

The Political Economy of Corporate Responsibility in Brazil

Social and Environmental Dimensions

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Acronyms

ABAA	Associação Brasileira dos Advogados Ambientalistas (<i>Brazilian Association of Environmentalist Lawyers</i>)
ABB	Asea Brown Boveri
ABEMEC	Associação Brasileira dos Analistas do Mercado de Capitais (<i>Brazilian Association of Stock Exchange Analysts</i>)
ABIA	Associação Brasileira Interdisciplinar de Aids (<i>Brazilian Interdisciplinary AIDS Association</i>)
ABIQUIM	Associação Brasileira da Indústria Química (<i>Brazilian Chemical Industry Association</i>)
ABNT	Associação Brasileira de Normas Técnicas (<i>Brazilian Technical Standards Association</i>)
ABONG	Associação Brasileira de Organizações Não Governamentais (<i>Brazilian Association of NGOs</i>)
ABRASCA	Associação Brasileira das Companhias Abertas (<i>Brazilian Association of Publicly Held Companies</i>)
ABRINQ	Associação Brasileira dos Fabricantes de Brinquedos (<i>Toymakers Network</i>)
ADCE	Associação de Dirigentes Cristãos de Empresas do Brasil (<i>Christian Association of Business Executives</i>)
AFL	Alcoa Fujikura Ltd.
AIDS	acquired immunodeficiency syndrome
AMCHAM	American Chamber of Commerce
ANA	Agência Nacional de Águas (<i>National Water Agency</i>)
ANATEL	Agência Nacional de Telecomunicações (<i>National Telecommunications Agency</i>)
ANEEL	Agência Nacional de Energia Elétrica (<i>National Electrical Energy Agency</i>)
ANP	Agência Nacional de Petróleo (<i>National Petroleum Agency</i>)
AS-PTA	Assessoria e Serviços a Projetos em Agricultura Alternativa (<i>Assistance and Services for Alternative Agricultural Projects</i>)
BEAT	Boletim Estatístico de Acidentes do Trabalho (<i>Statistical Bulletin of Employment-Related Accidents</i>)
BNDES	Banco Nacional de Desenvolvimento Econômico e Social (<i>Brazilian Development Bank</i>)
BRTUV	Avaliações da Qualidade Ltda. (<i>Brazilian certification agency</i>)
BSI	Body Shop International
BSR	Business for Social Responsibility
BVQI	Bureau Veritas Quality International
CBIC	Câmara Brasileira da Indústria da Construção (<i>Brazilian Council of the Building Industry</i>)
CD	compact disc
CDES	Conselho Nacional de Desenvolvimento Econômico e Social (<i>National Economic and Social Development Council</i>)
CDIAC	Carbon Dioxide Information Analysis Center
CDM	Clean Development Mechanism
CEATS	Centro de Estudos em Administração do Terceiro Setor (<i>Administration and Studies Center of the Third Sector</i>)
CEBDS	Conselho Empresarial Brasileiro de Desenvolvimento Sustentável (<i>Brazilian Business Council of Sustainable Development</i>)
CEDAE	Companhia Estadual de Águas e Esgotos (<i>State Water and Sewerage Company</i>)
CEDEC	Centro de Estudos de Cultura Contemporânea (<i>Center of Contemporary Cultural Studies</i>)
CEF	Caixa Econômica Federal (<i>Federal Government Saving Bank</i>)
CEO	Chief Executive Officer
CER	Corporate Environmental Responsibility
CERES	Coalition for Environmentally Responsible Economies
CERFLOR	Certificação Florestal (<i>Brazilian Forest Certification System</i>)
CIEE	Centro de Integração Empresa-Escola (<i>Company-School Integration Center</i>)
CIPAS	Comissões Internas de Prevenção e Acidentes (<i>Internal Commission for the Prevention of Accidents</i>)
CIRJ	Centro Industrial do Rio de Janeiro (<i>Business and Industrial Centre of Rio de Janeiro</i>)
CIVES	Associação Brasileira de Empresários pela Cidadania (<i>Brazilian Business Association for Citizenship</i>)
CLT	Consolidação das Leis do Trabalho (<i>Brazilian Labour Law</i>)

CNDDA	Campanha Nacional de Defesa e pelo Desenvolvimento da Amazônia (<i>National Campaign for the Defence and Development of Amazonia</i>)
CNI	Confederação Nacional da Indústria (<i>National Confederation of Industry</i>)
CNT	Central Nacional de Televisão (<i>National Television Agency</i>)
CTNBio	Comissão Técnica Nacional de Biossegurança (<i>National Technical Commission on Biosafety</i>)
CO₂	carbon dioxide
CODAM	Comunicação para o Meio Ambiente (<i>Communication for the Environment</i>)
CODEFAT	Conselho Deliberativo do Fundo de Amparo ao Trabalhador (<i>Deliberative Council of the Workers' Assistance Fund</i>)
CONAMA	Conselho Nacional do Meio Ambiente (<i>National Council for the Environment</i>)
COOPE-UFRJ	Coordenação dos Programas de Pós-Graduação, Universidad Federal do Rio de Janeiro (<i>Coordination of Post-Graduate Programmes, Federal University of Rio de Janeiro</i>)
CPI	Corruption Perceptions Index
CSER	corporate social and environmental responsibility
CSR	corporate social responsibility
CUT	Central Única dos Trabalhadores (<i>Unified Trade Union Federation of Brazil</i>)
CVM	Comissão de Valores Mobiliários (<i>Securities and Exchange Commission of Brazil</i>)
DATAPREVI	Caixa de Previdência dos Funcionários do Banco do Brasil (<i>Bank of Brazil Employees' Pension Fund</i>)
DIEESE	Departamento Intersindical de Estatística e Estudos Sócio-Econômicos (<i>Inter Trade Union Department of Statistics and Socio-Economic Studies</i>)
DQS	Deutsche Gesellschaft zur Zertifizierung von Managementsystemen
EPCOM	Instituto de Estudos e Pesquisas em Comunicação (<i>Institute of Communication Studies and Research</i>)
FAPESP	Fundação de Amparo à Pesquisa do Estado de São Paulo (<i>State of São Paulo Research Foundation</i>)
FASE	Federação de Orgãos para Assistência Social e Educacional (<i>Federation of Assistance and Education Institutions</i>)
FAT	Fundo de Amparo ao Trabalhador (<i>Workers' Support Fund</i>)
FCAV	Fundação Carlos Alberto Vanzolini (<i>Carlos Alberto Vanzolini Foundation</i>)
FEBRABAN	Federação Brasileira dos Bancos (<i>Brazilian Federation of Banks</i>)
FEDERASUL	Federação dos Empresários do Rio Grande do Sul (<i>Federation of Employers' Associations of Rio Grande do Sul</i>)
FEEMA	Fundação Estadual de Engenharia do Meio Ambiente (<i>State Environmental Agency</i>)
FGV	Fundação Getúlio Vargas (<i>Getulio Vargas Foundation</i>)
FIDES	Fundação Instituto de Desenvolvimento Empresarial e Social (<i>Foundation Institute of Business and Social Development</i>)
FIEMG	Federação das Indústrias do Estado de Minas Gerais (<i>Federation of Industries of the State of Minas Gerais</i>)
FIESP	Federação das Indústrias do Estado de São Paulo (<i>Federation of Industries of the State of São Paulo</i>)
FIRJAN	Federação das Indústrias do Estado de Rio de Janeiro (<i>Federation of Industries of the State of Rio de Janeiro</i>)
FOPEME	Forum da Media e Pequena Empresa (<i>Middle and Small Firms Forum</i>)
FSC	Forest Stewardship Council
GDP	gross domestic product
GIFE	Grupo de Institutos, Fundações e Empresas (<i>Group of Institutes, Foundations and Enterprises</i>)
GMO	genetically modified organism
GSK	GlaxoSmithKline
GTEDEO	Grupo de Trabalho para a Eliminação da Discriminação no Emprego e na Ocupação (<i>Working Group for the Elimination of Discrimination in the Workplace</i>)
HIV	human immunodeficiency virus
HP	Hewlett Packard
IBAMA	Instituto Brasileiro de Meio Ambiente e dos Recursos Naturais Renováveis (<i>Brazilian Institute for the Environment and Natural Renewable Resources</i>)
IBASE	Instituto Brasileiro de Análises Sociais e Econômicas (<i>Brazilian Institute of Social and Economic Analyses</i>)

IBGE	Instituto Brasileiro de Geografia e Estatística (<i>Brazilian Institute of Geography and Statistics</i>)
IBOPE	Instituto Brasileiro de Opinião Pública e Estatística (<i>Brazilian Institute of Public Opinion and Statistics</i>)
IDEC	Instituto Brasileiro de Defesa do Consumidor (<i>Brazilian Consumer Defence Institute</i>)
IDIS	Instituto para o Desenvolvimento do Investimento Social (<i>Institute for the Development of Social Investment</i>)
IFCS	Instituto de Filosofia e Ciências Sociais (<i>Institute of Philosophy and Social Sciences</i>)
ILO	International Labour Organization
INESC	Instituto de Estudos Socio-Econômicos (<i>Institute for Social and Economic Studies</i>)
INMETRO	Instituto Nacional de Metrologia Normalização e Qualidade Industrial (<i>National Institute of Metereology, Normalization, and Industrial Quality</i>)
INPE	Instituto Nacional de Pesquisas Espaciais (<i>National Space Research Institute</i>)
INSPIR	Instituto Sindical Interamericano pela Igualdade Racial (<i>Inter-American Trade Union Institute for Racial Equality</i>)
IPEA	Instituto de Pesquisa Econômica Aplicada (<i>Institute for Applied Economic Research</i>)
IPEC	Programa Internacional para a Eliminação do Trabalho Infantil (<i>International Programme on the Elimination of Child Labour</i>)
ISER	Instituto de Estudos da Religião (<i>Institute for Studies on Religion</i>)
ISO	International Organization for Standardization
KPMG	Klynveld Peat Marwick Goerdeler
LBA	Legião Brasileira de Assistência (<i>Brazilian Assistance Legion</i>)
LRQA	Lloyd's Register Quality Assurance
MBR	Minerações Brasileiras Reunidas (<i>Brazilian mining group</i>)
NGO	non-governmental organization
OECD	Organisation for Economic Co-operation and Development
PDV	Programa de Desligamento Voluntário (<i>Voluntary Resignation Programme</i>)
PED-SP	Pesquisas de Emprego e Desemprego-São Paulo (<i>Monthly Employment and Unemployment Survey in the Metropolitan Area of São Paulo</i>)
Petrobras	Petróleo Brasileiro SA
PETROS	Fundação Petrobras de Seguridade Social (<i>Petrobras Employees' Pension Fund</i>)
PLR	Participação nos Lucros e Resultados (<i>Profit and Performance Sharing Programme</i>)
PNAD	Pesquisa Nacional por Amostra de Domicílios (<i>National Household Survey</i>)
PNBE	Pensamento Nacional das Bases Empresariais (<i>National Businessmen's Guidelines</i>)
PPGSA	Programa de Pós Graduação em Sociologia e Antropologia (<i>Post-Graduate Program in Sociology and Anthropology</i>)
PREVI	Caixa de Previdência dos Funcionários do Banco do Brasil (<i>Bank of Brazil Employees' Pension Fund</i>)
PROCON	Proteção e Defesa do Consumidor (<i>Consumer Defence Association</i>)
PRODIN	Programa de Orientação e Defesa ao Investidor (<i>Investors Orientation and Defence Programme</i>)
PROEMPREGO	Programa de Expansão do Emprego e Melhoria da Qualidade de Vida do Trabalhador (<i>Programme to Increase Employment and Improve Workers' Quality of Life</i>)
PROTRABALHO	Programa de Promoção do Emprego e Melhoria da Qualidade de Vida do Trabalhador (<i>Programme to Promote Employment and Improve Workers' Quality of Life</i>)
PT	Partido dos Trabalhadores (<i>Workers' Party</i>)
R\$	Brazilian real
REDUC	Refinaria de Duque de Caxias (<i>Duque de Caxias Refinery</i>)
R³P²	Reduction, Reuse and Recycling of Packaging
RSE	Relatório de Sustentabilidade Empresarial (<i>Corporate Sustainability Report</i>)
SA	Social Accountability
SACC	System for Accompanying Collective Contracts
SAI	Social Accountability International
SBT	Sistema Brasileiro de Televisão (<i>Brazilian Television Network</i>)
SEBRAE	Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (<i>Brazilian Micro and Small Business Support Service</i>)

SEDES	Secretaria Especial do Conselho de Desenvolvimento Econômico e Social (<i>Special Secretariat of the National Economic and Social Development Council</i>)
SENAC	Serviço Nacional de Aprendizagem Comercial (<i>National Commercial Training Service</i>)
SENAMA	Simpósio sobre Recursos Naturais e Meio Ambiente (<i>Natural Resources and Environment Symposium</i>)
SESI	Serviço Social da Indústria (<i>Industrial Social Service</i>)
SINDUSCON	Sindicato da Indústria da Construção Civil de Grandes Estruturas São Paulo. (<i>Building Contractor Union of the State of São Paulo</i>)
SINPAF	Sindicato Nacional dos Trabalhadores de Pesquisa e Desenvolvimento Agropecuário (<i>National Trade Union of Agricultural Research Workers</i>)
SP	São Paulo
TCC	Transparência, Consciência & Cidadania (<i>Transparency, Consciousness and Citizenship</i>)
TECPAR	Instituto de Tecnologia do Paraná (<i>Paraná Institute of Technology</i>)
TI	Transparência Internacional (<i>Transparency International</i>)
UFRJ	Universidade Federal do Rio de Janeiro (<i>Federal University of Rio de Janeiro</i>)
UK	United Kingdom
UL	Underwriters Laboratories Inc.
UMASS	University of Massachusetts
UNCED	United Nations Conference on Environment and Development
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific, and Cultural Organization
UNIAPAC	International Christian Union of Business Executives
UNICEF	United Nations Children's Fund
UNITRABALHO	Fundação Interuniversitária de Estudos e Pesquisa sobre o Trabalho (<i>Inter-university Network for Studies and Research on Work Issues</i>)
UNRISD	United Nations Research Institute for Social Development
US	United States
USEC	Unión Social de Empresarios y Ejecutivos Cristianos (<i>Social Union of Christian Entrepreneurs and Executives [Chile]</i>)
VKW	Verbond van Kristelijke Werkgevers en Kaderleden
WBCSD	World Business Council for Sustainable Development
WCED	World Commission on Environment and Development
WWF	World Wide Fund For Nature

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Summary/Résumé/Resumen

Summary

Discourse and practices associated with corporate social and environmental responsibility (CSER) have escalated and evolved rapidly in recent years. This paper describes the CSER agenda in Brazil, examines its history, identifies the factors and actors that are encouraging firms to adopt CSER initiatives, and asks whether CSER is really making a difference in terms of social and sustainable development.

Global interest in CSER expanded in the 1990s and spread to many developing countries via processes, policies and institutions often associated with globalization. But many developing countries also have their own CSER history. Interest in improving the social performance of firms in Brazil increased significantly in the 1980s, and was driven to a large extent by domestic concerns, actors and contexts. A crucial element was the diffusion of certain values and ethical principles related to democratization and progressive religious thinking. Democratization also paved the way for the expansion of civil society organizations and social movements concerned with the social and environmental impacts of business.

A key actor in these developments was a sector of the business community, in particular business associations, that not only represented the economic interests of their members but also addressed philosophical and cultural issues, including the relationship of business to society. Critical of traditional corporate behaviour, this network tried to raise the social awareness of firms and promote philanthropic activities.

In the 1990s the actors and institutions promoting CSER expanded considerably. Political parties, non-governmental organizations (NGOs), trade unions, the media, local government, consumers and shareholders all became involved, along with some business associations and proactive managers and firms. But among civil society organizations there are some fundamental differences in approach. Trade unions, for example, consider firms in large part responsible for the deterioration of conditions in the workplace and demand the universalization of labour rights, while many NGOs tend to promote voluntary corporate social actions.

The momentum behind CSER has also been reinforced by international influences and pressures associated with cross-border management of transnational corporations, global civil society activism, environmental certification, and international social, environmental and human rights norms and law.

Another important change occurred in the 1990s. As companies sought to restructure and become more competitive internationally, some managers – and business management scholars – recognized the potential of using CSER initiatives as a way of reducing costs, increasing competitive advantage and managing risks and reputation. The international repercussions of

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