15 inclusive business.
- the development of social technologies to manage inclusive business
- realization of educational activities

5.9 Learning from Innovations

FGV-EAESP, through a partnership with the Liaison Group for Innovation in Governance and Public Action network, through the Center for Studies in Public Administration and Government, collaborated to create studies and research about transformations, quality of life, public service deliveries, mobilization of resources and community participation, using innovations as the starting point.

5.10 GPPN – Global Public Policy Network

EAESP, through the MPGPP, was invited to the and became a part of the GPPN – Global Public Policy Network, which includes the following institutions: SIPA-Columbia, Sciences Po, London School of Economics and Political Science, Lee Kuan Yew School of Public Policy (Singapore), GraSPP (University of Tokyo) and Hertie School of Governance (Berlin). The network gathers schools of excellence in public policies that are dedicated to educate professionals to face global issues. The network’s objective is to provide an opportunity to exchange experiences between schools and faculty about curriculum and teaching methods.

5.11 DINTER CDAE

The FGV-EAESP has been providing the Interinstitutional Doctorate Degree in Business Administration since 2009 to masters from the Federal University of Uberlândia (state of Minas Gerais), who finished their curricular phase of the regular disciplines and have defended their projects to the qualification boards.

Through this initiative, the FGV-EAESP fulfills its role of contributing to the development of teachers in the regions that do not have a doctorate degree in Business Administration.

Up to the first half of 2013, five students had already defended their thesis before the final deadline to conclude the course.

5.12 DINTER CDAPG

The proposal of the Interinstitutional Doctorate Degree in Public and Government Administration between FGV-EAESP and the State University of Maringá was approved by Capes (Coordination of Higher Education Improvement) of the Federal Government.
5.13 Scholarship Funds

One of the main ways that FGV-EAESP demonstrates its commitment to social responsibility is translated into the opportunities that it provides to those who want to study and develop social responsibility. The School provides the following types of scholarship:

**Undergraduate Degree:**

- **Non-reimbursable scholarships:** merit scholarship, for the top ranked students in the Admission Test.
- **Scholarships for students with financial needs:** full non-reimbursable scholarships (100%) to students approved in the undergraduate admission test. Scholarship candidates are selected based on proven economic and financial criteria and their performance on the admission test.
- **Reimbursable scholarship:** the Scholarship Fund has provided assistance to students since 1965, supported by donations from the corporate community, former students and teachers. Funding can total up to 100% of the monthly cost, according to student’s needs.

**Graduate Education:**

- The Master’s and Doctorate students can count on a scholarship-fee and/or financial assistance scholarship.

5.14 Lectures and Workshops

- The problems in São Paulo according to the opinion of their dwellers: The experience of Your Neighborhood, Your City Project, from the CBN Radio Station – with Fabiola Cidral, Leonardo Stamillo and Catia Toffolotlo. Lecture with the Cultural Group Afroreggae about the Comandos Project. Debate cycle that gathered former members of the four factions of drug trafficking in Rio de Janeiro (Comando Vermelho, Terceiro Comando, ADA and Militias), today they are active in social projects in the Cultural Group AfroReggae, with the third armed group in the city, the Police. The Building Water Governance Indicators workshop engaged the Water Resources managers of the TNC (The Nature Conservancy; Odebrecht/EEP; WWF Brazil; University of São Paulo Research Lab; Secretariat of Water Resources and Urban Environment of the Ministry of the Environment; Catavento Projects; Water Resources Management Company; SOS Mata Atlântica.
6. DIALOGUE

“We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability”.

THE EAESP ENCOURAGES THE DEBATE ABOUT SOCIAL RESPONSIBILITY AND SUSTAINABILITY WITH EXTERNAL PLAYERS.
6.1 MEB – Corporate Movement for Biodiversity

Through the Center of Sustainability Studies, FGV-EAESP became a supporting member of the Corporate Movement for Biodiversity (MEB), articulated at the national level, with over 50 companies and diverse civil society organizations whose main commitment is to adopt the principles that are part of the UN Convention on Biological Diversity (CBD). The MEB’s objective is to submit a corporate position to the Brazilian government in the Corporate Charter about the use of Brazilian Biodiversity, taking on the commitment and requesting internal and external actions.

6.2 Innovation Forum

The Innovation Forum was created in 2000 by FGV-EAESP professors, with the active participation of organizations interested in developing the practice of innovation in Brazil. The objective was to create the means to begin research about innovative management, not just innovation. The Forum’s mission is to encourage and foster research, dissemination and application of knowledge on innovative organizations, becoming a Brazilian benchmark in this matter. The Country will be a better place based on the use of technology and innovative management in diverse companies and institutions. The Forum’s values are permanence, relevance and contribution to society.

Knowledge Generation:

- Co-creation work with Conic/Fiesp – How to turn Brazil into an innovative and competitive society in a sustainable manner – presentations to the Ministry of Science, Technology and Innovation and the National Council of Scientific and Technological Development (CNPq)
With the conviction about having advanced in the construction of a robust tool to carefully diagnose and implement the PRME principles in this school, we will legitimize the platform built, validating its focus, criteria and indicators. This work will be carried out through a collaborative process, made up of all instances of FGV-EAESP (faculty, students, staff, outsourced staff, suppliers, corporate partners, relevant associations, etc.)

Publications in the area of sustainable development applied to current topics, relevant to society.

Intensify the type of research necessary to support responsible management, which generates value for business, for stakeholders and for society, as well as promote a critical analysis of the impact of companies, assessing their performance in other dimensions beyond the economic and financial dimensions.

Encourage research lines that explore the interrelationship between companies and the social aspects and environment around them in an interdisciplinary manner.

Value research that has a globalized approach and that recognizes the global nature of corporate responsibility, of problems and solutions without neglecting regional research.

Encourage research methodology in order to guarantee scientific rigor and better explain the complexity and interdependence of the topics that involve sustainability.

The school takes on the commitment to intensify the generation and dissemination of knowledge, causing impact to public, private and third sector organization. Directs to the pursuit of integrated knowledge, in addition to the disciplinary borders and modern technologies, towards a stance of cooperation and collaboration with other researchers and institutions.

We will make a special effort to engage with the PRME at the international level.