

INEQUALITY IS UNSUSTAINABLE

Rio+20: the Industry's position

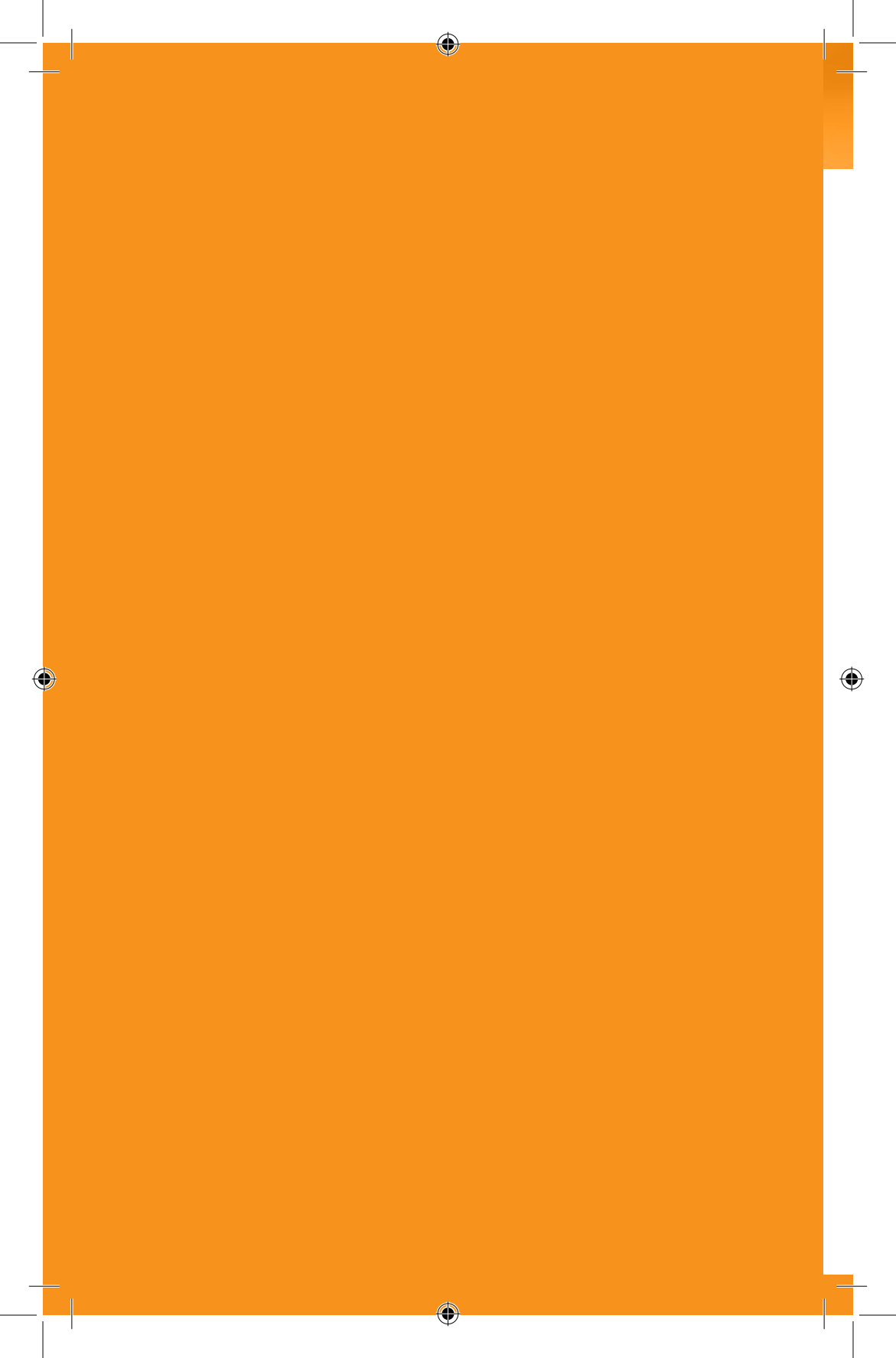


Federação das Indústrias do Estado de São Paulo

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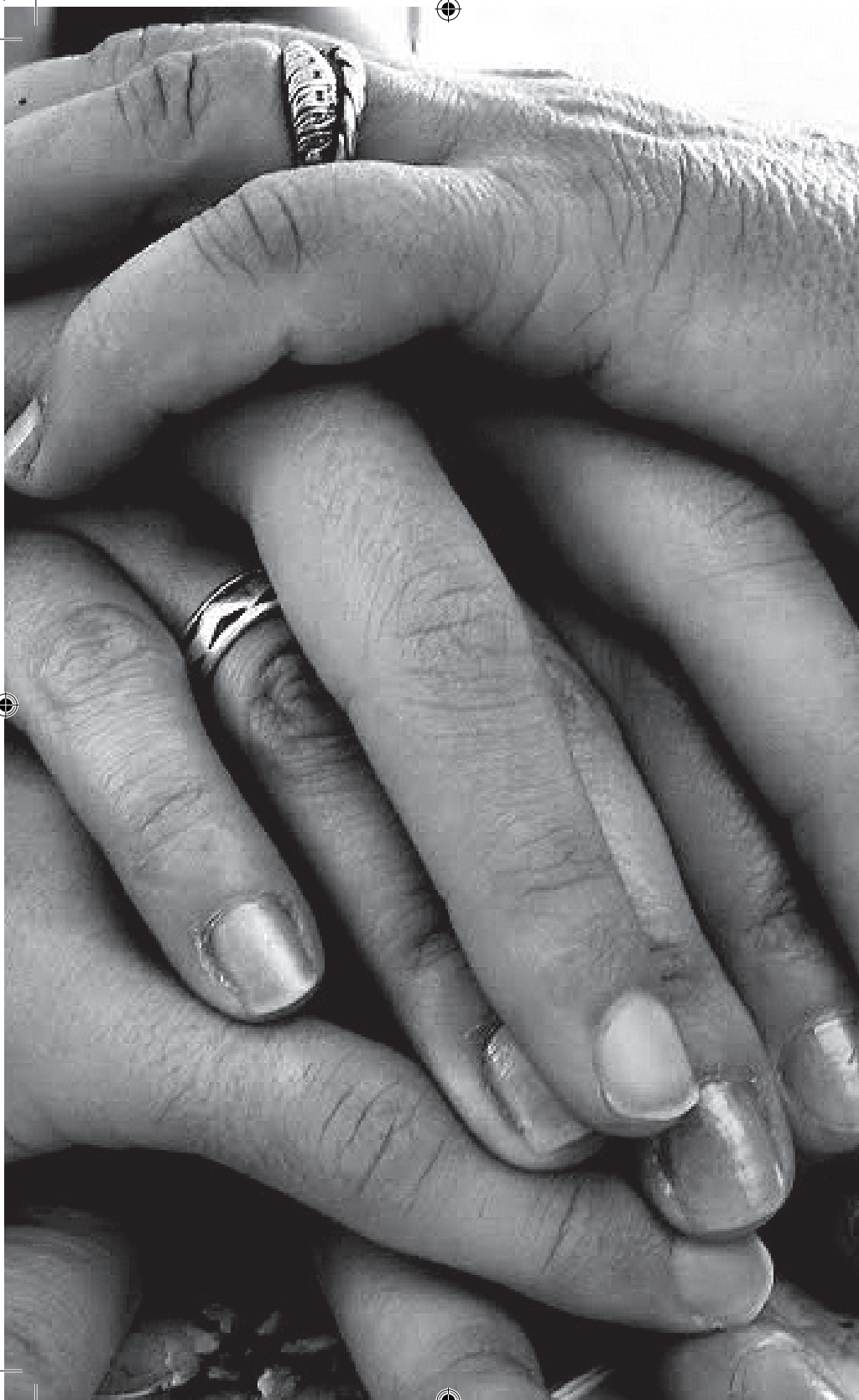
The responsibility belongs to everyone, without distinction. Given history and our future, our efforts are necessary for the UN Conference on Sustainable Development (Rio +20) to be a milestone for humanity.

The Industry is present to propose actions, and to participate in them. The future requires political will against the inequality of rights and opportunities among human beings and countries and rethinking the relationship of men with the Planet.

The Federation of Industries of São Paulo (*Federação das Indústrias do Estado de São Paulo* - FIESP) and the Federation of Industries of the State of Rio de Janeiro (*Federação das Indústrias do Estado do Rio de Janeiro* - FIRJAN) declare their strong commitment to this agenda, which will become reality through concrete and feasible actions for social inclusion, development for all countries, appreciation of human diversity and gender equity, and preservation of biodiversity on the planet.

The future of humanity on Earth depends on the decisions made now.

We know the right paths. It is necessary to go down them.



Difference and Inequality

Yes, we are different. In gender; in the cultural history of peoples; in faith and religions; in special needs; in sexual orientation; in racial traits. Preserving, respecting and promoting these differences ensures the most valuable characteristic of humanity: its diversity.

We are different, but we cannot continue unequal.

The inequality of opportunities and rights among human beings is unsustainable.

Mankind needs to create decent working conditions for all, fight slave, forced and child labor; ensure equal salaries for equivalent work and ensure equitable access of women to the work market, to education and to the political system; highlight the cultural richness of people; ensure full freedom of religion, politics and opinion; guarantee rights to individuals with special needs; respect and guarantee minorities' rights, including with regard to their sexual orientation; fight and criminalize racial discrimination. *Brazil has made progress in the implementation of social policies and in ensuring rights. Laws have been enacted to ensure full equal rights for women and criminalize domestic and social aggression. Indigenous peoples have their rich culture preserved through the demarcation of reservation areas. Laws criminalized racism. Codes and regulations ensure accessibility to people with special needs.*

Our highest Court has recognized the constitutional right to same-sex civil unions. Our Constitution guarantees full freedom of religion and worship.

FIESP and FIRJAN understand that Rio+20 should indicate the appreciation of broad respect for human diversity, in order for nations to ensure full rights to all social groups as a means to guarantee democratic coexistence in all societies.

Development and Equal Opportunities

Until the mid-twentieth century, the concept of development was exclusively tied to the idea of economic growth. The performance of nations was measured by their ability to produce and export goods to accumulate wealth.

The economic growth of few nations and the acute process of concentration of wealth led to unsustainable consequences for countries marginalized in this process.

Massive capital export processes marked the last half of the twentieth century. The principles of this model were based on the transfer of production to markets where the cost was lower; industrialization where natural and human resources were abundantly available; and accumulation of wealth where lower national taxes were paid, ensuring the protection of the capital accumulated in the “cloud” of instantaneous financial flows.

This process created contradictory consequences in developing countries: their role was defined as producers of exportable goods, but at the same time, it kindled the hope of overcoming extreme poverty for millions of citizens.

The unevenness of development led to inequality between nations.

Misery is unsustainable.

Developing nations have acted to ensure the right of their people to better living conditions, which meet the expectation of better jobs and access to better quality public services such as health, education, nutrition, energy, and to a longer life expectancy. However, they are still far from completing the cycle of industrialization, and are unable to provide high standards of social equality.

The concept of sustainable development goes beyond the concept of economic and human development considered in the GDP (Gross Domestic Product) and the HDI (Human Development Index). Sustainable development requires environmental policies in conjunction with economic and human development, seeking to ensure harmony between the decisions of the present and their impact on future generations.

FIESP and FIRJAN argue that the concept of sustainable development should include the creation of instruments for its measurement. These should not be restricted to the principle of additionality, but rather include efforts

already undertaken by nations toward the conservation of forests and biodiversity, sustainable agriculture, waste and water treatment, clean energy, education policy and social inclusion.

Rio+20 should establish Goals for Sustainable Development that lead to the convergence of developed and developing countries' actions in search of a less unequal society, taking regional characteristics into account.

The industry in São Paulo and the industry in Rio de Janeiro argue that, to achieve the measurement, monitoring and implementation of Sustainable Development Goals, new global governance is required within the UN to promote sustainable development.

CLIMATE CHANGE

All nations have the responsibility to take effective actions to ensure the reduction of greenhouse gas emissions that cause global warming.

The Industry understands that it is not enough that developing nations alone tread the correct path of sustainable development.

Developed countries are primarily responsible for the environmental damage caused to the planet and account for most of the historic liability of greenhouse gas (GHG) emissions that threaten climate stability.

It is necessary that the developed countries review their production and consumption standards and energy mix and assume their costs and their responsibility to the future of the Planet.

In the immediate future, the planet will also depend on the choices made by developing nations. They should avoid models based on unsustainable practices.

FIESP and FIRJAN reaffirm the significance of the principle of “*common but differentiated responsibilities*” established by the United Nations Framework Convention on Climate Change in Rio de Janeiro in 1992.

Global GHG emissions by sector are distributed as follows:

Table of global GHG emissions by sector

Sector	GHG emissions
Energy	66%
Agriculture	14%
Changes in the use of land and forests	13%
Industrial processes	4%
Waste	3%

Source: Prepared by FIESP based on Houghton and IEA (2005)



ENERGY

Two thirds (66%) of global GHG emissions result from energy production.

The intensity of energy production is heavily concentrated in developed countries. *Per capita* consumption in these few countries is almost four times higher (9,300 kWh/inhabitant.year) than the energy consumed by the citizens of developing countries (2,500 kWh/inhabitant.year). In the Planet, the use of renewable, low GHG-emitting sources in the energy mix does not exceed 13% and, in developed countries, a mere 7%.

Brazil, listed among the major economies of the world, has the cleanest energy mix among them, reaching a 47% utilization of renewable, low GHG-emitting sources.

The dominance of fossil sources of energy is unsustainable. Facing global warming requires focus, mainly on electricity generation and fuel use.

Electricity Production in the World

Source	Generation	GHG Emissions per unit of energy
Mineral coal	40%	878 kg of CO ² e/MWh
Natural gas	21%	530 kg of CO ² e/MWh
Hydroelectric	17%	6 kg of CO ² e/MWh
Nuclear	14%	15 kg of CO ² e/MWh
Oil	5%	638 kg of CO ² e/MWh
Wind	2%	13 kg of CO ² e/MWh
Solar PV		45 kg of CO ² e/MWh
Concentrated Solar*		135 kg of CO ² e/MWh*
Biomass	1%	31 kg of CO ² e/MWh

Source: Prepared by FIESP based on European Commission (2008) and IEA (2009)

* Considering direct emissions from supplementary natural gas burning

The most widely used source to generate electricity in the world is mineral coal (40%), the largest emitter of CO². Two thirds, or 66% of electricity generation in the world is based on fossil fuels (mineral coal, natural gas and oil) of high CO² emission.

Electricity Production in Brazil

Source	Generation	GHG Emissions per unit of energy
Hydroelectric	84%	6 kg of CO ² e/MWh
Biomass	5%	31 kg of CO ² e/MWh
Nuclear	3%	15 kg of CO ² e/MWh
Natural gas	3%	530 kg of CO ² e/MWh
Oil	3%	638 kg of CO ² e/MWh
Mineral coal	2%	878 kg of CO ² e/MWh

Source: Prepared by FIESP based on European Commission (2008) and IEA (2009)

Developed countries, due to the maturity of their economies and the stability of their populations, have low rates of growth in the expansion of their electricity supply.

Developing countries, by contrast, require high rates of growth of electricity supply. Thus, the expanding market for electric power generation in the world is predominantly in these countries. The options that guarantee the security of supply to any electrical system are nuclear plants, thermal plants fueled by coal, oil and natural gas, and hydroelectric plants. South America, Africa and Asia have vast unused water potential, which should be the basis for the expansion of their electrical systems.

In Brazil, electricity generation produces low emissions because there is a predominance of hydroelectricity (84%), a renewable source and the lowest CO2 emitter among all others.

FIESP and FIRJAN understand that the available water resources in the world should be widely utilized by power plants, in view of their very low level of GHG emission, while assuring environmental and social compensation actions.

The Industry considers wind power and bioelectricity as vital complementary sources to the base of electrical systems, which should also be widely used due to their low emission levels.

The production of electricity from solar energy, whether photovoltaic or concentrated, is not competitive in any country in the world. On average, this costs from five to ten times as much as hydroelectric generation in developing countries.

This may represent the most important source of electricity for the planet in the decades to come. However, proposing that developing countries support subsidies to solar energy farms condemns these nations to delay their development and the overcoming of the hunger and poverty of their populations.

Fuels in the World

Fuels derived from petroleum, a non-renewable source and the largest emitter of greenhouse gases, represent 95% of the world's consumption.

Worldwide, trucks and buses are powered by diesel fuel. In almost all countries, cars are fueled with gasoline or diesel. The shipping industry uses fuel oil and the aviation industry uses kerosene derived from petroleum. The Planet needs technologies to replace oil as the primary source of fuel. The cargo and passenger transportation sector is largely responsible for global warming. The exclusive use of biofuels in the transport of cargo has not yet become commercially feasible on a worldwide basis. Efforts should focus on building logistics mixes that favor the transportation of large volumes of cargo.

In the private transport of passengers, the electric car is presented as a new alternative. It is an important tool for reducing urban pollution. However, if the electricity for its supply is produced from fossil sources, it will do little to reduce CO₂ emissions that cause climate change on Earth. In this case, there would be only a displacement of GHG emissions from the combustion process of the motor system to electricity generation systems.

There are, however, technological advances widely used by some countries for light vehicles and cars. The only economically feasible energy solution to date, for automobiles, is the use of ethanol produced from diverse sources of biomass.

The United States, with a fleet of cars that consume more than 40% of the gasoline used in the world, developed the largest program for the use of biodiesel on the planet, with the addition of 10% of corn ethanol to gasoline, thus reducing 21% of CO₂ emissions.

Fuels in Brazil

Brazil has the second largest program of biofuels in the world, with the use of ethanol from sugar cane for cars, making it the most sophisticated technologically.

The Country adds 25% of sugar cane ethanol to gasoline and, moreover, adopted the flex fuel engine in 94% of its car production, the sixth largest in the world with over 3.5 million vehicles manufactured each year. This type of engine allows the use of gasoline, ethanol or a mixture of both.

Brazil is the only country where the use of ethanol surpassed gasoline consumption for the light vehicle fleet.

Sugar cane ethanol produced in Brazil is proven to be much more efficient than corn ethanol in combating climate change by reducing up to 90% of CO₂ emissions when compared to the GHG emissions of gasoline.

FIESP and FIRJAN understand that, for the Planet, it is essential to prioritize public transport of passengers over private transport, as well as fluvial, rail and sea transport to the detriment of road haulage.

The Industry points out that science should pursue technological and commercial solutions for the widespread use of biofuels in the different means of cargo transport, such as trucks and ships, and collective passenger transport, such as buses, trains and airplanes.

FIESP and FIRJAN indicate that nations with availability of land, water and climate should adopt programs to produce biofuels, in harmony with its food production, and all other countries should develop programs for domestic consumption of biofuels.

Food Security to End Hunger and Poverty

The first challenge of eradicating poverty is to end endemic hunger, which strikes one billion human beings on the planet. It is unacceptable that humanity has reached the 21st century without resolving this shameful situation.

Hunger is unsustainable.

The world faces the challenge of eradicating hunger and poverty, at the same time as it needs to keep the food supply of an ever growing population.

In parallel, the improvement of household income in developing countries and their rapid urbanization have resulted in a significant increase in food intake, at a higher rate than production.

The consequence of this is measured in the high food prices observed in recent years and more dramatically perceived by developing countries, especially among the poorer ones. In these nations, most of the household income is devoted to food purchases.



Significantly increasing production is a necessary condition to bring dignity to every human being, restoring a more balanced global food supply. Developing countries are still exposed to the distortion caused by agricultural subsidies used by developed countries that disrupt prices and the competitive conditions of trade in food.

It is observed that the world has limitations to expand the area destined for food production. In the 60s, agriculture used 4.5 hectares to feed each person on the planet living in cities. In the following decades, the urban population tripled, grain consumption increased 234% and meat 410%; the total area used for food production remained relatively stable, with an increase of only 10%. The world has gone on to use 1.5 hectares to feed each urban citizen. In this way, it has been possible to construct a new reality thanks to the significant productivity gains of the main producing countries.

Brazil stands out. Over the past 20 years, the productivity gains, nearly four times the world average, were enough to spare more than 50 million hectares and, at the same time, improve the Country's role as a leading global provider of food. This success is founded on technologies developed or adapted for tropical agriculture, with a key participation of industry, such as direct planting; crop-livestock-forest integration; biological pest control; biological nitrogen fixation; development of modern agricultural inputs; mechanization and modernization of the national fleet; development of new cultivars; use of genetically-modified organisms; nanotechnology, among

others.

According to studies by the United Nations Food and Agriculture Organization (FAO), Brazil will remain the main player in the increase of food supply for the world.

Without the expansion of agricultural production in Brazil, Humanity will not eradicate hunger.

FIESP and FIRJAN both understand that it is necessary to expand technical cooperation and the transfer of these technologies to the tropical countries in Africa that have high potential for expansion in production.

The Industry believes that to continue to respond adequately to the challenge of supplying the world in a sustainable fashion, there is a necessity for a new leap in technology that leverages productivity gains, ensuring the preservation of natural resources and contributing to the achievement of the goals established by the UN in relation to food security.

Forests and Biodiversity

The preservation of forests is essential to life on Earth.

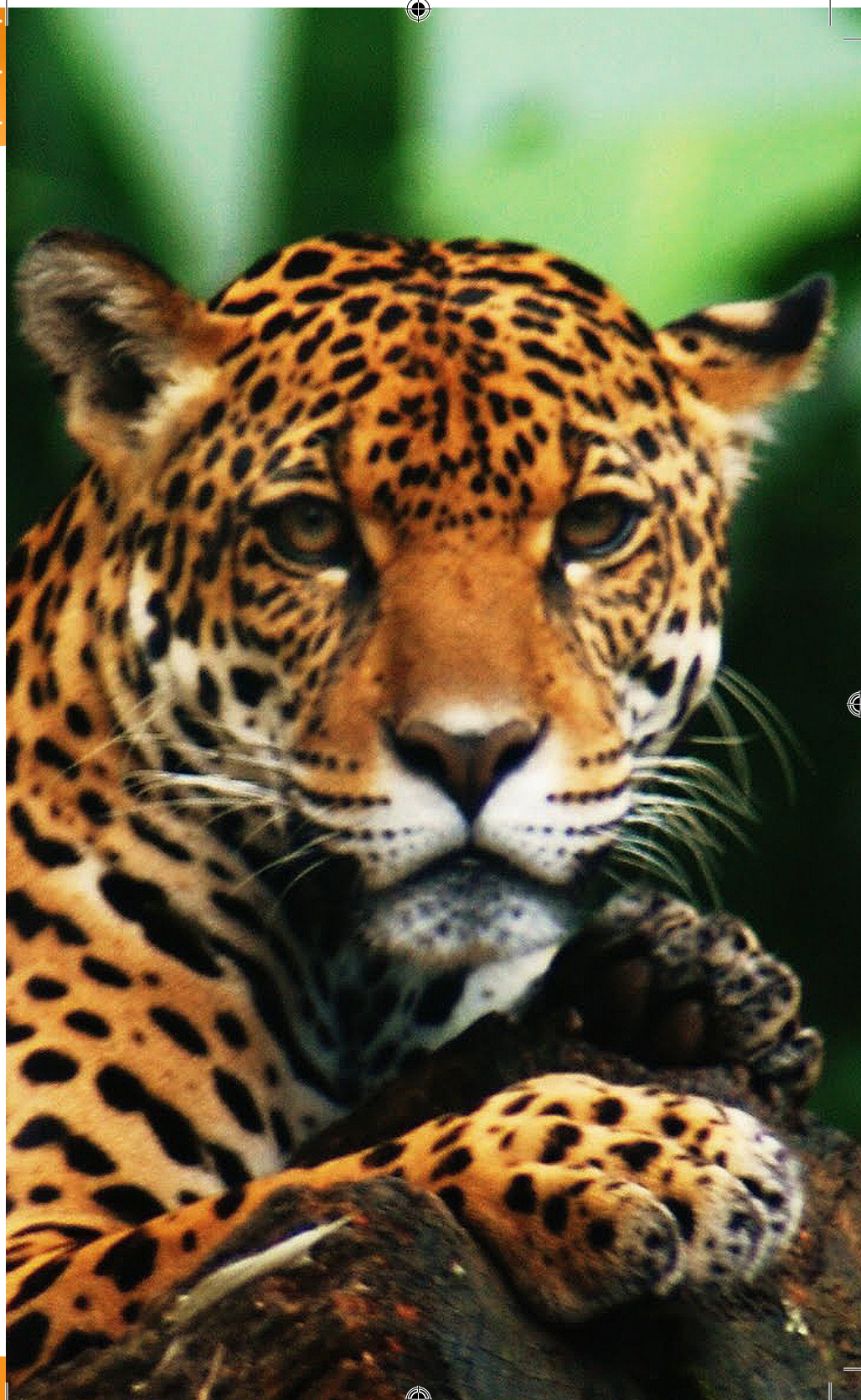
They are essential for the stability of climate, soil conservation, for the balance of ecosystems and biodiversity.

Few countries have preserved their forests.

And even fewer countries develop actions for recovery of its original biomass.

The total area of the world's remaining forests is estimated at 4 billion hectares, or 31% of the total area of the planet, or 0.6 hectare of forest per capita.

Five countries - Russia, Brazil, Canada, the United States and China - account for 53% of this total. Ten countries – the five previously mentioned plus the Democratic Republic of Congo, Australia, Indonesia, Sudan and India – are home to 67% of the world's native forests. Sixty-four countries have less than 10% of their territory covered by forests. Of the total, only 36% are forests composed of native species, with no visible signs of human activity and ecological processes mainly unchanged. In the most part (57%), the forest regenerates naturally but shows signs of human activity. Restored forests by planting or sowing represent 7%. The Planet has become aware of the need to reverse the destruction of native forests, albeit at a pace slower than expected. The global net loss decreased from 8 million ha/year in the 1990's to 5 million ha/



year from 2000 to 2010.
The destruction of forests is unsustainable.

In the period from 2003 to 2010, the Planet created 700,000 ha of legally protected areas. *However, the effort was mostly concentrated in Brazil, accounting for 500,000 ha or 71 % of this total. Brazil has 366 million hectares of tropical forests, which represent 43% of the Country's total area. This reserve accounts for 15% of the remaining forests on the Planet.*

Table: Land occupation and use in Brazil (8.5 million km2)

Occupation and use	Percentage
Tropical Forests	43%
Other Forms of Native Vegetation	23%
Pastures	23%
Agriculture	7%
Cities, Rivers, Lakes, Infrastructure etc.	4%

*Brazil has 15% to 20% of global biodiversity and, along with Mexico, China and India, is considered a megabiodiverse country by the Convention on Biological Diversity (1992).
Failing to preserve biodiversity is unsustainable.*

The Brazilian territory includes 6 terrestrial biomes and 3 large marine ecosystems, which include 8 marine ecoregions and 12 major river basins.

Biome	Millions of ha	Preserved (%)
Amazon	420	85
<i>Cerrado</i>	204	61
Atlantic Forest	111	22
<i>Caatinga</i>	84	63
Pampa	18	36
Wetlands	15	83

Source: Prepared by FIESP based on MMA/2012

It is estimated that Brazil's natural environments harbor at least 100,000 animal species and 43,000 plant species. On average, 700 new species are recognized each year in the

Country.

Amazon Biome

This biome contains the largest area of rainforest in Brazil, having 420 million hectares and 85% of its total area preserved.

24 Million Brazilians live in the Amazon, representing 12% of Brazil's population, among whom are 250,000 indigenous peoples. The population density of 4.7 inhabitants per km² is five times less than that of the country, and 80% of the citizens live in cities.

Combating illegal deforestation has become a priority to Brazilian society. In fact, in recent years Brazil has achieved a high percentage of reduction of illegal deforestation, reducing it from a level of 25,000 km²/year in 2004 to 6,250 km²/year in 2012. The goal, established in 2006, was to achieve a 40% reduction of deforestation in the Amazon by 2010, compared with the average of the previous ten years. With the intense increase in monitoring capacity and coordinated monitoring and control, official figures showed that deforestation was reduced by 75% in relation to 2004. The illegal removal of forest represents the largest liability to Brazilian GHG emissions. In this sense, Brazil's commitments in the Copenhagen Accord (2009) focus on forest preservation. In addition to the crackdown on illegal burning, Brazil promotes the recovery of degraded forest areas and the regulation of agricultural property, arranging the policies that set the balance between

*production, forest conservation and environmental services.
Atlantic Forest Biome*

The known history of occupation of the Atlantic Forest has about 13 thousand years. The early human groups were made up of hunters and gatherers who later started to use fire to clear areas for planting. With the arrival of the Europeans in 1500 began the commercial exploitation cycles.

The largest portion of Brazil was built upon the original area of the Atlantic Forest. Currently more than 112 million citizens in 3,400 municipalities live there. This area hosts seven of the nine major river basins in Brazil.

From the late 1980s onwards, there was a significant change in society's relationship with the Brazilian biome. This change is attested by the growth of institutional actions in defense of the conservation of remaining forest areas, and by the increase in recovery and regeneration projects. Initially spanning 1.3 million square kilometers, which represented 15% of Brazil, the Atlantic Forest biome has been reduced to 7% of its size. But the actions of preservation and recovery returned 22% of its original area to Brazil, in harmony with urbanization, industrialization, agriculture and infrastructure. For this, we created more than 1,400 protected areas such as parks, reserves, ecological stations and private reserves. This is one of the world's most successful examples of original

forest recovery.

Unfortunately, it is also one of the few.

Even more important is to realize that economic growth and social development in Brazil does not happen at the expense of environmental degradation. The country retains its forest area, and preserves the largest biodiversity in the world.

FIESP and FIRJAN argue that Rio+20 is a unique opportunity to deepen the debate on the environmental, social and economic demands related to forests and to strengthen understandings related to environmental services (REDD plus), biodiversity, carbon stocks, food security and poverty eradication.

WATER

One of the major problems of society, especially in large cities, is the quality of water, which has been systematically deteriorating worldwide, thus increasing water scarcity and compromising the health and well-being of mankind.

Of the total water on the planet, 97.5% is saltwater in oceans and seas. The other 2.5% is fresh water, distributed in 1.6% as glaciers, 0.8% as groundwater and only 0.1% available in lakes and rivers to meet human needs.

Water scarcity may be the result of dry weather conditions or overpopulation. This is the example of Asia, which holds 36% of available fresh water, but concentrates more than 60% of

the world population.

In terms of water supply, the world will achieve the goal of covering 90% of the population, in 2015, as established by the Millennium Development Goals. However, the target of 75% coverage of sewerage will not be achieved.

In Brazil, only 47% of the municipalities have sewage disposal systems, only 18% of which receive some treatment. The release of raw domestic sewage is the main factor in the degradation of surface water and water resources.

Adequate sanitation positively impacts human consumption of drinking water and is essential to combat waterborne diseases. The supply of this resource is also essential to food security.

Our country demands significant investments in the large metropolitan areas, which account for 125 million people, otherwise it will face water scarcity in the near future.

The Brazilian Industry has taken on the concern about water scarcity: More than 70% of large and medium-sized companies have adopted targets for reducing consumption and 65% of them implemented reuse practices.

FIESP and FIRJAN understand that countries must meet the targets set by the Millennium Development Goals (MDGs) for access to drinking water and sewage treatment at the percentages set by the UN. The ample

supply of drinkable water to fulfill the needs of man and sewage treatment will only become reality with incentives and investment in research and development of new technologies that provide effective quality improvement and increased availability of fresh water worldwide.

SOLID WASTE

In the last five decades, technological developments associated with increased life quality and expectancy of mankind caused a strong population expansion, and the Planet reached 7 billion inhabitants.

This development increased the demand for natural resources to manufacture goods and products and, consequently, increased solid waste generation.

Improper waste disposal, especially in cities, causes emission of gases that deplete the ozone layer, increase greenhouse gas emissions and pollute water and soil.

Mankind became aware of the urgency for action in the treatment of solid waste, especially household, healthcare, construction and industrial waste.

The difficulty in dealing with waste properly, due to higher costs, generates the improper disposal of materials and contributes significantly to the clogging of drainage networks. The impacts are landslides and floods that turn into tragedies, especially in urban areas, and are also vectors for spreading

diseases.

The industrial sector applies management programs targeted to industrial waste, aimed at minimizing the generation and promoting reuse and recycling, which have become powerful tools in combating waste and promoting the rational use of natural resources. The remains of production processes must be managed as excess materials with commercial value.

In Brazil, the recycling of post-consumer waste is at a level of 12%, and some materials have recycling rates equivalent to the highest in the world, such as pesticide containers, scrap tires, used oil, aluminum cans, cardboard, PET plastic and others.

Ferrous metals, including packaging, feed mills that operate with more than 85% of raw material coming from the trade of scrap. Glass follows the same pattern, with a recycling rate of approximately 50%. The industry has taken on a commitment with the implementation of the tools provided in the National Solid Waste Policy, which will allow the operation of selective collection, reverse logistics and the establishment of sanitary landfills in all Brazilian cities.

FIESP and FIRJAN both understand that all countries should adopt waste management policies to combat environmental and social impacts, contributing to the proper management of natural resources.

Technology, Innovation, Trade, Labor and Education

The competitiveness of a country relies increasingly on technological advantages, the quality of its products and services and the productivity of workers with higher skill levels.

This takes a strong expansion of access to goods and services essential to the quality of life, and the best and highest levels of schooling, education and professional training. This is because production processes, transportation systems, consumption habits, and energy generation methods and use patterns need to become more compatible with environmental preservation, which requires a higher level of human capital.

Sustainable development requires an increased presence of innovation and technology in food production, in improving health conditions, in natural resource management, in adding value to industrial production, in reducing social inequality and regional imbalance, and in developing social technologies. In this sense, innovation should always seek the best solutions from the viewpoint of society and the environment.

The discussion of effective mechanisms of technology transfer should be a key topic at Rio+20.

This topic is needed to advance sustainable development, especially in developing countries to strengthen their scientific capabilities, technology and innovation, and reduce their gap with the developed nations.

There is no doubt that innovation is one of the pillars of a sustainable and inclusive economy, with all the positive derivatives that impact on employment, education and labor skills.

Thus, international cooperation conducive to investment in, and development, dissemination and transfer of technology to developing countries should be implemented to ensure access to knowledge to avoid technological dependence.

Technological dependence is unsustainable.

FIESP and FIRJAN support the facilitation of access to technologies that promote sustainable development and the creation of rules that allow developing countries to use, in cases provided for in the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) of the WTO, compulsory licensing for the use of technology and manufacture of equipment and products necessary for the sustainability of the Planet.

International trade is an important tool for overcoming inequalities in development among the nations. It is essential that its regulation meet multilateral treaties negotiated under the World Trade Organization (WTO).

FIESP and FIRJAN understand that environmental performance requirements, adopted unilaterally, aside from the exceptions allowed by the WTO agreements, cannot represent barriers that affect trade and exacerbate socioeconomic inequality between developed and developing countries.

In the definition of the International Labor Organisation (ILO), decent work is one that ensures opportunities for women and men in the world to exercise adequately remunerated productive activity, in conditions of freedom, equity and security that can guarantee a decent life.

Forced, slave and child labor is inhumane and unsustainable.

The industry believes that the creation of formal jobs, key to sustainable development, depends directly on economic growth, and the business sector recognizes its responsibility as an important part of this process in which the health and safety of the worker are preserved with the fight against inhumane practices such as forced, slave and child labor.

Developing nations that do not engage in policies of training for its workforce to accommodate for the use of new technologies will increase the deficit of well-being of its population against the developed economies.

The investment in education, from basic education to technical training and higher education, is essential to overcome the challenges that a sustainable economy requires.

Governments play a key role in planning for this change, through policies that promote education at all levels, professional training, dissemination of ideas and innovation, emphasis on entrepreneurship and industrial development in educational institutions in tune with the needs of the current and future market.

Illiteracy is unsustainable.

The Industries in São Paulo and the Industries in Rio de Janeiro maintain the Industry Social Service (Serviço Social da Indústria - SESI) and the National Service of Industrial Learning (Serviço Nacional de Aprendizagem Industrial - Senai), the forerunners of corporate social responsibility and the largest network of private schools in Brazil.

SESI is dedicated to academic formation, from elementary to high school. Its action is developed based on teaching quality linked to sports and cultural activities.

SESI São Paulo and SESI Rio de Janeiro maintain a network of 245 schools that serve 344,100 young people every year.

SENAI is aimed at the training and retraining of workers, through professional training courses in line with the current demands of the labor market and technological innovation.

SENAI São Paulo and SENAI Rio de Janeiro maintain a network of 198 schools that qualify 1,231,000 workers each year.

Not to educate and not to train professionally is unsustainable.

The inclusion of the concept of sustainable development in the curriculum is essential in the formation of citizens that are able to meet the demands of the future.

FIESP and FIRJAN, through the Industry Social Service (SESI), invest in the enhancement of environmental preservation, and their students learn, in a playful manner, to recycle materials and conserve the water, flora and fauna of their regions.

The Industries of São Paulo and Rio de Janeiro, through the National Service of Industrial Learning (SENAI), develop programs and campaigns to preserve the environment, such as selective collection, waste management, recovery of degraded areas by planting native and riparian vegetation, planting of seedlings to offset CO2 emissions, and encouraging the reduction of water and energy consumption. They also hold shorter duration and graduate courses focused on the Environmental area, such as Environmental Education, Environmental Law and Environmental Management Controls.

Conclusion

Humanity sees Brazil with eyes of curiosity and sympathy. Here, at first, lived indigenous, African and European peoples. From them descended mulattos, mestizos and cafuzos. From the mixing of these and further immigration, came the contemporary Brazilian. The South American from Brazil. We are a plural and diverse people.

In a rapidly developing country; with the world's sixth largest economy; the 5th largest territory; the 5th largest population; endowed with modern, diversified and innovative industry; a technologically sophisticated agribusiness that exports and accounts in large part for the overcoming of hunger on the Planet; a country with clean and sustainable energy sources; the largest and most biodiverse forests in the world, which we strive to preserve; a country which adopted policies in a few years to substantially reduce the absolute poverty that so disgracefully marked our society for centuries.

Brazil of differences, seeking equality.
Brazil of music, carnival, beaches, football and culture.
Brazil of peace, open to all peoples of the world.
Brazil of social inclusion and new rights.
Brazil of democracy.
But the best we have to offer the world are our people.

Brazil, a piece of this that is Humanity.

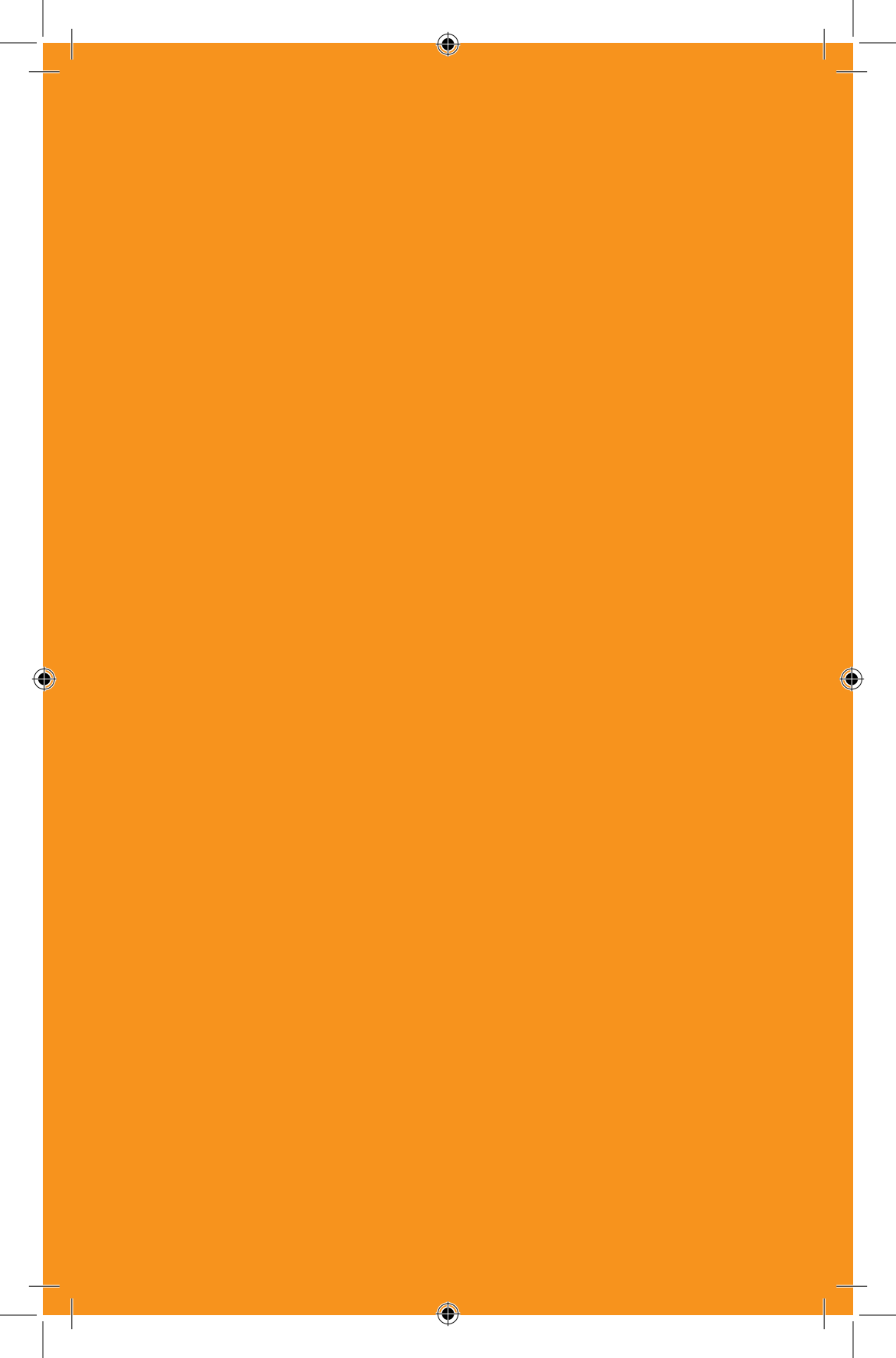
Rio de Janeiro - June 12, 2012.

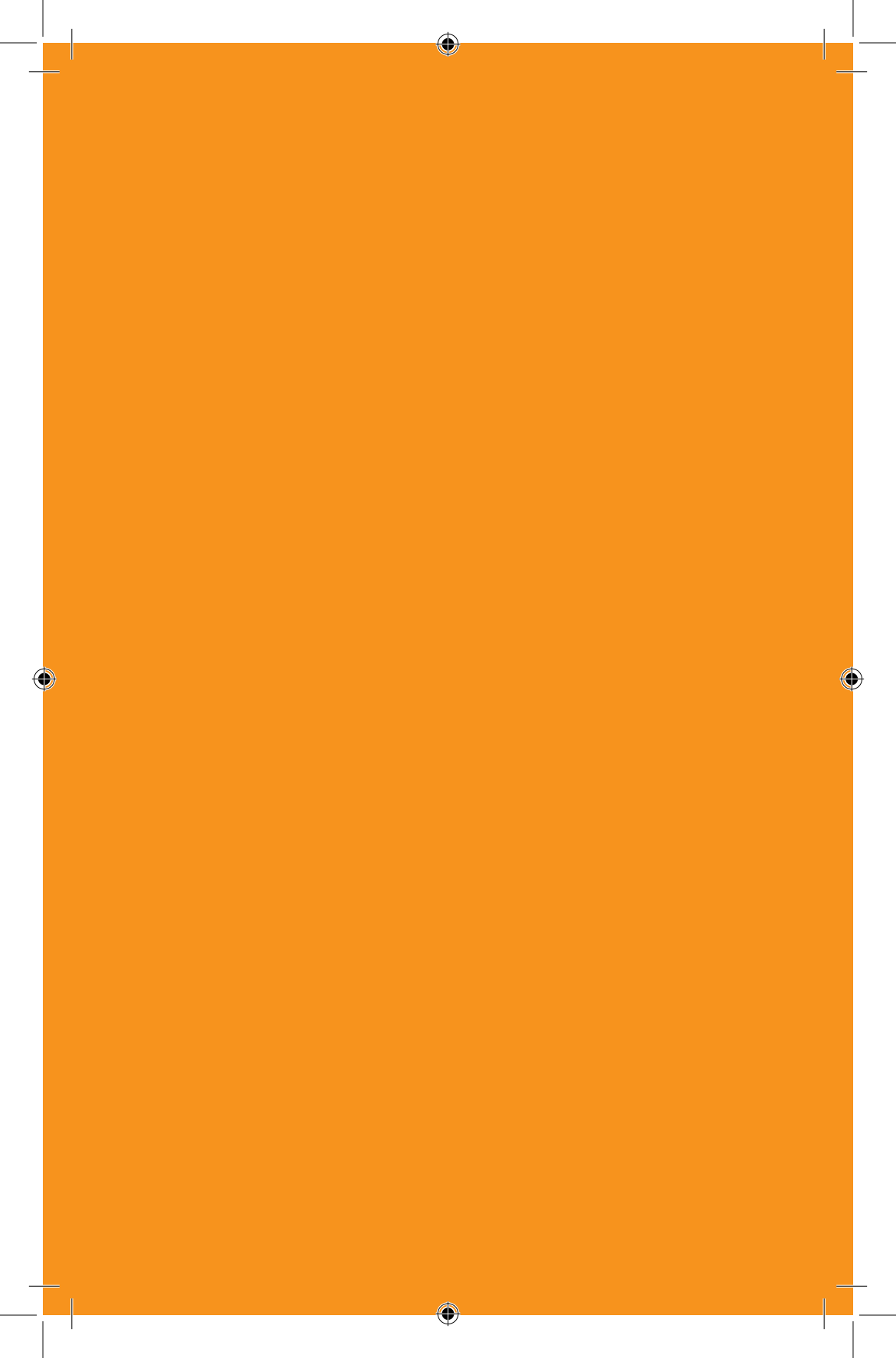
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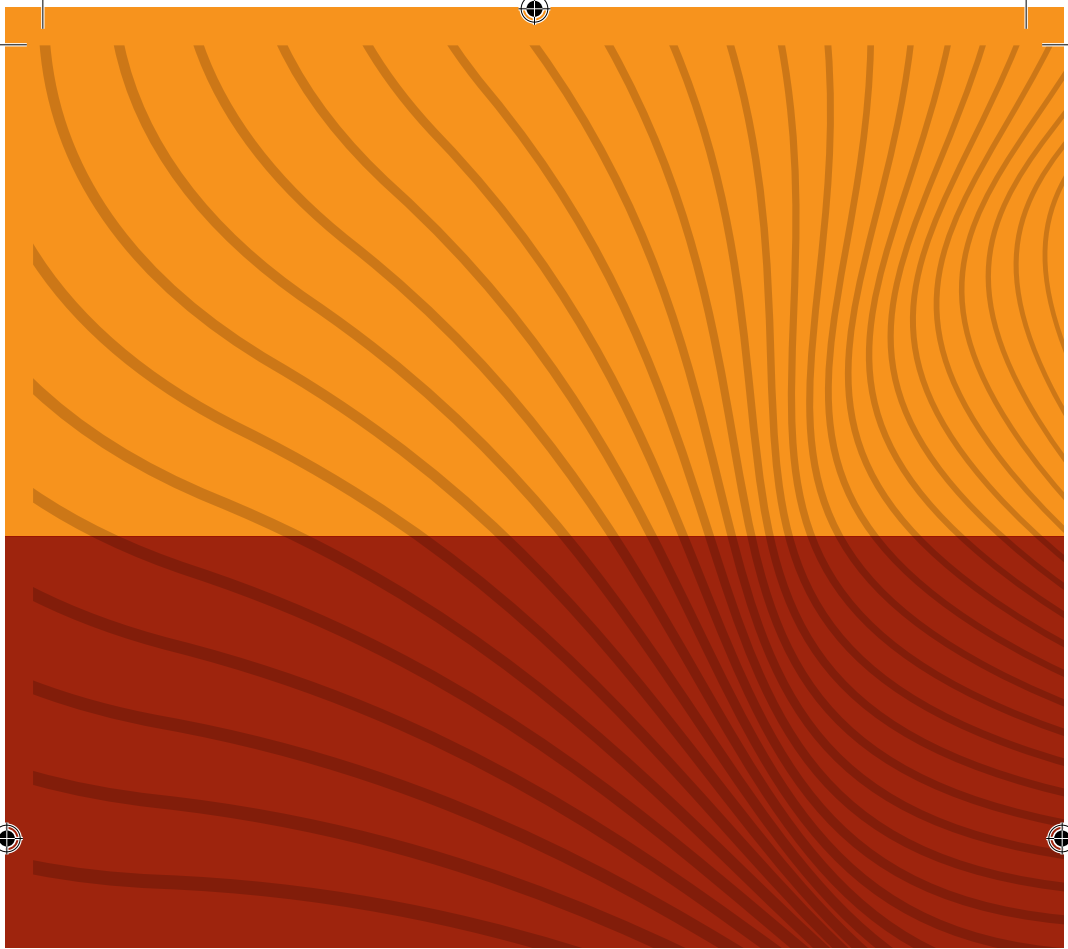
Paulo Skaf - President

FIRJAN

Eduardo Eugenio Gouvêa Vieira - President







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