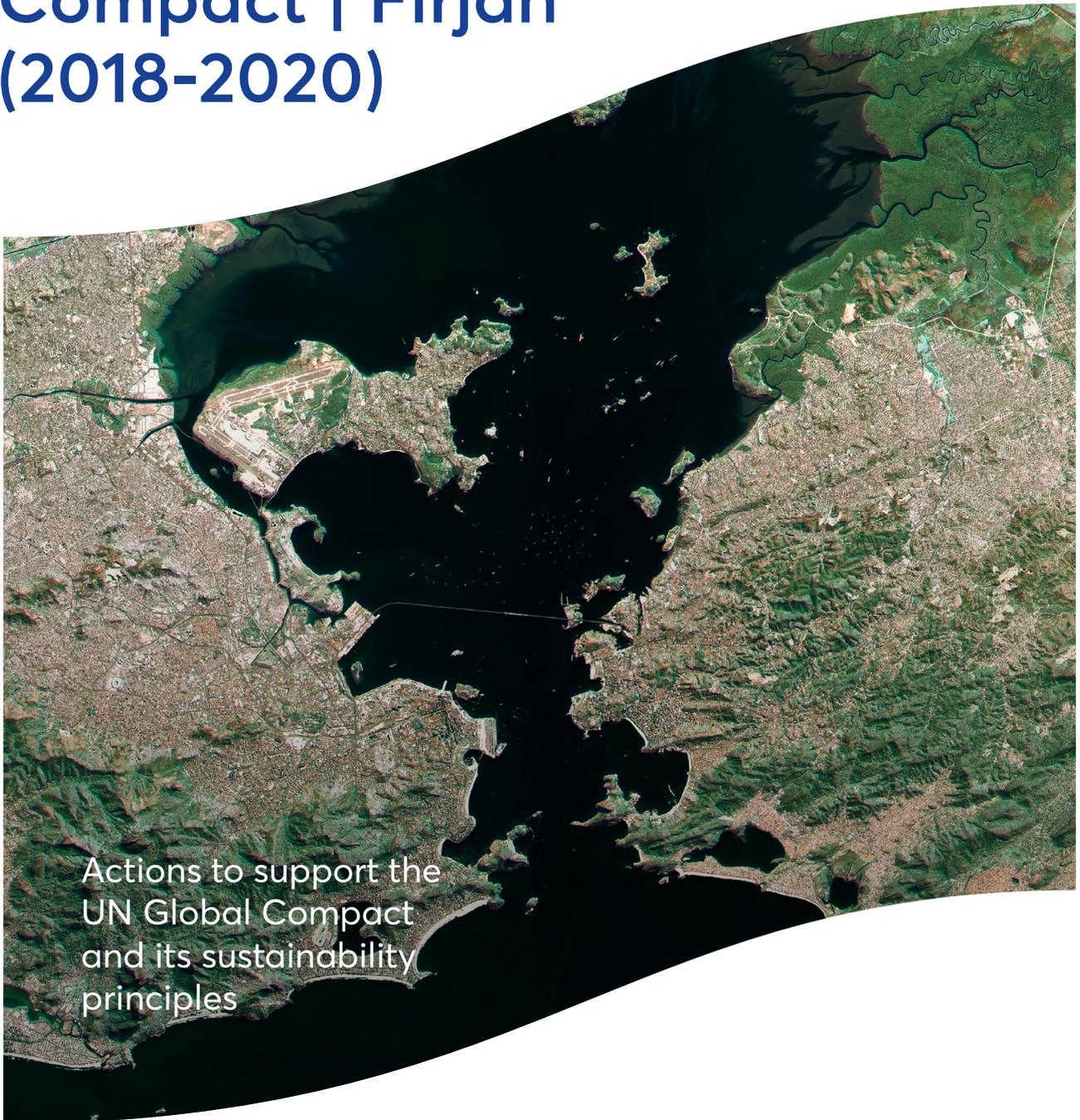


# Communication on Engagement Global Compact | Firjan (2018-2020)



Actions to support the  
UN Global Compact  
and its sustainability  
principles

Firjan  
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# Summary

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This is our Communication on Engagement (COE) for the implementation of the United Nations Global Compact Principles and in support of the Sustainable Development Goals (SDGs). Comments regarding its contents are welcome: [sustentabilidade@firjan.com.br](mailto:sustentabilidade@firjan.com.br)

Para a versão em Português, por favor acesse: [www.firjan.com.br/pactoglobal](http://www.firjan.com.br/pactoglobal)

## Message from the President



I am pleased to confirm that the Federation of Industries of the State of Rio de Janeiro reaffirms its support for the United Nations Global Compact and its mission to promote corporate sustainability in the areas of Human Rights, Labor, Environment and Anti-Corruption.

In this Communication on Engagement, we describe our actions to continuously support the Global Compact and its principles for engaging us with the initiative.

We are also committed to sharing this information with interested parties, using our main communication channels.

Regards,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

**Eduardo Eugenio Gouvêa Vieira**

President of Firjan

# Part I - Institutional

## Presentation

We are proud to present Firjan's first Communication on Engagement to the Global Compact Principles. We have compiled in this report the main actions and results of Firjan related to the Human Rights, Labor, Environment and Anti-Corruption axes, in addition to initiatives aligned with the 2030 Agenda for Sustainable Development Goals, carried out from 2018 to 2020.

The social, environmental, economic and health crises experienced in recent times are clear expressions of the impacts generated by human activity, resulting from the

way we relate in society and with nature. We are therefore convinced that sustainable development is the way to transform society and preserve the planet.

In this sense, Firjan has been intensifying its activities with companies, promoting and offering solutions that contribute to this transformation. We know that there is still a lot to do and this challenge motivates us to continue advancing on the journey to a more sustainable world.

## Firjan

The Federation of Industries of the State of Rio de Janeiro (Firjan) consists of five institutions that support and encourage industries, generating ideas, jobs and developing solutions. They are: Firjan, Firjan SENAI, Firjan SESI, Firjan CIRJ and Firjan IEL. We represent all industries in the state of Rio de Janeiro and have 101 associated unions and around 5,000 employees.

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### **Developing the industry is fundamental for the economy and social welfare.**

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For this reason, we operate in fundamental areas such as business competitiveness, education and the quality of life of workers and their families. We expand and

create new business, stimulate technological innovation and support initiatives that enable the full development of the state of Rio and all of society.

And we go further: we develop studies and research on fundamental themes for the development of the industry with the objective of anticipating trends, informing and pointing out solutions for tax issues and obstacles in the areas of infrastructure, innovation, logistics, among others. All this, to guide entrepreneurs and governments to make the best decision.

We bring together in one place all the support, encouragement, information and solutions to stimulate development of the industry. Therefore, whatever the challenge, the entrepreneur can count on Firjan's integral partnership. And the citizen, with our commitment to transform the state of Rio.

# Mission and Values

Transformation. A word that sums up our daily attitude to positively impact people's lives, develop our state and guarantee a favorable business environment and the sustainable growth of the industry. We have a mission to promote business competitiveness, education and quality of life for workers and society, contributing to the sustainable development of the state of Rio de Janeiro. Firjan's values represent attitudes, behaviors and results that must be present in daily relations with customers, suppliers and partners.

ETHICS is our path to respect for diversity, sense of justice, integrity and empathy.

CREDIBILITY with our audiences reflects our performance with quality and professionalism.

COMMITMENT to the development of companies, work-

ers and our collaborators is permanent.

INNOVATION encourages us to find new and better solutions, with pioneering ideas and practices.

CLARITY in our governance encourages the development of employees and the daily exercise of our values.

A clear and integrated COMMUNICATION between employees and the external public is essential to our work.

TRUST of our audiences is reinforced in our work with respect, coherence and commitment.

QUALITY of what we produce and deliver is our daily responsibility.

AGILITY to respond to internal and external challenges is based on collaboration for the same objective.

RESILIENCE makes us learn, relearn and react to the challenges of new scenarios.

# Organizational Structure

We are more than 5,000 employees. A dedicated team that strives to contribute to Rio's sustainable growth.

We are present in 22 municipalities in our state and in the Federal District, with a total of 66 Units:

- Firjan Headquarters
- Firjan Tijuca
- Casa Firjan
- 5 SENAI Technology and Innovation Institutes and Innovation Center
- 15 Firjan SENAI SESI
- 20 Firjan SENAI
- 13 Firjan SESI
- 10 Regional Firjan

<p><b>Firjan SENAI</b></p>  <p>It trains and qualifies professionals. It offers technological solutions in several areas through Technology and Innovation Institutes.</p>	<p><b>Firjan SESI</b></p>  <p>It brings education, culture, health and well-being to the industry employees and their families.</p>	<p><b>Firjan IEL</b></p>  <p>It promotes the improvement of business management and training.</p>	<p><b>Firjan CIRJ</b></p>  <p>It offers technical advice in several areas, to make the industry chain more competitive.</p>
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# Development Map

The Development Map of the State of Rio de Janeiro (2016-2025) is a collaborative document created by businesspeople from the Rio de Janeiro industry with proposals for improving structural issues. It serves as a compass for resuming the sustainable development of the state of Rio and Brazil, in addition to guiding our operations.

The Development Map reflects the vision of Firjan and its associates, who believe that only with a strong industry and a regional balanced development will there be a strong state. It aims to point out the real challenges to be faced and to propose actions that will allow to overcome them, making Rio de Janeiro the state with the best business environment in the country.



# Part II - Actions and Results

## Introduction

Even with technological and management advances, it has not yet been possible to prevent the growth of social conflicts and the high pressure on natural resources. It is imperative that the whole society is involved in a broad process of changing attitudes and seeking effective solutions to the challenges for achieving sustainable development.

Aware of the importance of transforming this scenario and its power of influence and capillarity,

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**Firjan is dedicated to actions to promoting sustainability, internally and externally, in order to contribute to the sustainable development of the State of Rio de Janeiro.**

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We believe that only through an ethical and transparent posture, through constant dialogue with the public impacted by our activities, through the preservation and conscious use of natural resources, is it possible to promote the necessary transition.

Even though the challenges are global, the actions take place at the local level and their complexity requires that all actors get involved and walk in the same direction.

In this context, in May 2018, Firjan joined the Global Compact, an UN initiative to mobilize the business sector to adopt, in its business practices, fundamental values in the areas of human rights, labor relations, environment and combating corruption, reflected in 10 principles.

Adhering to the Global Compact means being aligned

with globally recognized ethical values of social and environmental responsibility, in addition to enabling contact with a global network of companies and institutions that share sustainability as a value. It also allows participation in thematic groups that promote dialogues, exchange of experiences and visibility to good business practices.

Another important UN initiative embraced by Firjan is the 2030 Agenda for Sustainable Development Goals (SDGs). Launched in 2015, the SDGs are composed of 17 objectives and 169 global goals to be achieved by 2030. It is a global action plan to eradicate poverty, protect the environment and guarantee prosperity for people. We understand that the 2030 Agenda and the UN Global Compact Principles are opportunities to foster and encourage, with our stakeholders, a better future for business and society. In this way, we established Firjan SDG Business Group with the objective of accelerating the process of implementing 2030 Agenda in the state of Rio de Janeiro. The group has the partnership of Rede Brasil do Pacto Global (Global Compact Network Brazil). Encouraging the SDGs and adhering to the Global Compact are, therefore, opportunities for Firjan's strategic action and institutional strengthening. We invite all our audiences to engage in this agenda. Many steps in this direction have already been taken, but the path is long and the challenges are big and complex. Moving forward in the direction of sustainability is fundamental to achieve our vision of being a reference in responsible, efficient, transparent and innovative organization, as well as a protagonist in the transformation of industry and the business environment.

# Firjan Strategy for Sustainability and SDGs

As representatives of the Rio de Janeiro industries, we have as a priority to make the business environment more competitive in line with the common sustainability agenda. In this mission, the Councils and Forums play a strategic role, as they consolidate positions in the industrial sectors and advise businesspeople from Rio de Janeiro on technical issues and on relevant topics such as social responsibility, environmental and labor relations in a thematic way. The Councils are made up of representatives of affiliated unions and associated companies, business entities and technical specialists. Public managers are invited to participate to enrich the exchange of ideas and the formulation of solutions that collaborate for the development of the state of Rio. Through thematic Councils and in alignment with the devel-

opment agenda listed by the state industry – Firjan Development Map 2016-2025 – we have exposed the capacity to address key issues in the public agenda on socio-environmental issues, and we have recognized relevance in propositions and innovations in public policies.

It is worth mentioning that since 2018, the Social Responsibility and the Environmental Business Councils have held joint meetings dedicated exclusively to the SDGs. In these meetings, always held at the last meeting of the year, we count on the partnership of Global Compact Network Brazil and invite companies and organizations of reference for their work with the SDGs in order to discuss progress in achieving the goals and point out prospects for future actions.

Renata Mello



Joint meeting to close the 2018 activities of the Environment and Social Responsibility Councils.

## Social Responsibility Business Council

Formed by more than 30 companies from the main industrial segments of the state, the Social Responsibility Business Council acts as a forum for debates and mobilization of the private sector to adopt strategies and practices related to social issues. In the periodic meetings of the Council and in the work of its working groups, we identify the topics of greatest social relevance for carrying out technical debates, building claims and positions and articulating action strategies for the positive transformation of scenarios, promoting dialogues and

multisectoral partnerships and playing a leading role in the proposition and in the development of actions that contribute to improving the social reality in our state. The priority themes for the Council's action include the Agenda 2030 for the SDGs and the Global Compact Principles, social responsibility business management, private social investment and diversity and inclusiveness. Working this way, Firjan encourages ethical conduct, transparency and the commitment of the business environment with the integral development of Rio de Janeiro.

## Environmental Business Council

Like the Social Responsibility Council, the Environmental Business Council is responsible for advising Firjan's stakeholders on specific issues in the environmental area, with the objective of guaranteeing the sustainable growth of the Rio de Janeiro industry. The Council elaborates positions, papers and proposals for improving the business environment and guaranteeing the

state's environmental quality.

The Working Groups and periodic meetings with the councilors are guided by the following agendas: sanitation; environmental licensing; waste management; water resources; natural infrastructure; biodiversity; circular economy; climate; energy efficiency; sustainable financing; and the 2030 Agenda for the SDGs.

## Firjan SDG Business Group

Firjan SDG Business Group was created in August 2018 and is composed of companies of various sizes and sectors, recognized for their commitment to the 2030 Agenda for the SDGs. Counting on the support of the Global Compact Network Brazil, the group aims to develop business strategies for the dissemination and

implementation of 2030 Agenda for the state of Rio de Janeiro.

In addition, its function is to advise the Social Responsibility and Environmental Business Councils and the Firjan Board of Directors in matters related to 2030 Agenda.

## ESG Business Working Group

The ESG Business Working Group, composed of representatives of companies that have already adopted ESG criteria - environmental, social and governance - as part of their corporate risk management, was created in 2020 with the purpose of strengthening and improving management of the State of Rio de Janeiro business base in those aspects, contributing to a more collaborative, conscious business environment with the purpose of generating value for shareholders, employees, suppliers, partners, customers and society.

The Group deliveries, planned for 2021, are based on initiatives that favor the understanding and management of impacts in an effective and transparent way, mainly at companies that make up the productive chain in Rio de Janeiro. In a broader perspective, the results achieved may have a positive impact on competitiveness and risk management, in addition to contributing to the alignment of business performance with the SDGs.



*Firjan's Social Responsibility and Environmental Councils and Sustainability team receive the Global Compact Network Brazil for the end of 2019.*

# Business Mobilization for the Global Compact Principles and SDGs

Paula Johas

The engagement of the private sector in the sustainability agendas is fundamental for the transformation of our society. In the search for sustainable development, companies are in a position of protagonist, together with the government and civil society. Although the challenges are big, we believe that an articulated and integrated action can achieve the expected results. It is in this perspective that Firjan encourages the active participation of companies in the global development agendas, raising floor for dialogue and action to accelerate the transformation we desire.



## Sustainability Meetings

Firjan promotes and conducts free of charge events for the dissemination of qualified information, aiming to spread a preventive approach to social and environmental risks and damages and to increase awareness about the responsibility of enterprise activities impacts. These meetings also bring together different actors, such as the private sector, public agencies, research and development institutions and civil society. In the 2018 edition of Ação Ambiental ("Environmental Action") Seminar, a key event held annually to celebrate World Environment Day, Firjan announced its adherence to the Global Compact and promoted a wide debate on the SDGs, which started to guide the later

editions of the event.

Other initiatives were carried out between 2018 and 2020 on the most varied sustainability issues, such as: the meetings series on Environmental Obligations of Industry, in partnership with environmental agencies; the Workshop on Sustainability Criteria in the Value Chain, supported by the European Union; the 2019 WEPs Forum, co-organized with UN Women; and the 2020 Industry and Environment webinar series, our first virtual effort in the context of the COVID-19 pandemic. The reach of these initiatives was more than 4,000 face-to-face participants and 6,500 virtual accesses until the closing of this report.

Fabiano Veneza



Workshop on Sustainability Criteria in the Value Chain brought together more than 80 participants in 2019 at Casa Firjan.

Alexandre Brum

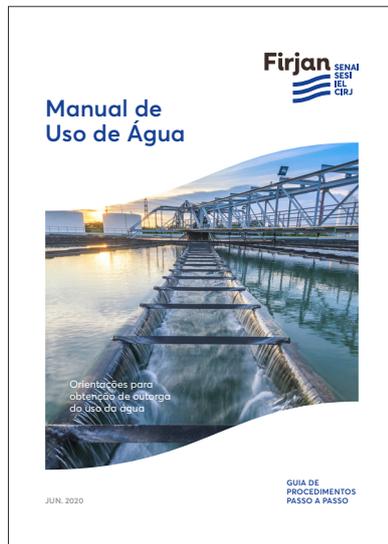


Ação Ambiental 2019 guided sustainable solutions for the Guanabara Bay based on the SDGs.

## Environmental Technical Booklets

As part of initiatives to support companies to take a preventive approach to environmental challenges, Firjan regularly publishes guides and manuals leading industries towards proper environmental management, compliance with current legislation and a transition to best practices. From 2018 to 2020, the booklets "Feder-

al Technical Register of Potentially Polluting Activities (CTF/APP)", "Waste Management Manual", "Packaging Reverse Logistics in the State of Rio de Janeiro", "Water Use Manual" and "Environmental Management Manual for Jewelry", were made available, totaling more than 2,500 views in the period.



## Firjan Environmental Award

Firjan Environmental Award is an annual initiative to disseminate and highlight successful actions for the sustainable development of companies in the state of Rio, with a focus on environmental protection, economic balance and social well-being. Since 2013, the Award has evaluated projects submitted by the business sector and has recognized the improvement of production processes and the success of socio-environmental actions in five categories: Water and Effluents; Biodi-

versity and Ecosystem Services; Greenhouse Gases and Energy Efficiency; Solid Waste; and Relationship with Stakeholders. Projects are evaluated, among other criteria, also for their collaboration in achieving the SDGs targets. Since its creation, the initiative has received the registration of 441 projects, of which 51 have been awarded, considering the award of honorable mention and the award by categories.

Fabiano Venezia



Winning companies of the 2018 Firjan Environmental Award, edition on the theme "Importance of SDGs in Business Strategy".

## SDG Track

In 2020, realizing the opportunity to bring to the public discussions and paths to the restoration of economic activities in a post-pandemic context, Firjan developed a series of webinars aiming to promote debate and exchange of experiences on a sustainable resumption, oriented by the SDGs. The SDG Track, which had the

institutional support of Global Compact Network Brazil, disseminated knowledge and engaged companies in 2030 Agenda through YouTube platform with free access. SDGs 2, 3, 6, 7, 8, 9, 11 and 16 were covered, with 3,000 views until the closing of this report.



Promotional material



Webinar Series | SDGs and the sustainable resumption of productive activities. Click and access the series playlist.

## SDG Compass Workshop

We also invested in training to align business strategies with the SDGs. Since 2018, two editions of the “SDG Compass Workshop: SDG implementation guide for companies” have been held at Firjan headquarters, reaching an audience of more than 200 entrepreneurs and professionals in the sustainability area.

Participants followed the exhibition of content and cases and participated in dynamics based on the methodology developed with the support of companies that are references in sustainability and that integrate the five steps of implementing the SDGs in the business strategy, contemplated in the original publication “SDG Compass Guide”, developed by the UN Global Compact, World Business Council for Sustainable Development and Global Reporting Initiative (GRI).



## Private Social Investment Solutions – Firjan SESI

Firjan SESI aims to stimulate social investment by companies and governments, for the development of the territories where they are present, while contributing to local and global goals and for the sustainability matrix of their organizations. Projects, consultancy and training are developed with a focus on professional training, youth development, diversity, sports, culture and social innovation to serve communities in the neighborhood of the companies operations, groups in greater social vulnerability or industry workers, always



EcoSocial Project



Erbs Jr.

Porto do Saber Project

with the human development matrix as the driver of actions.

Between 2018 and 2020, 61 projects were carried out with almost 11,000 participants in more than 200 classes, covering 15 municipalities and with a social investment of companies and local governments of R\$ 37 million.

## Solutions in Environment and Green Chemistry – Firjan SENAI

The development of solutions in production processes, research, development and innovation of products and tests is a strong pillar of Firjan SENAI's performance, supporting companies in the transition to sustainability. Through two Units - the Firjan SENAI Institutes of Chemical and the Environment Technology and of Green Chemistry Innovation - projects of wide relevance in the development and diffusion of environmentally friendly technologies have been carried out. In the last two years, the following stood out:

- Carbon footprint and life cycle assessment studies, outlining impact minimization strategies together with companies;
- Mentoring of SMEs in the More Efficient Industry Program, for energy efficiency with low cost, with annual savings of more than 660 MWh and R\$ 530 thousand;
- R&D in heliothermic energy, with FGV Energia, evaluating the capacity of nationalization of components in this technology and the impact of their insertion in the national energy matrix and GDP;

Fabiano Veneza



Development stage of the filtration system based on renewable material for the treatment of oily water.

- Management of the Basic Environmental Programs of Porto do Forno, an important logistical structure in the Lakes Region of the State of Rio, guaranteeing their disbursement and performance within the parameters with minimization of environmental risks;
- Adherence to The Global Green Chemistry Initiative, an UNIDO initiative to promote implantable Green Chemistry approaches for the design of products and processes with environmental benefits throughout their life cycles;
- Development of ultrafiltration fiber modules for water treatment, a technology that can replace water purification processes with gains in quality and performance, such as the retention of viruses and bacteria. Partnership with Vitaltec;
- Together with Fiocruz, investigation of genetic mechanisms in a chronically polluted environment and environmental monitoring of the Faria-Timbó River, in the state capital, promoting scientific dissemination about the concept of Unique Health for the population;
- In partnership with Biosolvit, a filtration system for the removal of oil from oily waters with high efficiency is being developed, with a filter element made from renewable materials.

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Thiago Wolff



Technician works in the ultrafiltration project for water purification.

## Conecta Recursos

With an eye on the necessary transition to a circular economy, in 2020 Firjan launched the Conecta Recursos (“Connect Resources”) platform ([firjan.com.br/conectarecursos](http://firjan.com.br/conectarecursos)). It is a free space for the exchange between companies of various idle resources. The proposal is to avoid the waste of materials and products, adding value to waste and structures, strengthening the performance in a collaborative and circular economy business model.

The initiative allows offers in four categories: waste and raw materials; machinery and equipment; infrastructure and spaces; and logistics and transportation.



## Casa Firjan

Opened to the public in 2018, Casa Firjan is an important restored heritage that is directly related to the history of the industry in Rio de Janeiro. Today, the site is dedicated to activities and meetings geared to the challenges of the industry in the new economy and functions as a hub of thought for Innovation and Sustainability. The site also received a new building, an innovation space with sustainable contemporary architecture, internationally awarded. Its vocation for multisectoral dialogue makes Casa Firjan one of the industry's most important connection channels with society.

Casa Firjan is a place for thinking about the new and, in a collaborative way, building paths for a more sustainable future. At the same time, it works as a hub of innovation, entrepreneurship and education, with a FabLab and courses in line with the new demands of the labor market and the skills required for the professionals and leaders of the future. It is also an environment for debate and reflection through lectures and business forums. In addition, innovative projects, trend lab studies, exhibitions, documentary shows and cultural activities are developed.



Paula Johas

## Integrity and Governance

Firjan believes that the ethical behavior is one of the most important success factors for any company and directs its actions towards the development and strengthening of this organizational culture, striving for the integrity and transparency in its institutional and business relations. In 2017, Firjan implemented its Corporate Integrity Program and subsequently expanded its Corporate Governance practices based on five foundations: compliance, justice, equity, transparency and accountability. Firjan assumes and publishes its commitment to act within legal compliance and to fight corruption, deviations and fraud, as well as violations of corporate ethical standards. To this end, the Program encourages the active participation of employees, students, customers, suppliers and partners.

We promote and participate in actions to disseminate Corporate Integrity, with emphasis, in the period from 2018 to 2020, for: BRICS Legal Forum; 360° Ethos Conference; hearing at the Legislative Assembly of the State of Rio de Janeiro on the application and regulation of Law 7.753 / 2019, which creates the integrity program in companies that contract with the public administration of the state; Sustainability Workshop, in partnership with the European Union; opening of the SBM Compliance training; Corporate Compliance event, in partnership with the U.S. Consulate General Rio de Janeiro; Anticorruption Forum; and I International Forum of the

Comptroller General of the State of Rio de Janeiro (CGE / RJ). It is also worth mentioning the articulation for the formation of the Compliance Working Group with the Federations of Industries of Brazilian south and south-east States, which focus is the exchange of experiences and awareness of companies on the subject.

In relation to training for a Culture of Integrity, in 2018, more than 600 employees and 300 entrepreneurs and professionals were impacted by actions such as the Seminar "New Challenges of Compliance in the 21st Century". In 2019, training was conducted with internal and external audiences, with companies from various industry sectors, impacting more than 1,300 people. In addition, we developed support materials for businessmen to increase their competitiveness, through ethics and transparency in their business, with emphasis on the Integrity Guides exclusive to the Jewelry and Audiovisual sectors. In 2020, more than 2,800 people were reached on the issue, among internal and external audiences, the highlights being: awareness-raising actions and support to entrepreneurs in adapting to the General Data Protection Law ("LGPD"); lectures on integrity at Firjan's Business Councils; and participation in events to exchange experiences on compliance in pandemic times, including an episode on the topic in the SDG Trail of webinars for sustainable resumption.

## Labor and Trade Union Relations

The Labor and Trade Union Business Council provides advice to Firjan's Board of Directors on specific issues in its thematic area, hosting debates with relevant speakers and analyzing initiatives and measures of the Public Power, in order to contribute to its improvement.

From 2018 to 2020, there were important advances in the Global Compact axis associated with labor issues, especially with regard to the elimination of discrimi-

nation in employment and in the effective valuation of collective bargaining, whose normative discipline has evolved considerably. In addition to the work of the Council, within the scope of the industrial companies of the state of Rio de Janeiro, we highlight the booklets, guidelines and working groups that were developed by Firjan, allowing significant advances in the internalization of the theme by the associated companies.

# Multisectoral Partnerships and Articulations

The challenges of sustainable development cannot be solved by any sector of society in isolation. Multisectoral articulations and partnerships are fundamental to enhance actions and find ways that contemplate collective

interests. It is with this certainty that Firjan works to promote dialogue and strengthen spaces for interaction with all sectors of society.

## 2030 Agenda as a Public Policy

In 2018, Firjan presented to the transition team of the State Government of Rio de Janeiro a suggestive list of priority themes to accelerate the state sustainable development and project proposals that would improve the business environment. Among the proposals, the SDGs were included in the formulation and conduct of public policies in the State of Rio de Janeiro, in line with the guidelines of the National Action Plan. In December 2019, Rio de Janeiro became one of the first states in the federation to adhere to the UN Global Compact. In December 2020, the State Government of Rio de Janeiro invited Firjan to contribute to the construction of the SDG Observatory, whose main objectives are to adapt the goals to the state reality, to create and monitor indi-

cators and disseminate the SDGs for the municipalities of Rio de Janeiro.

In the legislative sphere, since 2019 Firjan has been defending the approval of a state bill for the creation of a committee for the SDGs 2030 Agenda in Rio de Janeiro. We argue that this initiative has the potential to leverage the achievement of goals by creating a legitimized environment in which the different sectors of society are represented and will be able to debate and create strategies for sustainable development, promoting alignment of public policies of the state to the SDGs goals. Firjan also participates in debates and initiatives within the scope of the Rio de Janeiro Development Forum in the Legislative Assembly of Rio de Janeiro (Alerj).

## Motion for Guanabara - Oasis Lab

Since 2019, Firjan has been part of the Oasis Lab Baía de Guanabara, an initiative with the Grupo Boticário Foundation and the State Environmental Institute (Inea). Oasis Lab aims to co-create Nature-based Solutions (NbS) for water security and marine coastal resilience in the Guanabara Bay Watershed, in addition to economic development and social well-being. Considering the main issues found in the hydrographic region, the initiative created five levers with the potential to solve the obstacles found in the territory: 1) Demonstrate the benefits of natural infrastructure and NbS to guarantee

water security; 2) Sensitize and engage the population and the various actors regarding socio-environmental challenges and their potential solutions; 3) Develop and attract financing sources; 4) Build capacity for implementation; and 5) Generate business opportunities based on natural infrastructure and NbS. Based on them, a meeting was held with more than 100 actors from institutions in the private, public and third sector initiatives, generating seven prototypes for the Guanabara Bay Watershed.



Oasis Lab Guanabara Bay. Click and watch the video.



Paula Johas

Oasis Lab workshop for co-creating Nature-based Solutions, held in 2019 at Casa Firjan.

## ABC Plan

In order to promote the development of sustainable agriculture in the state of Rio de Janeiro, Firjan assumed in 2019 the executive secretariat of the management group for the elaboration of the Mitigation and Adaptation to Climate Change State Plan, for the consolidation

of an agroindustry low carbon economy in the state of Rio de Janeiro. The ABC-RJ Plan establishes goals for the recovery of degraded pastures, planted forests and crop, livestock and forest integration and facilitates rural producers access to credit and technical training.

## Mobilization for Watershed Committees

Firjan continually mobilizes professionals from the Rio de Janeiro industries to participate as representatives of the users segment in the management of water resources, through the composition of the plenary sessions of the State Watershed Committees, responsible for promoting and implementing the guidelines of the State Water Resources Policy. We understand that the active participation of industry professionals brings them closer to socio-environmental issues and challenges faced in

managing the resources of each basin.

Through these democratic forums, we contribute to the organization of the Watershed Committees themselves, we seek consensus in decisions on issues related to water, we deliberate on projects for the use of water resources, the granting of right to use, the collection and application of the raised funds, and we analyze the change proposals to legislation.

*Jose Guertzenstein from Pixabay*



*Guanabara Bay.*

# Institutional Programs and Actions

Firjan is a reference in the state of Rio de Janeiro as an organization that develops programs and actions aimed at improving society's quality of life, especially in communities with a high degree of vulnerability. In this

## SESI Cidadania

Created in 2010, SESI Cidadania ("Citizenship") is a social program promoted by Firjan SESI that aims to promote social impact through actions, partnerships and projects in the segments of education, culture, health, sports and leisure. With operations in approximately 50 socially vulnerable territories in the metropolitan area of Rio, the Program: creates opportunities for accessing professional qualification through Firjan SENAI; promotes sports activities as a means of stimulating social promotion, quality of life and an environment of citizenship; develops educational and creative projects for children and teenagers in order to enhance reading and cognitive ability.

With this, we strengthen the social role within the territories and in front of its target audience. From 2018 to 2020, the Program reached around 453,000 attendees and two important awards. In December 2018, it won the SDG Brasil Award, being among the 10 best practices in the non-profit private company category and in Decem-

ber 2020 it was granted the Human Rights Social Label by the Municipal Secretariat for Social Assistance and Human Rights. In addition, SESI Cidadania is part of the State Forum for the Prevention and Eradication of Child Labor in Rio de Janeiro.



Guarim de Lorena

Final class of the 2018 Beauty Course of the SESI Cidadania Program.

## ViraVida

Developed by SESI National Council in conjunction with the SESI Regional Departments, ViraVida Program was created aiming at professional education and socio-productive insertion of teenagers and young people in social vulnerability situation, at that time prioritizing sexual exploitation issue. Since 2015, aiming at a public policy status for youth, its scope of care has been expanded to multiple social vulnerabilities, with a focus on promoting the biopsychosocial development of young people between 15 and 22 years old, through psychosocial activities (Psychology and Social Service), employment (Employability and Pedagogy) and complementary education (Portuguese, Mathematics and Citizen Experience).

Since its creation in 2008, the ViraVida Program has collected certifications and awards that confer the importance of social technology to its public and to society: in 2014, the initiative was awarded by the Human Rights Secretariat of the Presidency of Brazil and received the UN Label; in 2019, it was awarded in the public notice "Fazedores do Bem + Active Citizens", from the Integrated Center for Sustainable Development Studies and Programs (Cieds) and the British Council, and had its practices recognized by an honorable mention in the Chamber Municipal Council of Rio de Janeiro. In 2020, the "ViraVida Jovens do Futuro" modality, adapted and idealized from the context of the COVID-19 pandemic, was awarded the Human Rights Social Label granted

by the Municipal Secretariat for Social Assistance and Human Rights. Given its potential, the technology was exported to other countries, such as El Salvador, where it was consolidated as a public policy in the country. In the past two years, the Program has reached approximately 400 young people and their families in 13 territories in the municipality of Rio. Currently, the ViraVida Pro-

gram is also part of the State Forum for Combating Child Labor and Protection of Adolescent Workers, the Professional Learning Forum and guaranteed to Firjan SESI representativeness at the Municipal Council for the Rights of Children and Adolescents (CMDCA) in the municipality of Rio de Janeiro.

Paula Johas



2019 Class Graduation of the ViraVida Program, at Firjan headquarters.

## Productive Resilience

With a focus on resuming production activities and facing the challenges of the crisis caused by the COVID-19 pandemic, in March 2020 Firjan instituted the Productive Resilience Program. Divided into three fronts - Mobilization, Proposals and Contents - Firjan provides continuous support to companies, professionals and society to overcome economic and social obstacles, from the perspective of empathy and collaboration. Through **Mobilization**, Firjan acts as a connection between companies, research institutes, universities and governments, enabling responses to health care, encouraging donations to communities and contributing to reducing the social impacts of the pandemic. In 2020, more than 4 million hospital safety items, such as face shields, alcohol gel, cleaning items and PPE, which were fundamental in combating the coronavirus, were delivered to the public health network throughout the state of Rio. Part of the materials was donated by companies, another was produced by the FabLab network and Firjan SENAI units,

with or without a business partnership. Firjan also acted as a facilitator and hub for the actions. Companies and institutions have trusted in our ability to access resources for the production of their items such as partnerships, inputs, raw materials and labor, ensuring the continuity of their business, jobs and income.

The front of **Proposals** sought to reduce the impacts on the companies productivity, with viable and safe alternatives for the resumption, through suggestions and discussions with the governments, always in dialogue with entrepreneurs and specialists. Some highlights were:

- Development of projects and socioeconomic actions that support health professionals in technical isolation during the period of facing the crisis;
- Program to resume growth on a competitive basis in the State of Rio de Janeiro, including actions related to infrastructure and urban mobility, public security, access to credit and competitiveness;

- Firjan SESI COVID-19 testing program for all workers in the Rio de Janeiro industry, facilitating diagnosis and helping to prevent the spread of the coronavirus during the resumption of activities;
- Facilitating the access of industrial workers to the H1N1 flu vaccine through cost reduction, with more than 8,500 workers immunized.

Finally, the **Contents** front permanently offer information to companies and workers, preventing and anticipating trends. Among the dozens of initiatives, we mention:

- Firjan SESI publication of guidelines for the safe return of industrial activities, including occupational health and safety;
- Firjan SENAI video lessons, in partnership with SENAI Cetiqt, for the manufacture of PPE and hospital garments;
- Series of articles for remote team management;
- Saúde Total ("Total Health") Series, with booklets and videos produced by Firjan SESI for the health of the family, workers and companies;
- Series of online events Diálogos ("Dialogues") and Aquário ("Aquarium"), thinking with partners about



*Bottling of alcohol gel for donation to the public health network in Rio de Janeiro.*

- new challenges, such as the reconstruction of production chains, and debating on the impact for companies and professionals and ways to survive the crisis;
- Free and online mindfulness practices, helping the public to develop socio-emotional skills;
- Transformation of Casa Firjan's FabLab into a hub that joined the efforts of designers, engineers, researchers consumers, health professionals, companies and the public in general in the search for solutions for the lack of PPE.



*Firjan supported companies to increase the supply of hospital items to combat the pandemic.*

