

SUSTAINABILITY INDICATORS FOR THE COMMUNICATION INDUSTRY

Phase 1 - Indicators for communication agencies



IMPORTANT

These Communication Sustainability Indicators – Phase 1 – Agencies were available for Public Consultation up until August 2, 2011 and underwent a Technical Review at ESPM on August 9. We received hundreds of very valuable suggestions. Overall society participation enriched the process of developing indicators and we are grateful for this. Based on these contributions, we prepared the final text that will guide us for the next 12 months. The process is dynamic: occasionally, we may revise one or more indicators to fine-tune the process. One should add that everything was drawn up with small, medium and large agencies in mind. Each one will assess what is the best that it can do according to its size, resources and reality.

SUMMARY

Sustainability is a matter of conscience and the Indicators are neither law nor self-regulation. Their power lies in showing paths for improving awareness in our socio-environmental practices. To communicate well, advertising agencies need clients that perform well. This is an interaction that has always existed and that can be improved further for the firms involved and all of society.

When you browse through the site, you will find in the first part all the information required to understand the scope and importance of sustainability. If you like, you can go directly to the Sustainability Indicators: www.indicadorsustentavelabap.com.br. You can also print them.

Thanks to the Public Consultation and the Technical Review, with the presence of participants, we received more than 200 contributions from society, aiming at inspiring increasingly better communication for both current and future generations.

There are 18 indicators that aim to cover the various aspects of our activity, involving agencies, clients, vehicles and suppliers. Right from this very start, we would like to thank you for your interest.

SUSTAINABILITY

Communication agencies helped to disseminate this concept. Now, it is time for them to adopt its indicators

THE INDICATORS ARE CONFIDENTIAL

The indicators are neither legislation nor self-regulation. However, they provide guidance for improving agencies' practices. Compliance with these indicators is based on the agencies' own criteria. They can use the indicators for a confidential evaluation, setting improvement targets that are exclusively their own.

COMMUNICATION SUSTAINABILITY INDICATORS

The indicators are an ABAP initiative, with ESPM academic support, to help communication agencies to adopt sustainable practices in their activities, besides encouraging their partners, suppliers and clients to adopt similar practices.

The proposal of sustainability indicators for communication agencies is the result of the resolutions of the Commission for Socio-Environmental Responsibility in Advertising, approved at the Fourth Brazilian Advertising Congress. It is related to several other similar initiatives, in different sectors, using the standards or codes of entities such as CONAR, ABAP, Ethos, ISE, and CENP, among other others, as guidelines.

In this phase, the Indicators have been drawn up for agencies only. In the next phase, we plan to propose Indicators for the entire communication industry.

WHAT IS SUSTAINABILITY?

Sustainability is the quality of that which is self-sustaining. Global mobilization around this concept comes from the perception that the future will only be sustainable if we pursue economic development while also preserving environmental resources for future generations and creating the means to promote a better balance in social development. A company that acts sustainably considers the potential impact of its processes and products upon the environment and upon society as a whole. To this end, given the importance of firms as social agents, they should incorporate routines that encourage new ways to achieve socio-environmental development.

The creation of the Indicators aims to bring the concept of sustainability into professional practice and into that which agencies know how to do best: communication.

To learn more about sustainability: BURSTYN, M. and DRUMMOND, J. A. (editors) *Desenvolvimento sustentável: uma ideia com linhagem e legado* (Presentation of the dossier "Sustentabilidade, regulação e desenvolvimento") in *Sociedade e Estado*, Brasília, v. 24, n.1, Jan./Apr.2009, p.11-15.

WHAT ARE INDICATORS?

The origin of the term "indicator" is the Latin word "indicare," a verb that means to point. Therefore, indicators indicate a path, or better, possible paths. They are tracks that help an agency to think about how to run the business while also taking into account the socio-environmental and economic issues that are on everyone's agenda worldwide. For example: one cannot ignore poverty, prejudice, pollution and environmental degradation. The question is: how can an agency help to minimize these problems without deviating from its primary objective of building brands and promoting its clients' sales?

The idea is to encourage agencies to put these issues on the agenda when they are creating advertising, discussing a plan, defining a media map, hiring a supplier etc.

Sustainability is the result of coordinated action by minds steeped in the idea of socio-environmental responsibility.

The Sustainability Indicators were designed to enable companies to identify possible paths for improving their management and their processes. There are two types of indicators: depth indicators, which show that companies can evolve from initial stages to advanced stages, suggesting actions for implementation; and procedural indicators, which present binary questions (yes/no) to establish whether policies, management practices and processes have been implemented throughout the organization. With this in mind, you are our guest to learn about the indicators and help us to improve them.

WHY ARE THEY NECESSARY?

The Indicators are necessary because, today, sustainability is an unavoidable issue and one that advertising agencies must deal with, mainly because it has become necessary for them to position themselves in relation to the increasingly strong criticism of consumption-related activities.

The Indicators help us to see the status of the agency's current practices clearly, and how they might be improved in terms of employee, supplier and client relations. They also help us to better assess the impact upon society of the product of the agency's work.

The indicators bring to the agencies' daily routine the socio-environmental and ethical issues that are currently being raised in every field of knowledge.

Examples of issues raised by the Indicators that may help the agencies in their self-evaluation:

- Is spending on energy, production processes and improvements in the workplace monitored?
- Do contracts with clients contain right to refuse work clauses, if the work is unethical?
- Have the agency's creations been condemned by CONAR? How many times in a year period?
- Does the agency have sustainability manuals for its internal audience and its clients?
- Does the agency hold workshops and other educational practices regarding this issue?
- Does the agency try to communicate sustainable values to the population in the best possible way?

OBJECTIVES

- To disseminate the concept of sustainability in communication agencies.
- To help – as a management tool – agencies to consider socio-environmental impact in connection with their business.
- To further the development of sustainable practices at communication agencies.
- To provide input for the development of sustainability indicators for the communication industry as a whole.
- To help to consolidate an ethical and healthy image for this sector as seen by other stakeholders and, particularly, by society at large.
- To motivate communication agencies to disseminate sustainable practices in their advertising, helping to educate the population (as was the case with toothpaste in the past and could occur today with environmental preservation and respect for diversity).

METHODOLOGY

As you will see, the Indicators are not a finished product, but work in progress. They are the first step of a process that is introducing sustainability issues into the practices of communication agencies. To arrive at this initial proposal, we resorted to a team of people from ABAP and ESPM. They conducted a survey of what is aired in the media regarding advertising's socio-environmental role, consulted existing documents and initiatives (GRI; the Ethos Indicators, whose structure we used; the ISO 2006 standards of socio-environmental responsibility; the CONAR code; etc.), interviewed key agents in the advertising market and in the third sector, and, above all, heavily discussed the issue. We believe that we have covered the most of the fundamental aspects pertaining advertising agencies fairly well.

THE ROLE OF ADVERTISING

WHAT ADVERTISING CAN AND SHOULD DO

"Advertising is fundamental as long as it educates the population. This field is extremely important for facing the challenges that lie ahead"

Kofi Annan, at the Fourth Brazilian Advertising Congress

"Advertising doesn't change values or create new values, but it has a great ability to detect new values among consumers and reflect them in the form of creation solutions."

Stig Carlson, former managing director of the European Association of Communication Agencies

Advertising can and should do what it has always done: use its talent in the art of persuading others, but adding to its work routine a heightened and systematic commitment to sustainability issues. Using its talent to draw attention to, awaken interest in, and mobilize action around this idea. Advertising can and should permanently show that sustainability and consumption are perfectly compatible. Advertising can and should promote the idea, among clients, that a brand's greatest asset is its reputation. And today, undoubtedly, a good reputation is built with commitment to socio-environmental responsibilities.

ADVERTISING AND THE BRAZILIAN CONSTITUTION

The Brazilian Constitution guarantees freedom of expression in advertising as a manifestation of thought, while also demanding respect and responsibility for the other values that covers.

Article 5, IV – the expression of thought is free and anonymity is forbidden;

Art. 5, IX – the expression of intellectual, artistic, scientific and communication activity is free, regardless of censorship or license;

Art. 5, XIV – access to information is assured to everyone as is the safeguarding of source confidentiality, whenever necessary to the professional activity

Art. 220 – The manifestation of thought, creation, expression and information, in any form, process or medium, shall not be subject to any restriction, subject to compliance with the provisions hereof.

THE CONSTITUTIONAL AND LEGAL LIMITS

Freedom of expression and information should be compatible with citizens' fundamental rights and with other items protected by the constitution, such as public morality, public health, public safety and territorial integrity.

The information must also be true.

See the Consumer Protection Code:

<http://www.consumidorbrasil.com.br/consumidorbrasil/textos/legislacao/cdc.htm>

See the Statute of Children and Adolescents:

http://www.planalto.gov.br/ccivil_03/leis/L8069.htm

SELF-REGULATION

CONAR was set up in 1976, at the height of the military dictatorship, when all the media was subject to very strict censorship. It is to the credit of Brazilian society that, by means of self-regulation, CONAR showed that it could manage our advertising communication without state intervention. For 35 years, CONAR has successfully prevented misleading or abusive advertising from causing embarrassment to consumers or competing companies. It is an organization that is permanently being updated, based on the evolution of society's behavior.

Full information at <http://www.conar.org.br/>

THE VALUE OF FREEDOM OF EXPRESSION

Freedom of expression helps to form pluralistic public opinion, which is increasingly vital to the functioning of democratic regimes. Brazil experienced a military dictatorship for 21 years, along with censorship of the media and of artistic expression. A time of darkness, persecution and alienation. In the name of protecting society from the influence of ideas deemed by some to be inconvenient, for two decades we lacked free access to information. After much struggle, we regained our democracy and our freedom of expression. Therefore, freedom is doubly important to us Brazilians and merits permanent vigilance.

RIGHT OF CHOICE

The right to choose is an asset that should be permanently protected by democratic societies. Nothing justifies giving it up. Every attempt to restrict our choices should be repealed, regardless of the reason. Making choices means being driven by our opinions. When we give up this right, we begin to live at the whim of a few and we lose the capacity to evolve. At a time when the whole world is discussing attitudes that are important for a sustainable future, we must be vigilant so that the best intentions of social-environmental responsibility do not concurrently mask absolutist goals. Nothing is healthier than the free exercise of our rights.

SUSTAINABILITY INDICATORS FOR THE COMMUNICATION INDUSTRY

PROPOSED SUSTAINABILITY INDICATORS FOR COMMUNICATION AGENCIES

DIMENSIONS OF THE INDICATORS

A. AGENCY VALUES

- Integration of sustainability and public commitments with ethical principles and values
- Integration of sustainability with business strategy
- Involvement with public policies and the incorporation of citizenship into the business

B. RESPONSIBLE COMMUNICATION

- Communication policy
- Care regarding children and childhood
- Representation and appreciation of diversity in communication
- Integrity of information
- Leadership and social influence

C. JOINT MANAGEMENT WITH EMPLOYEES

- Participative management
- Care regarding employees' health, working conditions and satisfaction
- Remuneration and benefits policy
- Commitment to development and employability

D. JOINT MANAGEMENT WITH THE VALUE CHAIN

- Relations with the competition
- Relations with vehicles and suppliers
- Relationship with advertisers
- Managing the environmental impact of processes and services
- Relations with the state
- Involvement with socio-environmental actions

A

AGENCY VALUES

For us, values are all the factors that guide the operating philosophy of an agency. Each agency 'looks' rather like its owner, but it also incorporates a little of each of the professionals who work there. The following indicators cover the traits that make up this identity, involving principles, commitments, strategic directives, and forms of political participation and of dialogue with society. The aim is to associate these traits to sustainability issues (socio-environmental, economic and ethical aspects).

1. INTEGRATION OF SUSTAINABILITY AND PUBLIC COMMITMENTS WITH VALUES AND ETHICAL PRINCIPLES

Given that the development of the organization's main policies and processes should be guided by society's values, ethical principles and public commitments, we can state that the view of sustainability in the agency:

1
Is not expressed in documents but is present in its daily routine, being transmitted to employees at specific times.

DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

2
Is expressed in documents, with the agency publicly declaring that it is in favor of these principles, there being a process of systematic dissemination to employees, vehicles, suppliers and clients.

DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

3
Is formalized through guidance policies that cut across departments' activities. It involves clients, vehicles and suppliers on behalf of the agreed public commitments.

DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

4
Is periodically revised and has control mechanisms that entail participation of internal and external stakeholders. It takes action in relation to public authorities to further the commitments undertaken and encourages other stakeholders to replicate the agency's policies and programs.

DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	1.1 has values or a charter of principles covering issues related to employees, suppliers, the environment, consumers and clients, the community, government and shareholders.
<input type="radio"/>	<input type="radio"/>	1.2 has values or a charter of principles expressly prohibiting resorting to illegal practices to obtain advantages and benefits.
<input type="radio"/>	<input type="radio"/>	1.3 discloses on its site and in its institutional materials the commitments undertaken, with a view to creating knowledge and influencing other stakeholders about the importance of this subject.
<input type="radio"/>	<input type="radio"/>	1.4 when hiring staff, the agency takes into account the candidate's principles, values and attitudes regarding sustainability.
<input type="radio"/>	<input type="radio"/>	1.5 has systemized procedures to ensure that its employees are aware of the agency's values, the Federal Constitution, the consumer protection laws, the CONAR and CENP codes, the Statute of Children and Adolescents, and the Global Compact.
<input type="radio"/>	<input type="radio"/>	1.6 in internal communication used for training and for meetings with its team, makes its values clear, as well as its support for such commitments.
<input type="radio"/>	<input type="radio"/>	1.7 has means to encourage and identify whether the values and principles are being followed
<input type="radio"/>	<input type="radio"/>	1.8 seeks internal or external help in the case of doubts about sustainable conduct or actions.
<input type="radio"/>	<input type="radio"/>	1.9 develops ways to make its values and public commitments known to clients and other partners as part of its relationship process.
<input type="radio"/>	<input type="radio"/>	1.10 holds meetings, debates, forums and other activities with its stakeholders, stating the undertaken commitments.
<input type="radio"/>	<input type="radio"/>	1.11 takes part in public hearings in support of the undertaken commitments.

2 INCORPORATION OF SUSTAINABILITY INTO THE BUSINESS STRATEGY

Since organizations are likely to incorporate the search for increasingly high levels of sustainability into their strategic decisions, the agency:

1
Knows the socio-environmental impacts involved in its activities and develops planned actions, including proposals for conscious consumption, with a view to minimizing impacts.

 DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

2
Maintains a dialogue channel with its stakeholders and considers the possible socio-environmental impacts generated as a criterion for strategic decisions, publishing a socio-environmental report from time to time.

 DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

3
Trains its team to understand stakeholders' needs and interests. It releases an annual socio-environmental report and takes into account the risk of socio-environmental impacts produced by itself and its clients in its strategic planning.

 DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

4
Incorporates socio-environmental criteria into its growth targets, being able to give up clients that do not fulfill their socio-environmental responsibilities. It has a dialogue process audited by third parties and releases an annual socio-environmental report with the participation of employees and external stakeholders.

 DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	2.1 when initiating relationships with clients, seeks information from reliable sources about socio-environmental impacts generated and attempts to collaborate by providing suggestions on how to minimize such impacts.
<input type="radio"/>	<input type="radio"/>	2.2 has a dialogue channel and procedures to respond quickly to any suggestions, requests, efforts or requirements put forth by its stakeholders.
<input type="radio"/>	<input type="radio"/>	2.3 establishes socio-environmental criteria and assesses them when investing in new business activities, prospects and equipment and when building its client portfolio.
<input type="radio"/>	<input type="radio"/>	2.4 from time to time, carries out surveys of socio-environmental impacts, using consultations or opinion polls.
<input type="radio"/>	<input type="radio"/>	2.5 uses the information obtained via its dialogue with stakeholders to develop its campaigns or its creative strategy.
<input type="radio"/>	<input type="radio"/>	2.6 includes socio-environmental criteria and targets in maintaining its client portfolio.
<input type="radio"/>	<input type="radio"/>	2.7 includes achieving targets that promote socio-environmental improvements in the remuneration or bonus of its employees.
<input type="radio"/>	<input type="radio"/>	2.8 when producing its socio-environmental report, takes into account the principles of inclusion, relevance, materiality, balance, comparability, accuracy, frequency, clarity and reliability (see the GRI principles in the appendix).

3. INVOLVEMENT IN PUBLIC POLICIES AND THE INCORPORATION OF CITIZENSHIP INTO THE BUSINESS

Given that the organizations can act as agents in the development of public policies, besides helping to build citizenship and furthering the political participation of their stakeholders, the agency:

1
Takes action directly or by means of sector organizations (ABAP, ABP, CENP etc.) in the support of the necessary reforms for the consolidation of democracy in Brazil.

 DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

2
Takes action via public organizations, such as the Councils and Committees (Fund for the Rights of Children and Adolescents and Guardianship Councils, among others) that contribute to the country's social and political development.

 DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

3
Supports holding debates and forums to foster more involvement of society with the drafting of public policies.

 DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

4
Develops citizenship-oriented educational programs, both internally, within its productive chain, and in the community.

 DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	3.1 uses its communication capacity and encourages its employees to take part in projects that are of interest to society, such as those that discuss political, labor, tax and welfare reforms.
<input type="radio"/>	<input type="radio"/>	3.2 uses its communication capacity and encourages its employees to support the fight against corruption, including laws that ban those politicians that have been convicted in courts of law from running for election.
<input type="radio"/>	<input type="radio"/>	3.3 promotes awareness-building activities for employees, their family members and partners regarding conscious voting and other forms of political participation.

B

RESPONSIBLE COMMUNICATION

A portion of what makes communication responsible is true or plausible information. Part is the art of persuasion, which is now acquiring a new ingredient, namely: care regarding socio-environmental impact. Therefore, the following indicators can be viewed as new references for stimulating advertising creativity.

4. COMMUNICATION POLICY

Given that the communication actions undertaken generate socio-environmental impacts, the agency:

1

Acts fully in accordance with the law and with CONAR's Self-Regulation Code, seeking communication that is guided by society's values.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2

Recognizes the role of its activities in encouraging sustainable behavior, stimulating conscious consumption. From time to time, it brings together its team for training and discussion of creative solutions for clients' communication.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3

Has a formal communication policy that encourages employees to consider the socio-environmental impacts generated.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4

Acknowledges its role in the discussion and adoption of sustainable postures and strategies with clients, vehicles and suppliers. It promotes periodical encounters to discuss creative solutions that can help to establish a culture of peace, conscious consumption and life values.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	4.1 has a manual to train and guide its creative team on how to promote sustainability in communication.
<input type="radio"/>	<input type="radio"/>	4.2 trains and certifies its employees regarding the CONAR, CENP and ABAP codes, the Consumer Protection law and the Statute of Children and Adolescents, among others.
<input type="radio"/>	<input type="radio"/>	4.3 ensures that the campaigns created are in aligned with established rules and codes.
<input type="radio"/>	<input type="radio"/>	4.4 offers clients creative solutions that can generate positive socio-environmental impacts.
<input type="radio"/>	<input type="radio"/>	4.5 encourages and holds forums, events or meetings with clients, vehicles and suppliers, encouraging them to operate sustainably.
<input type="radio"/>	<input type="radio"/>	4.6 values and rewards client work that encourages conscious consumption and proper use of natural resources.

5. CARE REGARDING CHILDREN AND CHILDHOOD

As communication aimed at children can contribute to childhood development and to family relations, the agency:

1

Is careful about how it presents consumption and highlights values and ethical behavior, as laid down by CONAR and the Statute of Children and Adolescents.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2

Considers that there are many ways to be a child and seeks representations that do not reinforce stigmas and stereotypes when creating advertising pieces.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3

Understands that communication aimed at children should be planned in accordance with their cognitive stage.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4

Fully complies with Section 11 – Children and Young People - Article 37 – of the CONAR Code of Self-Regulation in Advertising.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

In the communication that it provides, the agency:

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	5.1 encourages healthy eating habits and physical activities
<input type="radio"/>	<input type="radio"/>	5.2 preserves the authority of the parents.
<input type="radio"/>	<input type="radio"/>	5.3 encourages sympathetic attitudes.
<input type="radio"/>	<input type="radio"/>	5.4 promotes the value of social, ethnic and cultural diversity.
<input type="radio"/>	<input type="radio"/>	5.5 differentiates between the advertising and program content.
<input type="radio"/>	<input type="radio"/>	5.6 encourages moderate consumption.
<input type="radio"/>	<input type="radio"/>	5.7 does not create unrealistic expectations about the product.

7. INTEGRITY OF THE INFORMATION

Given its co-responsibility and the need for every advertisement or campaign produced and aired to contain correct, clear, true and verifiable information, the agency:

1
Directs its actions and creative teams to comply with the law, including the Consumer Protection laws, CONAR's Self-Regulation, and the Federal Constitution, particularly in relation to freedom of expression and its limits.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2
Discloses in clearly and in a pertinent way all the relevant information supplied by the advertiser on labels, packaging, manuals or other items that accompany the product or encourage its sale, including those provided to sales force.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3
In its dialogue with advertisers, uses research and studies conducted by third parties or independent organizations to boost information integrity.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4
In its dialogue with advertisers, proposes communication solutions that help to encourage conscious consumption and to minimize socio-environmental impact.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	7.1 should notify limits on use or restrictions, as necessary.
<input type="radio"/>	<input type="radio"/>	7.2 assesses the relevance of airing attributes, particularly those that suggest that the product is green*.
<input type="radio"/>	<input type="radio"/>	7.3 trains its employees to know and to use Attachment U of CONAR's Self-Regulation Code.
<input type="radio"/>	<input type="radio"/>	7.4 transmits consistent, accurate information, the truthfulness of which has been discussed with the client.
<input type="radio"/>	<input type="radio"/>	7.5 engages in dialogue about the legitimacy of the use/airing of proprietary or third party seals.
<input type="radio"/>	<input type="radio"/>	7.6 airs products whose attributes can easily be proved and/or confirmed by third parties.
<input type="radio"/>	<input type="radio"/>	7.7 looks for studies and research from reliable and impartial sources regarding products that are questioned, besides engaging in dialogue with the client about possible production modifications

* GREEN PRODUCT - One that is concerned about minimizing environmental impact (e.g., energy efficiency, origin of the materials etc.) and also about human health.

Source: http://www.selosustentax.com.br/pdf/guia_sustentax.pdf

8. LEADERSHIP AND SOCIAL INFLUENCE

Given that organizations play an active role in building an inclusive, fair and environmentally responsible society, the agency:

1

Sits on commissions and work groups, to better understand the impact of its actions via the products it advertises.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2

Brings its team together to discuss and encourage using, in their projects, their knowledge and creativity to help consolidate sustainability.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3

Urges its clients, vehicles and suppliers to engage in and to maintain relations with society, in order to develop sustainable solutions.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4

Actively contributes with human and financial resources and mobilizes other stakeholders when developing public interest proposals with a socio-environmental focus.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	8.1 participates in activities that center on thinking about the socio-environmental impact of communication and consumption.
<input type="radio"/>	<input type="radio"/>	8.2 actively interacts with teaching institutions, to draw up proposals to improve education at all levels.
<input type="radio"/>	<input type="radio"/>	8.3 encourages and sponsors the development of projects about the impact of communication, interacting positively with the academic and scientific communities.
<input type="radio"/>	<input type="radio"/>	8.4 sponsors or undertakes media campaigns about issues that are of public interest.
<input type="radio"/>	<input type="radio"/>	8.5 provides financial or human resources for the development of public policies that are of interest to society.
<input type="radio"/>	<input type="radio"/>	8.6 mobilizes its stakeholders in favor of public policies that are of interest to society.
<input type="radio"/>	<input type="radio"/>	8.7 exercises its leadership in the use of communication that strengthens a coherent, ethical discourse and that furthers a concrete agenda of sustainable development.



C

MANAGEMENT WITH EMPLOYEES

Values that guide the business and carefulness in communication cannot be sustained without in-house actions that extend to clients, partners and suppliers.

The indicators in this segment are designed to provide input into putting one's house in order, covering issues such as work conditions, commercial relationships, business ethics, administrative transparency and management of environmental impacts, among others. These are the essential aspects for making the agency's management sustainable.

9. PARTICIPATIVE MANAGEMENT

Given that the decision-making and information sharing process enables greater involvement of employees in management, the agency:

1

Provides information and trains its employees to understand and to use it in their daily activities.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2

Offers its employees financial and socio-environmental information about its performance.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3

Maintains a regular process of discussion and interpretation of results with its employees that also covers how to minimize socio-environmental impacts, so as to prepare them to contribute to the management process or to strategic decisions.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4

Has representatives (chosen by the employees) in contact with the shareholders (or their representatives) and taking part in the agency's strategic decisions, including proposals that concern minimizing socio-environmental impacts.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	9.1 has formal processes, such as meetings or suggestions boxes, to encourage its employees to make suggestions, including proposals on minimizing socio-environmental impacts.
<input type="radio"/>	<input type="radio"/>	9.2 employs mechanisms to evaluate the suggestions received and to monitor their application and development, including proposals to minimize socio-environmental impacts.
<input type="radio"/>	<input type="radio"/>	9.3 has an incentive program that recognizes employee contributions, including proposals on minimizing socio-environmental impacts.
<input type="radio"/>	<input type="radio"/>	9.4 regularly brings its entire team together and evaluates the results and the targets to be achieved, including proposals on minimizing socio-environmental impacts.

10. CARE WITH EMPLOYEE HEALTH, WORK CONDITIONS AND SATISFACTION

Given that every organization should provide full physical, social and emotional security for its employees to conduct their work, the agency:

1
Is aware of the possible risks of its employees' activities and has plans and targets for achieving standards of excellence in health, safety and work conditions in its sector.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2
Has indicators to monitor plans and targets and to outperform the standards of excellence in health, safety and work conditions in its sector and raises its employees' awareness on how to achieve this.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3
Assesses the organizational climate and the satisfaction level of its employees, disclosing the results and setting plans and targets to ensure continuous improvements.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4
Counts on employees' participation to determine targets and performance indicators for work conditions, health and satisfaction, which are included in its strategic plan and widely disclosed.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	10.1 has programs to prevent diseases related to stress, posture and diet, among other factors, in order to improve its employees' quality of life.
<input type="radio"/>	<input type="radio"/>	10.2 encourages a balance between professional and personal life, to contribute to a better quality of life.
<input type="radio"/>	<input type="radio"/>	10.3 recognizes employees' additional efforts and encourages their ideas and suggestions at meetings or formal work encounters.
<input type="radio"/>	<input type="radio"/>	10.4 has rules and processes to fight moral and sexual harassment, and allows pregnant or breastfeeding women to work flexible hours.
<input type="radio"/>	<input type="radio"/>	10.5 offers employees a prevention and guidance program regarding treatment for substance and alcohol abuse, and for HIV/AIDS.

12. COMMITMENT TO DEVELOPMENT AND EMPLOYABILITY

Given its involvement with the jobs of its employees and its effort to maintain them, together with their professional development, the agency:

1
Holds occasional training, focused on improving employees' performance of their tasks and encourages them to acquire further knowledge.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2
Maintains systematic development activities aimed at continuous improvement and when deciding on these activities, it takes into account their applicability to the current function of its employees. When it has to lay-off staff, it looks for alternatives to avoid dismissing personnel.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3
Offers study scholarships and similar benefits for employees to acquire knowledge that has a positive impact on their employability and, in the case of layoffs, it takes into account both socio-economic and technical aspects in its decisions.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4
In the case of layoffs, it provides outplacement services and maintains benefits for a predetermined period. It also provides information and develops guidance activities for staff that is about to retire.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	12.1 makes magazine and newspaper subscriptions available, or other means of acquiring information.
<input type="radio"/>	<input type="radio"/>	12.2 gives its employees the chance to take part in cultural activities and in events related to their areas of activity.
<input type="radio"/>	<input type="radio"/>	12.3 has a skill mapping program and a qualification/training plan for employees.
<input type="radio"/>	<input type="radio"/>	12.4 offers post-graduate study scholarships for employees, according to their development potential.
<input type="radio"/>	<input type="radio"/>	12.5 in the case of layoffs, has an outplacement program with specialized companies.

D

MANAGEMENT WITH THE VALUE CHAIN

Values that involve the agency's relations with the competition, the media, suppliers, advertisers, the State and the community. We indicate ways to operate and ways in which the agency can use its capacity to exert influence in its pursuit of sustainability.

30. RELATIONS WITH THE COMPETITION

Given the need to establish a type of competition that respects ethics and works to develop the sector, the agency:

1
Complies with the sector's codes of ethics and self-regulation of conduct, seeking to compete fairly with other agencies.

DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

2
Has clearly stated rules against unfair competition and discusses its stance with its employees from time to time.

DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

3
Publicly undertakes to combat unfair competition, besides discussing its stance with suppliers, vehicles and clients, drawing their attention to this issue and taking part in discussions on the topic in the appropriate venues (ABAP, CENP and other representative organizations).

DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

4
Exercises a position of leadership in its segment regarding discussions about the pursuit of increasingly high standards of competition, unfair practices, fraud in public tenders and corporate espionage.

DOES NOT FULFILL THIS TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	13.1 tries to base its decisions on the CENP rules and on ABAP's Best Competition Practices.
<input type="radio"/>	<input type="radio"/>	13.2 has a formal policy that it shares with its employees and that provides guidance on behavior regarding competition, clients and vehicles.
<input type="radio"/>	<input type="radio"/>	13.3 provides support through its site and communication materials, besides clarifying to employees and clients that it is against unfair, predatory competition.
<input type="radio"/>	<input type="radio"/>	13.4 takes an active part in forums, agreements and public commitments, promoting studies and ideas that advocate the interests of free competition.

14. RELATIONS WITH MEDIA VEHICLES AND SUPPLIERS

Given the agency's power of influence, which is due to its strategic involvement with the main executives of vehicles and suppliers, the agency:

1

Has selection and assessment policies concerning suppliers and media vehicles that take into account socio-environmental responsibility criteria.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2

Contributes to improving the environmental standards of vehicles and suppliers, making information available and holding joint training activities.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3

Encourages the reproduction of socio-environmental criteria throughout the chain of production.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4

Encourages the involvement of vehicles and suppliers in the socio-environmental projects of the community, besides encouraging them to prepare socio-environmental reports.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	14.1 encourages the elimination of child labor and discourages improper employment relationships at vehicles and suppliers.
<input type="radio"/>	<input type="radio"/>	14.2 stimulates the adoption of environmental standards among the media vehicles and suppliers.
<input type="radio"/>	<input type="radio"/>	14.3 before hiring a supplier, checks the Ministry of Labor's "Forced Labor Blacklist" and seeks information about the supplier in specialized vehicles.
<input type="radio"/>	<input type="radio"/>	14.4 has criteria for assessing and considering the airing of advertising in programs that exploit human suffering or involve ethnic, cultural and social prejudice.
<input type="radio"/>	<input type="radio"/>	14.5 encourages practices that strengthen supplier development by means of appropriate and ethical commercial conduct.
<input type="radio"/>	<input type="radio"/>	14.6. has a specific corporate social responsibility policy or program for the chain of suppliers.
<input type="radio"/>	<input type="radio"/>	14.7. produces regular reports with evidence that the topics related to the agency's socio-environmental responsibility are being complied with and implemented in its chain of production.

15. RELATIONSHIP WITH ADVERTISERS

Given the possible socio-environmental contributions of communication and its power to influence its clients' strategic decisions, the agency:

1

Has no criteria that take into account socio-environmental aspects for selecting its clients and define the relationship via a standard contract.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2

Selects its clients and the communication projects that it develops considering socio-environmental aspects. It engages in dialogue with its clients about these matters and encourages its team to develop creative solutions to deal with them.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3

Holds regular meetings with advertisers to discuss creative solutions that take into account socio-environmental aspects of communication, besides promoting awareness-building activities or campaigns for society.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4

Monitors the socio-environmental aspects of the advertiser's communication and encourages public participation through the manifestation of its actions and the preparation of socio-environmental reports.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	15.1 has a standard contract that sets out formal policies in order to guarantee for its clients the best professional guidance, with a view to achieving goals and making their investment profitable.
<input type="radio"/>	<input type="radio"/>	15.2 has a standard contract that ensures the confidentiality of information.
<input type="radio"/>	<input type="radio"/>	15.3 has a standard contract that holds it accountable for its actions and those of its suppliers.
<input type="radio"/>	<input type="radio"/>	15.4 has a standard contract that sets out the communication guidelines and the principles related to sustainability that will guide its actions.
<input type="radio"/>	<input type="radio"/>	15.5 has selection criteria based on surveys of communication vehicles or other reliable sources, such as the Ministry of Labor's Forced Labor Blacklist, in order to decide whether to accept clients or to undertake campaigns.
<input type="radio"/>	<input type="radio"/>	15.6 has criteria to decide whether to air campaigns for products that may contribute to chemical or psychological dependence, or put at risk the health and the physical or moral well-being of users or third parties.
<input type="radio"/>	<input type="radio"/>	15.7 directs its clients to take responsibility for impacts throughout their products' life cycle, even after consumption (reverse logistics).
<input type="radio"/>	<input type="radio"/>	15.8 takes part in regular meetings with the client to discuss how best to reduce waste generation, besides prioritizing materials and solutions that do less damage to the environment.

16. MANAGING THE ENVIRONMENTAL IMPACT OF ITS PROCESSES AND SERVICES

Given environmental impacts of the internal activities that are linked to its processes and services, the agency:

1
Knows its environmental impact and, without altering its technological standard, seeks to reduce it.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2
Substitutes/uses products or processes with less environmental impact, even in the production of its campaigns.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3
Has a process for measuring the consumption of natural resources and its production of waste, and periodically sets targets to reduce these.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4
Develops partnerships with suppliers to improve their environmental processes. It encourages its clients and suppliers to adopt sustainable practices, extending its sustainable education programs.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	16.1 has recycling and/or lower consumption programs.
<input type="radio"/>	<input type="radio"/>	16.2 trains its employees to reduce their use of natural resources.
<input type="radio"/>	<input type="radio"/>	16.3 has a process for identifying environmental impacts and establishing reduction targets.
<input type="radio"/>	<input type="radio"/>	16.4 has a process for measuring in-house or clients' consumption of energy, ink, paper and water and targets for reducing them.
<input type="radio"/>	<input type="radio"/>	16.5. Calculates CO2 emissions and attempts to minimize or offset them.
<input type="radio"/>	<input type="radio"/>	16.6 prioritizes materials and solutions that reduce harm to the environment.
<input type="radio"/>	<input type="radio"/>	16.7 undertakes campaigns to make the staff of its clients and suppliers aware of waste and to enhance conscious consumption.

17. RELATION WITH THE STATE

Given its relations with the public authorities and the potential for acquiring clients in government circles, the agency:

1

Avoids situations that entail beneficial treatment of public sector officials.

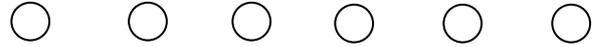


DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2

Maintains a stance that bans preferential treatment of public sector officials, its employees being made aware of this.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3

Publicly commits to fight corruption and bribery. It has written rules that are widely publicized to its internal and external audiences, as well formal control, punishment and audit procedures in the case of an occurrence.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4

Makes use of its public influence, urging other stakeholders to fight corruption and bribery, as well as disclosing the government accounts that it may hold in its social report.



DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	17.1 is officially committed to not giving preferential treatment to public sector officials.
<input type="radio"/>	<input type="radio"/>	17.2 widely discloses on its site or in its communication materials its stance against preferential treatment for public sector officials.
<input type="radio"/>	<input type="radio"/>	17.3 only takes part in tender bids in which the criteria for identifying the winning agency are clear and unquestionable, and where there is a set budget.
<input type="radio"/>	<input type="radio"/>	17.4 has a code of conduct that formally states that no preferential treatment is to be extended to public sector officials.
<input type="radio"/>	<input type="radio"/>	17.5 has a whistleblowing channel, with rules for the punishment of employees involved in corruption.
<input type="radio"/>	<input type="radio"/>	17.6 takes part in forums, congresses and other forms of collective manifestation that promote ethics in public sector management and strengthen transparency actions on the part of the state.

18. INVOLVEMENT IN SOCIO-ENVIRONMENTAL ACTIONS

Given that involvement in projects that are of interest to the community where it is based lead to local development, the agency:

1

Promptly replies to requests for assistance that have not been specifically budgeted, providing technical and human support to carry them out.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

2

Recognizes the need for its involvement with public interest projects and has guidelines for making decisions regarding them and providing support for them.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

3

Earmarks funds in its budget for projects it supports and encourages its employees to do volunteer work that is of interest to the community.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

4

Has or supports a structured social program, funds being earmarked for this in its budget, in order to achieve pre-determined targets that help the community's social development.

DOES NOT FULFILL THIS

TOTALLY FULFILLS THIS

YES	NO	The agency:
<input type="radio"/>	<input type="radio"/>	18.1 takes part, through communication activities or the donation of financial and human resources, in projects that are of interest and importance to the community.
<input type="radio"/>	<input type="radio"/>	18.2 takes part in the government's social projects or in initiatives designed to encourage social development.
<input type="radio"/>	<input type="radio"/>	18.3 involves its team, encourages volunteer work and seeks assistance from suppliers and communication vehicles for the projects it supports.
<input type="radio"/>	<input type="radio"/>	18.4 sets aside a fixed sum or percentage of turnover for socio-environmental projects, to ensure their activities can be maintained in the long term.
<input type="radio"/>	<input type="radio"/>	18.5 acts in conjunction with other organizations, trying to influence public policies, to establish alliances and to take part in various networks, seeking to maximize the results of its actions.

GLOSSARY

GRI - GLOBAL REPORTING INITIATIVE

GRI is an organization founded in 1997 to globally share a structure of concepts, language and measures for the preparation of sustainability reports. The report structure it proposes encompasses the following principles:

A) REPORT CONTENT PRINCIPLES

MATERIALITY

The information in the report should cover themes and indicators that reflect the organization's significant economic and socio-environmental impacts, or that may have a marked influence on stakeholders' assessments and decisions.

INCLUSION OF STAKEHOLDERS

The reporting organization should identify its stakeholders and explain, in the report, the measures taken in response to their relevant interests and expectations.

SUSTAINABILITY CONTEXT

The report should present the organization's performance within a very wide sustainability context.

COVERAGE

The coverage of the relevant themes and indicators and the definition of the report's limits should be sufficient to reflect relevant economic and socio-environmental impacts and to enable stakeholders to evaluate the organization's performance during the analyzed period.

B) REPORT QUALITY PRINCIPLES

BALANCE

The report should reflect the positive and negative aspects of the organization's performance, to allow a balanced assessment of its overall performance.

CLARITY

The information should be provided to the stakeholders in the report in an understandable, easy-to-grasp manner.

ACCURACY

The information should be sufficiently accurate and detailed for stakeholders to be able to assess the reporting organization's performance.

FREQUENCY

The report should be published on a regular basis and the information provided in a timely fashion, to enable stakeholders to make sound decisions.

COMPARABILITY

Issues and information should be selected, compiled and reported consistently. The reported information should be presented in such a way as to enable stakeholders to analyze changes in the organization's performance over the course of time and to provide input for the analysis of other organizations.

RELIABILITY

The information and processes used to prepare the report should be collected, recorded, compiled, analyzed and disclosed in such a way as to enable their review and to establish the quality and materiality of the information.

Source:

<http://www.globalreporting.org/NR/rdonlyres/4855C490-A872-4934-9E0B-8C2502622576/5288/DiretrizesG3.pdf>

ENVIRONMENTAL IMPACT

Environmental impact, here, means any change in the environment's physical, chemical and biological properties, caused by any type of matter or energy resulting from human activities that directly or indirectly affect: the health, safety and well-being of the population, the socioeconomic activities, the biota, the environment's aesthetic and sanitary conditions, and the quality of environmental resources.

Source: Article 2 of CONAMA Resolution no. 001/86

INTEGRITY OF THE INFORMATION

What is meant here by integrity of the information is the entirety and truthfulness of the information presented in the advertising. The details of this concept can be found in article 27 of the CONAR code, which deals with the truthful presentation of the products offered, in terms of descriptions, claims and comparisons. This also applies to information on prices and conditions; use of the word "Free" and other expressions employed by salespeople; terminology and language; use of research, statistics and scientific information; and evidence.

See CONAR Article 27 www.conar.org.br

PRIVATE SOCIO-ENVIRONMENTAL INVESTMENT

This concerns the voluntary transfer of private resources to socio-environmental and cultural projects that are of public interest, in a planned, monitored and systematic way. Its intrinsic and differentiating features are concern with project planning, monitoring and evaluation, taking into account the results obtained, the transformations produced and the community's involvement.

Source: Grupo de Institutos Fundações e Empresas (GIFE) <http://www.gife.org.br/>

ISO (INTERNATIONAL ORGANIZATION FOR STANDARDIZATION)

Prefix derived from the Greek word ISOS, which means equal. Used worldwide to denote the International Organization for Standardization, thus avoiding different acronyms in different languages (such as IOS in English, OIN in French, etc.). It became the abbreviation of an NGO created in 1946 by 25 countries and based in Geneva, Switzerland. Its members include representatives from 113 countries and its standards, whose application is voluntary, are widely used, having been developed in response to demand and based on consensus among the stakeholders.

Source: *Dicionário de Termos de Qualidade* [Dictionary of Quality Terms], Atlas, 1996

ISO 26000 - INTERNATIONAL SOCIAL RESPONSIBILITY STANDARD

A document produced by a multi-stakeholder process covering social responsibility issues, grouped into seven core themes: human rights; employment practices; environment; fair operating practices; consumer issues; community development and participation; and organizational governance. A few topics such as health and safety, value chain and economic issues lack a specific theme because they are dealt with across these various core themes.

Source: <http://www.abnt.org.br/imprensa/cartilha/rs2010pt/index.html>

MONITORING

Tracking results of the business or the performance of a product or service delivered to a client. Here, this applies to the combination of activities conducted to track the status of specific indicators.

Source: *Dicionário de Termos de Qualidade* [Dictionary of Quality Terms], Atlas, 1996

COMMUNICATION POLICIES

The principles and rules that are based on the organization's identity and institutional values and that guide its strategies and processes, in order to strengthen its position in relation to its stakeholders.

PUBLIC POLICIES

A contemporary way of exercising power in democratic societies, resulting from the complex interaction between the state and society. In this interaction, social situations regarded as being problematic are defined, as well as the forms, content, means, meanings and types of state intervention.

Source: DI GIOVANNI, Geraldo. *Estruturas elementares das políticas públicas* [Elementary Public Policy Structures] (2009)

<http://www.nepp.unicamp.br/index.php?p=117>

SOCIO-ENVIRONMENTAL POLICY

An articulated set of mechanisms that include, but are not restricted to, the analysis of social and environmental impacts of the campaigns aired; investments that directly benefit environment quality and reduce social and regional inequalities; in-house activities designed to reduce socio-environmental impacts; the commitment and training of employees; etc.

Source: BNDES http://www.bndes.gov.br/SiteBNDES/bndes/bndes_pt/Areas_de_Atuacao/Meio_Ambiente/Politica_Socioambiental/index.html

PREJUDICE

A concept or opinion formed in advance, with no in-depth consideration or knowledge of the facts. Historically, it has been based on social clashes and interactions.

PRECAUTIONARY PRINCIPLE

Principle adopted in the Rio Conference on the Environment and Development ("RIO 92") and subsequently reiterated in several international instruments and conventions. It establishes that "when there is a threat of serious or irreversible damage, the lack of total scientific certainty shall not be used as a reason to postpone economically viable measures to prevent the degradation of the environment." Though the principle's original focus was environmental issues, it is now being applied to other fields, where the activities of public sector or private sector agents can have a far-reaching impact, as in the areas of public health and consumption relations.

Source: ISE - Índice de Sustentabilidade Empresarial [Corporate Sustainability Index]

http://www.bmfbovespa.com.br/indices/download/ISE_Questionario0809.pdf

PRINCIPLES OF SELF-REGULATION FOR ADVERTISING LINKED TO SOCIO-ENVIRONMENTAL RESPONSIBILITY, SUSTAINABILITY AND MARKETING RELATED TO CAUSES

1. CONCRETENESS

Claims about socio-environmental benefits should correspond to concrete practices adopted and avoid vague concepts that give rise to notions that are misguided or broader than the proclaimed conducts. The advertising of sustainable and environmental conduct should be preceded by the firm or institution actually putting into practice or formalizing these postures. If the advertising merely heralds future action, it is vital to reveal this fact when it is aired.

2. TRUTHFULNESS

The aired claims and information should be true, verifiable and provable. The release of more detailed information about the said claims and information via further sources and materials is to be encouraged; these added sources can include websites or customer service centers (SACs).

3. ACCURACY AND CLARITY

The information aired should be accurate and precise, expressed clearly in language that is easy to understand, and not give rise to erroneous interpretations or false conclusions.

4. EVIDENCE AND SOURCES

Those responsible for the advertising should provide supporting data from external sources that endorse the socio-environmental information communicated or that are responsible for the said data.

5. APPROPRIATENESS

Socio-environmental information should have a logical relation with the companies' field of activity or with their brands, products and services, in their industry and market.

6. RELEVANCE

The socio-environmental benefits communicated should be significant regarding the global impact of the companies and of their brands, products and services on society and the environment, throughout their process and cycle, from production and sale to use and disposal.

7. ABSOLUTENESS

As it is impossible to fully offset the socio-environmental impacts produced by companies, advertising should abstain from communicating absolute promises or advantages, or unbeatable superiority. Socio-environmental responsibility actions are not to be communicated as sufficient evidence of the overall sustainability of the company or of its brands, products and services.

8. CAUSE-RELATED MARKETING

The advertising will clearly explain the cause(s) and the official or third-sector entities that are partnering companies or their brands, products and services. Advertising must not allude to the causes, movements, or performance indicators, nor benefit from an institution's prestige and credibility, unless this has been authorized.

Source: Attachment U (Social, environmental and sustainability responsibility) of the Brazilian Code of Self-Regulation in Advertising

PROCEDURE

Set of operations that are important and necessary for a stated objective. For a procedure to be complete, it should present the scope of the activity, what is to be done, by whom, when, how (method) and where; the documents; material and equipment to be used; and how the activity is to be controlled and recorded.

Source: Dicionário de Termos da Qualidade [Dictionary of Quality Terms]. Editora Atlas, 1996.

PROCESS

Logical, detailed organization of people, machinery, materials, procedures and energy in a series of work activities and functions, targeting the production of a specific end output.

Source: Dicionário de Termos da Qualidade [Dictionary of Quality Terms]. Editora Atlas, 1996.

RELATIONSHIP PROCESSES

Set of activities that involve the agency and its clients, covering the arrival of the request, the development of the briefing, the planning meetings, etc.

MAIN BUSINESS PROCESSES

Processes that directly add value for clients. These processes are involved in the creation of products and services and in their sale and transfer to the buyer, as well as in post-sale servicing. The designation "main business processes" is an adaptation of the English expression primary activities; the main business processes are also known as end-processes or primary processes.

ECOLOGICAL PRODUCT

A product that is made with essentially one concern: keeping the environment as intact as possible and, if possible, reconstituting it.

Source: http://www.selosustentax.com.br/pdf/guia_sustentax.pdf

ORGANIC PRODUCT

All animal or vegetable products obtained without using chemical products or synthetic hormones that enhance growth unnaturally.

Source: http://www.selosustentax.com.br/pdf/guia_sustentax.pdf

SUSTAINABLE PRODUCT

That which also incorporates social responsibility aspects besides environmental responsibility and a concern for people's health.

Source: http://www.selosustentax.com.br/pdf/guia_sustentax.pdf

GREEN PRODUCT

That which is concerned with minimizing environmental impact (e.g.: energy efficiency, origin of materials, etc.) and safeguarding human health.

Source: http://www.selosustentax.com.br/pdf/guia_sustentax.pdf

STRUCTURED PROGRAM

This concerns a formal program, with resources, timetable, specific targets and defined responsibilities.

Source: ISE - Índice de Sustentabilidade Empresarial [Corporate Sustainability Index]

http://www.bmfbovespa.com.br/indices/download/ISE_Questionario0809.pdf

SOCIO-ENVIRONMENTAL RESPONSIBILITY AND SUSTAINABILITY ADVERTISING

All advertising that communicates responsible sustainable practices of companies or their brands, products and services.

Source: Attachment U (Social, environmental and sustainability responsibility) of the Brazilian Code of Self-Regulation in Advertising

ADVERTISING OF CAUSE-RELATED MARKETING

That which communicates a legitimate association of companies and/or brands, products and services with socio-environmental causes, whether in connection with the public or the private sector; conducted with the intent of producing relevant, noticeable and verifiable results.

Source: Attachment U (Social, environmental and sustainability responsibility) of the Brazilian Code of Self-Regulation in Advertising

SOCIO-ENVIRONMENTAL RESPONSIBILITY AND SUSTAINABILITY ADVERTISING

All advertising that offers guidance and encouragement for society, based on examples of the responsible, sustainable practices of institutions and companies or of their brands, products and services.

Source: Attachment U (Social, environmental and sustainability responsibility) of the Brazilian Code of Self-Regulation in Advertising

STAKEHOLDERS

Organizations or individuals that can be significantly affected by the activities, products and/or services of the reporting organization, and whose actions may significantly affect this organization's capacity to implement its strategies and successfully achieve its objectives.

This group includes entities or individuals whose rights, according to the law or to international conventions, render their claims in relation to the organization legitimate.

<http://www.globalreporting.org/NR/rdonlyres/4855C490-A872-4934-9E0B-8C2502622576/5288/DiretrizesG3.pdf>

THIRD SECTOR

The set of non-governmental organizations that engage in activities for the common good. The third sector includes foundations and associations.

Source: IDIS - Instituto para o Desenvolvimento do Investimento Social [Institute for Development of Social Investment]

<http://www.idis.org.br/>



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