

YEARBOOK

WEPs BRAZIL AWARD'S

2014 EDITION



Dear leaderships of the Brazilian organizations,
 We are pleased to present and share with all of you a gratifying experience. It is the substantiation of a goal cherished for a long time: the mobilization of the Brazilian organizations to face the big challenge of appreciating diversity and inserting gender equality permanently on their agenda, as a strategy to achieve sustainability.

We believe that, by becoming present in the corporative environment, gender equality is able to potentialize human capital. Thus, it also contributes significantly to develop the companies, presenting a more productive environment, fairer and more sustainable relations, as well as life quality to men, women and families.

Throughout this report, we will approach the valuable collaboration given by public and private institutions, corporate leaderships and professionals who have made it possible to produce the first edition of **WEPS BRAZIL AWARD - COMPANIES EMPOWERING WOMEN**, in which the companies' significant adhesion, as well as their performance during the evaluation, exceeded our expectations.

We wish you a nice reading and may the experiences herein shared be inspiring to those who believe that the culture of respect to diversities and human right in general makes up a fairer and more stable society, with better life quality.

WEPS BRAZIL AWARD'S COORDINATORS



Margaret Groff
 MARGARET GROFF
 ITAIPU BINATIONAL'S CHIEF
 FINANCIAL OFFICER



Ana Paula Padrão
 ANA PAULA PADRÃO
 FROM THE WEBSITE
 "TEMPO DE MULHER"

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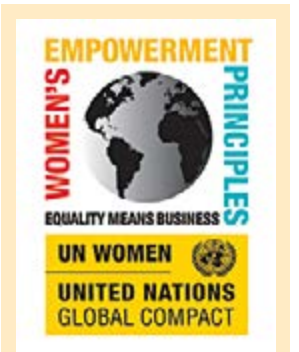
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PART I

WEPS Brazil Award's History

WEPS BRAZIL AWARD 2014 - COMPANIES EMPOWERING WOMEN is a realization credited to Itaipu Binacional, with institutional support from UN Global Compact, UN Women, Global Compact Network Brazil, UN Women Brazil, and promotion by Tempo de Mulher. The award gathers mutual interests in contributing to women's empowerment throughout Brazilian territory, as well as gender equality and social inclusion. Amongst the most relevant antecedents that made this Award viable, it is possible to highlight the following:

- Business leaders and stakeholders' greater awareness of gender equality and women's empowerment in the business environment;
- A partnership between UN Women and Global Compact, which led to the creation of Women's Empowerment Principles (WEPS);
- Evidence of progress lining up gender equality and financial development;
- The involvement of Itaipu Binacional, world's largest producer of clean, renewable electric energy and only company on Latin America which has been awarded on WEPS Leadership Awards (NY, march of 2013);
- Interaction and partnership among Itaipu, Tempo de Mulher (TDM) and UN Women Brazil, South Cone, Global Compact Brazil and Global Compact NY;
- Partnership between Itaipu and Pro-gender Equality Labels (Special Secretary on Women's Policies) - 4 Pro-gender Equality Labels;
- WEPS' signatory, Itaipu acts strongly on implementing practices oriented to the workforce, community and business, as well as developing innovative programs on the social, environmental and business management contexts;
- Participation of the Paraná's Executive Women Group (MEX), with great articulation capacity;
- Mutual interests among partners on contributing to women's empowerment in the Brazilian territory through the promotion of gender equality and social inclusion.



What does WEPS mean?

The expression "WEPS" is the acronym for Women's Empowerment Principles, an initiative launched worldwide by UN Global Compact and UN Women in 2010.

Itaipu's experience with women's empowerment principles

Since 2003, Itaipu develops the **GENDER EQUALITY PROGRAM**, structured on the following fields: Corporative, Social-Community and Institutional Relations. It is a strategy to create an organizational culture, respecting diversity and focusing on gender equality.

Partner to the Brazilian Federal Government and promoting public policies related to women's empowerment, Itaipu acts in line with the II National Plan of Women's Policies, created by the Federal Government, and in line with SPM's Pro-gender Equality Program.

Itaipu adopts a form of management which is more inclusive and more respectful to feminine opinion and participation, in order to benefit every employee, not only women. It also encourages their female employee to evolve and take on leadership positions, which has doubled the number of manager women over the last ten years from 10% to 21%.

Furthermore, it has contributed, in 2004, to the creation of the Permanent Committee for Companies Gender Issues, by the Mines and Energy Ministry and Related Companies, and has been taking part in its activities ever since.

Signatory to UN Global Compact since 2009, Itaipu occupies one of the vice-chairs of the Global Compact Brazil's Committee (GCBC) and develops work in the Human Rights and Diversity field, with special attention to women's empowerment. It supports UN Women Brazil worldwide and forms, with its representatives, the WEPs Leadership Group, which establishes guideline actions for WEPs worldwide.

Since 2004, Itaipu keeps the Brazilian and Paraguayan Gender Committees, which develops joint actions; on the Brazilian part, the committee is formed by women and men.



In 2006 the Paraná's Executive Women Group (MEX) has been created, a group formed by over 80 female leaderships from Paraná's national and multinational companies. Currently, the group is presided by Itaipu, has a branch in Foz do Iguaçu (where the company is installed) and is formed by approximately 40 business leaders.

The binational is partner to Tempo de Mulher, a company created and presided by the journalist Ana Paula Padrão, with a goal to develop initiatives which aims to the promotion of women's empowerment on Brazilian territory.

In 2010, during the launch of WEPs, Itaipu was one of the pioneers to support them and promoted the launch of those principles in Brazil, which happened in an event in Foz do Iguaçu with the attendance of Luiz Inácio Lula da Silva, Brazil's former President.

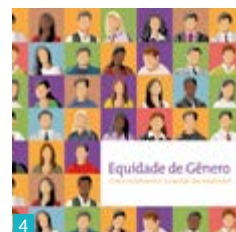
The company adopts WEPs as guidelines to its actions, as well as a tool to permanently evaluate gender initiatives.

1 Itaipu Binational's Directors Jorge Samek and Margaret Groff, and the journalist Ana Paula Padrão during the launch of WEPs Brazil Award, October 2013, in São Paulo, Unique Hotel.

In 2011, Itaipu's Administration Council approved the Gender Equality Policy and the Seven Gender Guidelines, developed by the Brazilian and Paraguayan Gender Committees.

Itaipu propagates the gender equality culture amongst its suppliers (about 5.400 registered companies) and other stakeholders, such as communities on their influence area, universities, civil society organizations and the society in general.

Inspiring references for the project's development



- 1 Women's Empowerment Principles - Portuguese.
- 2 Women's Empowerment Principles - English
- 3 ODM.
- 4 Gender Equality Manual.
- 5 Book "Mulheres, elas fazem história" (Women, they make history).
- 6 National Quality Foundation's (NQF) Management Excellency Model.
- 7 Pro-gender and Race Equality Label.

Award's organization and operation

In order to develop the WEPS Brazil Award project, Itaipu designed a different and innovative structure, supported institutionally and technically by private and public organizations. Afterwards, a team was formed to execute the technical steps, originated from the previously presented references, which laid the foundations to build patterns and technical procedures able to provide the credibility, suitability and qualification required by such an initiative.

This structure is formed by a project manager, an award executive coordination, an evaluation board, a judging panel, a sector of external auditing and an execution team, formed by experts on the areas of technology information, communication and technical team.



In order to hold the Award, a specific website has been created (www.pre-miowepsbrasil.org.br), allowing the access to general information, news, videos, frequently asked questions (FAQ), concepts and tools related to gender equality, associated links, the Regulation and other related publications available to download, especially the access link for registration and candidacy. This was a strategy to optimize the registration process, without the need to print and handle documents and paper sheets.



1 Initial meeting on the Award's project.

The procedures were executed according to the instructions and conditions set forth on the Award Regulation.

WEPS Brazil Award 2014's Technical Team

Formed by representatives of the organizing institutions and other partners who possess the technical profile and knowledge on the concepts and contents related to Gender Equality and also have outstanding performances on their fields of work. The team's role is to develop and structure the Award's processes according to the Regulation and to execute the technical steps meeting the deadlines established on the schedule.

Evaluation Teams

Formed by experts, professionals and technicians who have been qualified to act as evaluators during WEPS Brazil Award, according to the procedures and guidelines set forth on the Regulation.



1 WEPS Brazil Award 2014 Technical Team.



WEPS Brazil Award's General Goal

Encourage and recognize the effort made by the companies who promote the gender equality culture and women's empowerment principles in Brazil, having as guidelines the Women's Empowerment Principles (WEPS), launched globally by UN Global Compact and UN Women in 2010.

WEPS Brazil Award's Specific Goals

- Catch the attention of the leaderships that accept to act as protagonists, anchors and spokespersons in order to propagate the WEPS in Brazil.
- Develop actions to disseminate the Gender Equality theme, as well as the Women's Empowering theme as decisive factors on the improvement of the Brazilian organizations performance.
- Disseminate the WEPS in Brazil through various initiatives and cooperation actions among partners, in order to reach companies of all sizes.
- Prospect and develop new partnerships.

1 Prize-giving event in Curitiba/Paraná.

- Collect, impress, qualify and attract professionals to act as evaluators, promoting an improvement in the professional profile and in the development of Brazilian organizations.
- Retain the organizations which take part in the biannual editions of the award.
- Develop strategies to mobilize the companies to perform a self-evaluation, in order to encourage the application of WEPs to their management and to their business chain.
- Update contents, produce and publish material on Gender Equality.
- Develop and support benchmarking actions in order to advertise the best practices and success cases.
- Support the holding of events and workshops to impress people and implement the WEPs in public and private companies.

7 Women's Empowerment Principles

- 1 Establish a corporate leadership sensitive to gender equality at its highest level.
- 2 Treat all women and men fairly at work, respecting and supporting the human rights and non-discrimination.
- 3 Ensure health, safety and well-being to all women and men who work at the company.
- 4 Promote education, qualification and professional development to women.
- 5 Support women's entrepreneurship and promote women's empowerment policies, through chains of supplies and marketing.
- 6 Promote gender equality through initiatives oriented towards the community and social activism.
- 7 Measure, document and publish the company's progress on the promotion of gender equality.

Methodology

In order to organize the WEPs Brazil Award, the most relevant references on Gender Equality and Women's Appreciation have been used, especially the 7 WEPs (see the chart beside).

WEPs Brazil Award's Execution Process

The WEPS BRAZIL AWARD - COMPANIES EMPOWERING WOMEN constitutes a form of national acknowledgment to the efforts made by micro-sized, small-si-



zed, medium-sizes and large-sized enterprises which apply the women's empowerment principles to their practices and corporate initiatives, achieving an improvement in quality, productivity and competitiveness. Those activities are measured through a Self-Evaluation Questionnaire, based on the WEPs.

The Award's idealization had the contribution of important partners from different areas, all of them believing that "equality means business" and that "promoting gender equality in the corporate environment strengthens human capital and increases the quality of management process, besides bringing results".

According to those proposals, the WEPs Brazil Award has been released on 7 October, 2013, during an event called Momento Mulher (Woman Moment), promoted by Tempo de Mulher.

The WEPs Brazil Award's recognition categories are:

COMPANY CATEGORY (SIZE)	RECOGNITION MODE
Large-sized Enterprise	Gold
	Silver
	Bronze
Medium-sized Enterprise	Gold
	Silver
	Bronze
Micro-sized and Small-sized Enterprise	Gold
	Silver
	Bronze

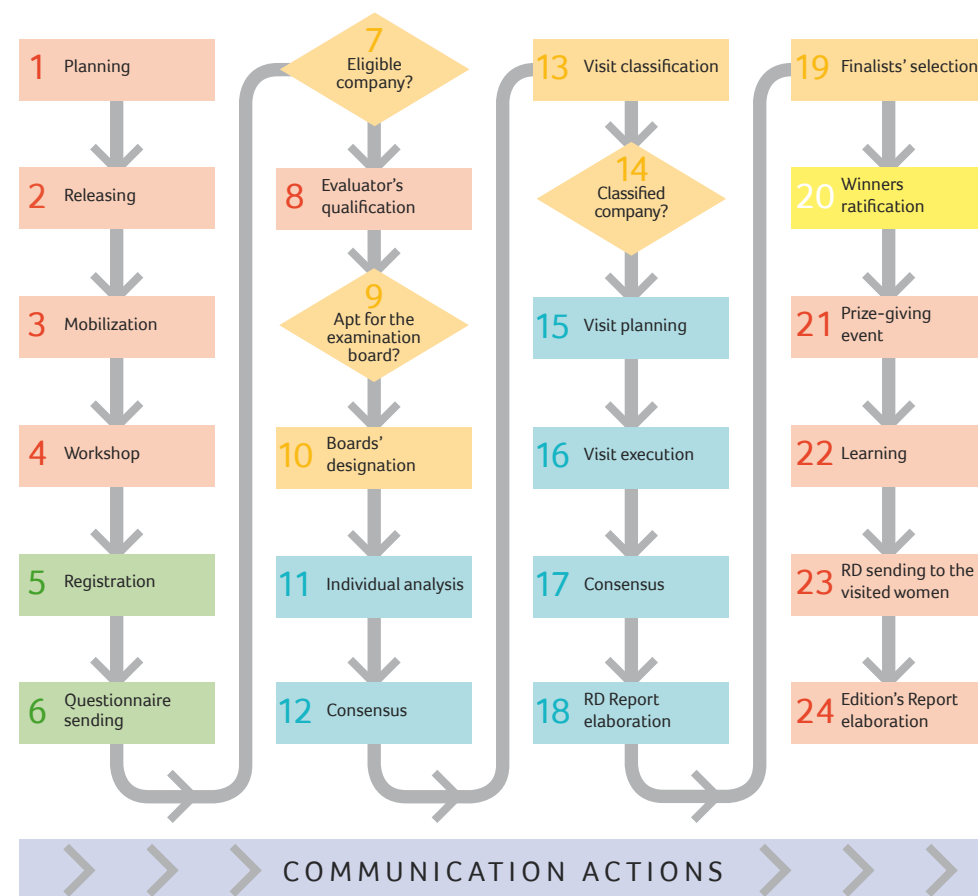
NOTE: The judging panel may grant an Honorable Mention certificate to one or more companies, as well as judge that there might not be gold, silver or bronze recognition to any category.

Participation

Private and public companies, multi-national affiliates and/or their branch offices in Brazil were part of the event. The registration was free and made exclusively through the website www.premiowepsbrasil.org.br.

The following flowchart presents the main technical steps necessary to the execution of the Award. Procedures and work patterns have been developed aiming at the proper performance of each activity according to the Regulation and the schedule.

WEPs Brazil Award - 2014 Edition's Flowchart



SUBTITLE

- Coordination ■
- Technical Team ■
- Candidate ■
- Evaluators ■
- Judges ■

Communication Actions

It was up to the Communication area, together with the technical team, to develop advertisement actions through the website, advertisement campaigns, guidelines elaboration, folders, banners, invitations, marketing e-mails, media announcements, videos and news via website, social networks, releases and newsletters, among other actions.



- 1 Website created for WEPS Brazil Award 2014.
- 2 Audio-visual aids developed to advertise the Award.
- 3 Award's advertisement on Gazeta do Povo (Brazilian newspaper).
- 4 Folders written in English and Spanish in order to reach multinational companies and to advertise the Award on international events.

PART II

Activities of WEPs Brazil Award - 2014 Edition

The execution process of WEPs Brazil Award began with the setting of goals, premises and guidelines expected for this inedited initiative in Brazil, inspired, as mentioned, by the Itaipu's experience on UN's WEPs Leadership Awards on the category "Seven Principles", in 2013.

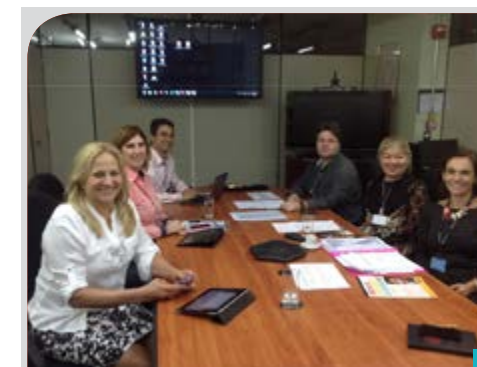
One of the first initiatives was the preparation of a broad research on the indicators of gender equality in its most significant references, especially the Women's Empowerment Principles, the UN Millennium Development Goals, the GRI index, as well as other important concepts adopted by organizations that have inserted this theme in their initiatives. Those were the basis of the construction and consolidation of the contents, guidelines, strategies and supplies required to design the technical steps of the award.

Hereafter we will present the main actions carried out month by month, aiming to share this valuable experience with this yearbook's readers.

Featured actions during the 2014 edition

April/May

- Beginning of process development, establishing a project plan during a meeting with the technical team and the financial executive officer.
- Creation of the technical and process development steps for the Award and preliminary schedule.



1 Itaipu's Chief Financial Officer with the project's technical team.

- Research references in order to create a foundation for the Award's structure, validated by the work group.
- Elaboration and presentation of the proposal on evaluation instruments, in three different categories: Micro-sized and Small-sized Enterprises, Medium-sized Enterprises and Large-sized Enterprises.
- Technical team's meeting with the Social Responsibility area and consultancy aiming the analysis and review of the questionnaires.
- Forwarding of the questionnaires to the Information Technology area, aiming the Award website development measures.
- Adjustments in the activities' structure and update of the development schedule for WEPS Brazil Award.

MAIN STEPS	DATE
Launching	10/07/2013
Registration period	10/08/2013 to 12/20/2013
Companies' visitation period	02/03/2014 to 02/14/2014
Recognition ceremony	March of 2014

- Update of the Award's Regulation, with its review and inclusion of steps and activities inherent to the edition.
- Documental research on the Gender Equality theme with the questionnaires, the project of Itaipu Binational's suppliers and related sources, in order to create the Regulation's glossary.



June/July

- Technical team and CFO's meeting based on the formats of evaluation instruments.
- Evaluation of the criteria used to define the kinds of candidacy.
- Development of a pattern to evaluate the candidates.
- Review of the Regulation with adjustments in the steps, glossary elaboration and formatting.
- Monitoring the development of the evaluation instruments proposal.
- Finishing of the documental research and reviewing of the Regulation's glossary.



August/September

- Monitoring meetings and elaboration of the proposal of evaluation instruments.
- Meeting with the IT team in order to define the website's requirements and features.
- Guidance to the technical team about the Technical Committee's activities in several steps of the process, including individual analysis, planning and execution of the technical visit and ulterior scoring consensus to support the approval of the recognized companies in the Award.
- Continue the adjustments in the Award Regulation.
- Proposal to validate the questionnaires that must be filled in by the candidates, in the pilot format, aiming at improvements and adjustments.
- Meetings with the Communication team about the demands and commu-

1 Technical team during a meeting.

nication tools, such as the folder and the manual that will be distributed during the release event.

- Update and adjustments in the activities' structure and in the WEPS Brazil Award's schedule, especially the following actions:
 - Definition of the detailed schedule of technical steps of the award's executive coordination.
 - Review and update the Regulation's glossary.
 - Elaboration of the Frequently Asked Questions (FAQ) that will appear on the website.
 - Definition of the registration steps.
 - Elaboration of the model form that will be used by the evaluation board.
 - Evaluation Report written by the board after the visit to the candidate companies.
 - Review of this edition's schedule and sending to the Gazeta do Povo newspaper.
 - Contacts with FNQ to establish a technical support partnership.
 - Meeting with the IT and Communication teams to discuss the website availability and the release of the registration.

October/November

- Meeting to monitor the registration and the companies' candidacy.
- Meeting with the IT team to make adjustments in the website, in order to enable the execution of the technical steps.
- Support to Communication activities that are related to the Award's advertisement and summons to enrollment.
- Update and adjustments in the activities' structure and in the development schedule for WEPS Brazil Award:
 - Review and update of the Regulation fixed on the website.



2

1 Meeting with the Information Technology team.



1

- Update of the Award's registration steps.
- Elaboration of the invitation letter to the members of the Judging Panel.
- Contacts with partners to advertise the Award on their communication means, especially the website.
- Guidance during the meetings with the project's technical team, aiming at the monitoring of the companies' registration and candidacy.
- Actions to encourage the companies' participation in the award, with a mobilization strategy for self-evaluation and contacts with institutions, supported by SEBRAE/PR, partner to the Award's advertisement.
- Presentation on the MEX Group meeting, on November 18th, delivering the Gender Equality Guidelines and WEPS Brazil Award's folder, in order to encourage the companies to participate in the Award.
- Meeting with the representatives of the hired communication agency about the Award's advertisement.
- Advertisement on booths during events held in Foz do Iguaçu and Curitiba, in order to attract people and partnerships to the Award, optimizing the support and the registrations.
- Meetings with the technical and IT teams in order to manage the Award's execution process.

1 MEX meeting.



1

December/January

- Continuing the management and monitoring of the companies' enrollments and candidacies to the Award.
- Measures to answer the contacts made through the section Contact Us in the Award's website.
- Execution of a workshop in Itaipu's auditorium, with the presence of supplier companies and guidance about the requirements and conditions for candidacy.
- Participation in the events "PME In Discussion" and "Debate on Violence against Women", both held at FIEP, with a booth to advertise the Award.
- Advertisement of the Award, setting up a booth to distribution of folders and the Gender Equality manual, during the prize-giving of the Best Companies to Work At Award, PR phase, held at Business Center Station.
- Adjustments in the activities' structure and in the WEPS Brazil Award's development schedule, involving the following actions:
 - Update the detailed schedule of the technical steps of the Award's Executive Coordination, due to changes in the enrollment deadline.
 - Review and adjustments in the Regulation inserted on the website, including the declaration models for the candidates' guidance.

1 Workshop with suppliers.



1



2



3

- Inclusion of questions and answers in the Frequently Asked Questions (FAQ) section.
- Sending invitations to partner organizations to nominate professionals to be part of the Evaluation Board.
- Meetings with the project's technical team, supported by IT team in order to align the management of the execution process, containing the control points of the priority measures.
 - Registration management.
 - Preparation of the contents and elaboration of teaching material to qualify the evaluators.
 - Tests to transmit the technical reports via system, with information regarding the registration and the candidates' performance, in order to support the Technical Committee meetings, planned for February 2014.
 - Request of eligibility documents, monitoring and checking the certificates and declarations sent by the candidates.
 - Elaboration of the forms for the Evaluators Registration, Visit Plan and Return Report to the candidates.
 - Two classes formed in order to qualify

1 Chief Financial Officer participating in the event "Debate on Violence Against Women".

2 Prize-giving event for the Best Companies to Work At Award.

3 Evaluators qualification for the WEPS Brazil Award.

the evaluators.

- Formation of the evaluators' teams.
- Contact the classified companies to schedule the visits.

February/March

- Meetings for management and monitoring the candidates visits.
- Measures with the IT team to test the printing of the questionnaires.
- Filling in reports/questionnaires with information about the evaluators' visits.
- Meeting about the Visit Plan elaboration and checklist.
- Elaboration of a satisfaction survey, aiming at the learning step.
- Carrying out visits to the classified candidates.
- Guidance to the evaluators regarding the visit procedures and elaboration of the Devolution Report.
- Meeting about the step with the Judging Panel.
- Guidance about the procedures and the documents needed to assist the External Audit, responsible for monitoring this edition's steps according to the Regulation.

- Final revision of the Devolution Reports made by the evaluators to support the Judging Panel and by the External Audit.
- Update the system with the post-visit evaluations.
- Judging Panel's meeting, on March 20, to confirm the Winners and the Honorable Mentions.
- Meeting with the External Auditing to perform a documental monitoring, on the 24th.
- Advertisement actions and support to the requirements of the Prize-giving Ceremony.
- Support during the preparations to perform the Prize-giving Ceremony, related to the Ceremonial's technical information.
- Elaboration and review of the Devolution Reports, which need to be sent to the visited candidates.
- Development of instruments to assess the satisfaction with the Prize-giving Ceremony, in three formats: finalists and recognized candidates, evaluators and participants.
- Prize-giving Ceremony held on March 31, 2014, at Positivo's auditorium.

Judging Panel reunited to confirm the winners and honorable mentions.



The journalist Ana Paula Padrão at the Prize-giving Ceremony.

PART III

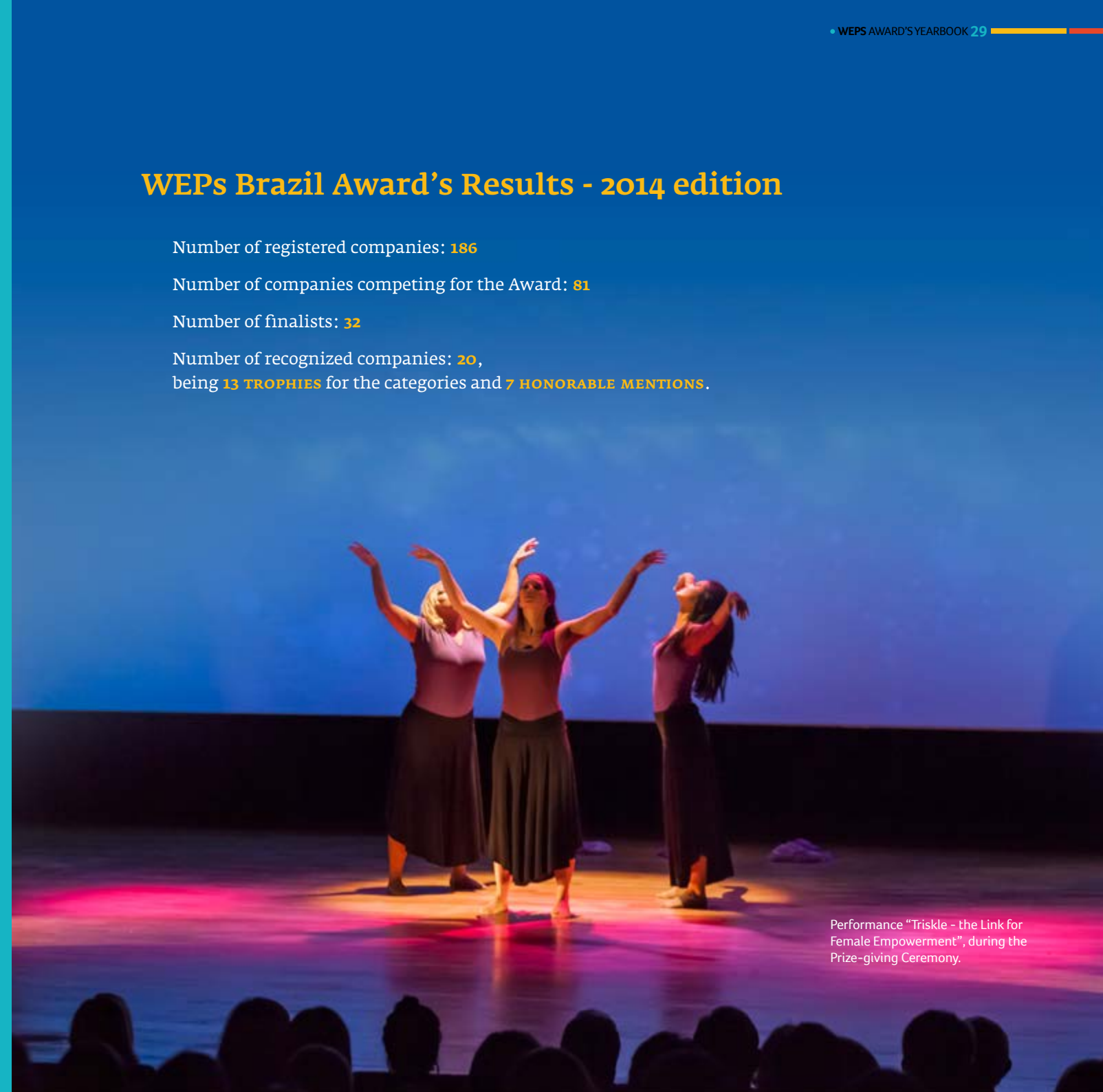
WEPS Brazil Award's Results - 2014 edition

Number of registered companies: **186**

Number of companies competing for the Award: **81**

Number of finalists: **32**

Number of recognized companies: **20**,
being **13 TROPHIES** for the categories and **7 HONORABLE MENTIONS**.



Performance "Triskle - the Link for Female Empowerment", during the Prize-giving Ceremony.

Results

During the first edition of the WEPS Brazil Award, the award coordination and the partners were pleasantly surprised by the great support given by the Brazilian companies, with representatives from every region, many female leaders and icons among their work area making relevant efforts, with investments in concrete, effective actions to value and defend human rights, especially the programs, practices and initiatives in favor of gender equality and women's empowerment.

Therefore, all those companies must be praised, especially for answering this pioneer calling, in which they have become objects of a careful analysis. They have shown, under different aspects, that the results of their modern corporate management are not random or a simple response to the trend, but rather a consequence of policies and business strategies that are intimately connected to the application of WEPS.

Doing a quick numeric analysis, it is important to highlight that, among the 186 registered companies in WEPS Brazil Award, 81 have been technically qualified due to the application of at least some of the women's empowerment principles.

Amongst the qualified companies, there were representatives of every Brazilian region, especially the Southern region, with 40 companies.

Among the 81 qualified companies, 32 have been selected as finalists and have received the evaluator visit to verify if there were evidences to support the answers given on the candidacy questionnaire.

After the visits, it was found that almost 100% of the finalists conducted practices or programs related do gender equality. Some of them were still timid, but have shown a promising potential, mainly because the goal of WEPS Brazil Award



is to encourage companies to develop a greater number of gender equality initiatives.

Furthermore, many of the finalists have surprised the evaluators, for they have verified the existence of positive evidences that had been answered negatively on the questionnaires. There were gender equality practices that were being performed so naturally that could not be identified as a specific action of egalitarian treatment during the answers on the questionnaire.

Representatives of the companies showing their Finalist Certificate for the WEPS Award 2014.

Some practices and programs stood out among the companies, such as:

- Amongst the seven women's empowerment principles, the one which stood out was related to the women's education, formation and professional development.
- Almost 90% of the qualified companies reported that they formally monitor the performance of women and men, without distinction, and that the female employees have access to the same opportunities regarding training and qualification.
- The percentage of application of the first principle, related to the company's leadership commitment to gender equality, reached 68% of them. In this item, approximately 30% of the companies presented a score close to the maximum.
- Program of promotion and support to pregnant women and participation in campaigns such as Pink October.
- Female entrepreneurship is encouraged in many companies, which also have increased women's presence in command positions.
- The evolution of women in management positions is also relevant, which shows that women's empowerment is a reality in these companies.

Meet the Finalists

Among the admirable organizations which took part in the 2014 edition, it is important to mention those that have received their tribute in the beginning of the Prize-giving and Recognition Ceremony, as finalists. They are listed on the next page, in alphabetical order.



Abril Comunicações S.A.
 Agrale S.A.
 Apetit Serviços de Alimentação
 Barion Industria e Comercio de Alimentos S.A.
 Braskem S.A.
 Cahetel-Tg Comércio de Alimentos Ltda.
 Companhia Hidro Elétrica do São Francisco
 Competence Comunicação e Marketing Ltda.
 Corumbá Concessões S.A.
 Create Gestão Ltda.
 Cruz Vermelha Brasileira Filial do Estado do Paraná
 Datacooper Software Ltda.
 DMA Treinamentos, Desenvolvimento Humano & Representações Comerciais Ltda.
 Dudalina
 Ecofábrica Ind. e Com. de Produtos Eco.
 Eletrobras Amazonas Energia
 Feito Brasil Indústria de Produtos Artesanais Ltda.
 Fundação Copel de Previdência e Assistência Social
 Furnas Centrais Elétricas S.A.
 Home Care Cenehospitallar
 Itaú Unibanco S.A.
 Kimberly-Clark Brasil
 KPMG Auditores Independentes
 Kûmpaia Di Carmem Promoção e Divulgação Ltda.
 Masisa do Brasil Ltda.
 Petrobras Distribuidora S.A.
 Positivo Informática S.A.
 Price Waterhouse Coopers Auditores Independentes
 Renault do Brasil S.A.
 Romagnole Produtos Elétricos S.A.
 Tecnisys Informática e Assessoria
 Whirlpool S.A.

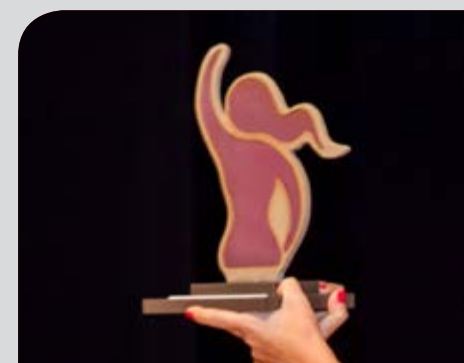
WEPs Brazil Award's Recognition Ceremony

The WEPs Brazil Award Prize-giving Ceremony took place on March 31, at Positivo's auditorium, in Curitiba/PR. The event was attended by the finalist companies, evaluators, businesspersons, association leaders, as well as representatives of the Award's partners and supporters.

The Ceremony began with a dance performance. During the cocktail, the guests were pleased with an exciting musical performance.

In the beginning of the Ceremony, whose hosts were the journalists Jasson Goulart and Dulcinéia Novaes, there was a tribute to the evaluation board, who received their acting certificate.

The board gave a fundamental contribution to the improvement of practices related to WEPs by the candidates, which was evidenced by the interaction and by the trade of information on the theme, during the visit interviews.



1 Margaret Groff, Itaipu's Chief Financial Officer, at the Prize-giving Ceremony.

2 Evaluators receive tribute.

3 The journalists Jasson Goulart and Dulcinéia Novaes were the hosts.

4 Jorge Samek discussed the improvements policies in Itaipu and the road to gender equality.

5 The Award's Trophy, a reason for pride for the winners.

6 Audience's standing ovation to the awarded companies.



WEPs Brazil Award's Winners – 2014 edition

Large-sized Enterprises Category

GOLD TROPHY

- Furnas

Furnas adopted the 7 Women's Empowerment Principles in 2011. Through them, the company has committed to develop proposals in favor of gender equality, women's appreciation, the change in organizational culture and respect for diversity.

The company offers equal opportunities for every employee, maintaining a single salary scale and a career path and remuneration that ensure equity and equality of treatment regardless of sex, race, color, religion, deficiency, marital status, sexual orientation, family status, age or any other condition. The com-

The directors Jorge Samek and Margaret Groff award the Furnas Team with the Gold Trophy.



The company performs, since 2005, countless actions according to the constitutional provision that ensures law equality among men and women, as well as the international agreements and recommendations on non-discrimination and non-violence against women and ethnic-racial groups”

Flávio Decat
FURNAS' PRESIDENT

pany also encourages their employees to take positions regarded as “atypical” to women, such as running transmission lines.

Furnas, with the Pro-Gender Equality Committee, has the goal to pursue more and more an inclusion balanced by gender, race and ethnicity within the organizational structure, appreciating the workforce and encouraging local initiatives in the communities located around the Company's enterprise.



1

SILVER TROPHY

• KPMG

KPMG International is a global network formed by independent firm-members which operate in 155 countries, and has over 155 thousand professionals with multidisciplinary qualification in order to provide services in the fields of auditing, taxes and consultancy.

In Brazil, there are approximately 3.700 professionals, distributed in 26 offices. The company continuously invests in people, quality, technology and services that generate value to its public. This perspective is presented through good government practices, ethical aspects and transparency in the different solutions offered and in the efficiency to manage the clients' processes and internal control, with positive impact upon society, which can be direct or indirect.

KPMG's greatest assets are its employees and knowledge. Promoting a work environment which is based on meritocracy, able to favor multiple opinions, free from discrimination and that contributes to develop everyone's full potential is

1 KPMG Team.

the company's center of vision and values and guides its continuous search for better practices.

Globally, the aim is to reach 25% of women in top leadership (specifically partners) until 2015. In KPMG Brazil, 44% of their staff is formed by women, with a percentage of 25% of female managers, directors and partners.

• CHESF

With a 10-year history of facing gender inequality, the Companhia Hidro Elétrica do São Francisco – Chesf has built an important acting basis that reflect directly on women's empowerment.

From the registration to the final step (visit), the WEPs Brazil Award played a fundamental role in forming Chesf's Gender and Race Committee. Firstly, it



1 Chesf Team.

For us, the Award had already happened before the event. Chesf's greatest award was the new committee's union, the Company's diagnosis, the new challenges that have been presented, the certainty that everyone will actively participate to overcome such challenges and the top management's reassurance to support the group."

Chesf Team

worked as a diagnosis of the work performed until that moment and a form of revealing to the internal public how further the company still has to go.

Chesf was proudly informed that was among the finalists. Although the Company knows the workforce they have been developing, the award's diagnosis showed that there still is a lot to be done. The external recognition is very important to maintain the theme strong and appreciated by Chesf's staff and top management.

• Petrobras Distribuidora

Although Petrobras' application of UN's Women's Empowerment Principles have indirectly contemplated the Company, its set of values already included people and diversity. Besides, Petrobras Distribuidora's Social Responsibility Policy adopts an ethical and transparent business management with the interested public, aligned with the promotion of human rights and citizenship, prohibiting discrimination.

Equality of opportunity begins with the admission process, in the form of a selection process, and with a career path with specific scale to each one of them, without gender distinction. The functional ascension process is based on corporate criteria. The benefit policies encourage gender equality and responsible parenting: 180-day maternity leave and 10-day paternity leave, nursing room and extent of daycare assistance to men. The uniforms, in operational areas, have been adapted to women. Besides, there are actions facing violence against women at gas stations. During the sponsored plays, whose themes relate to the gender debate, the questions are discussed with the audience. Another action involves gender debate among daycare pupils. These and other actions have arisen with the participation in Pro-gender and Race Equality Program, of the Women's Policies Secretary, to which Petrobras Distribuidora adheres since 2009.

The Company also performs actions to awareness and sensitization of the workforce among the workforce and stakeholders to the importance of diversity. The benefits it brings not only reflect on the company, but also on the society as a whole. Everyone is seen as agents in charge of protecting women's rights, with the challenge to promote gender equality and a more equal and democratic society.

BRONZE TROPHY

• Dudalina

Dudalina, commanded by Sônia Hess de Souza, has its staff composed of 74% women. The company offers growth opportunities in all categories through training actions, development and ability acknowledgement.



Petrobras Distribuidora's Team.



1 Dudalina Team.

All the opportunities are used as a form of performing initiatives that promote women's health and well-being. Some highlights are: "Princess Day", which randomly chooses seven female employees per year to get a special spa day, with a makeover, new clothes and a photo shoot session, in order to increase their self-esteem; "Dudalina Mom", which prepares and adapts the work environment so that it can become more welcoming and enjoyable for the mothers; lectures, courses, hygiene kits and the a colleague's availability as "Owl Mom" to help pregnant women whenever they need.

Women's Day is celebrated with a week of lectures, special decoration and gift giving; Mother's Day and Seamstress' Day are also celebrated with messages, cards and gifts for the employees.

With the goal of bringing the principles to the community, Dudalina has created a program with Adelina Clara Hess de Souza Social-environmental Institute, to encourage income generation. The project, which began in 2005, today has over 1.000 qualified women generating income in communities all over Brazil.



• Price Waterhouse Coopers

PwC is a company global network which offers services of Auditing, Business Consultancy, as well as Corporate and Tax Consultancy. The company is present in 157 countries and gathers over 184.000 professionals and partners all over the world. It is the knowledge, the experience and the employee's ability to develop solutions which allows creating the value sought by clients and stakeholders.

In order to deliver increasingly creative and complete solutions, PwC invests in talent diversity and considers the plurality of views an essential asset to make the business thrive. That is why the company has participated in WEPS Brazil Award's first edition, which aimed at promoting a gender equality culture.

The prize-giving is a way to recognize its commitment to create initiatives that strengthen gender equality and women's empowerment, such as women development programs, motherhood support and women's health.

For us, investing in an environment with men and women, in every level, is a form of ensuring our sustainability."

PwC

1 PwC's front.



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• Renault

The preparation for WEPs Brazil Award really helped Renault's diversity group - Women@Renault - to structure and develop actions related to that theme in the company. Although much remains to be done, the recognition brought by WEPs Brazil Award 2014 showed that the company is on the right track and motivated the group to continue working in a consistent and long lasting manner, in order to create positive impacts on global business performance.

HONORABLE MENTION

• Masisa

One of the main goals Masisa has in Brazil is the promotion of diversity, with emphasis on gender equality. The company strongly believes in female values, which involves sustainability, flexibility, purpose clarity and long term view - all fundamental for business balance.

Masisa's plans prioritize the increase in the number of women participating in leadership positions in the companies, which is still scarce. Currently only 4%

1 Renault Team.



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of those who are presidents in companies in Brazil are women. Some procedures have been altered in Masisa: they now have an equal number of women and men being interviewed for a position, and they also have reviewed their policies and procedures. Among the challenges is the conceptual alignment with the participation of representatives of different organizational areas.

As first results, Masisa has increased the number of women in the staff in 2012, mainly in the management (from experts), in which the female percentage increased from 15% to 18%. Amongst the executive positions the number more than doubled: it was 12% in 2011 and reached 28% in 2013. In the company board, the number reached 50%. A balanced board is very beneficial to the company, which has to deal with different matters, as well as short to long term decisions. This way, it is possible to reach more effective solutions.

Masisa believes that the difference between men and women lies mainly in the matter of the adopted values. It does not matter if we are dealing with men or women; in order to work with balance, it is necessary to unite female and male values within the same person. When there is gender equality in the command line, the company's results become more expressive financially, socially and environmentally.

1 Masisa Team.

For Renault, diversity is at the heart of our strategy, and not only is it a value to defend, but also the key to our performance.”

Renault Team

• Whirlpool

The participation in WEPs Brazil Award was very important for Whirlpool to investigate, in a more structure way, questions of gender diversity inside the Company. It was possible to identify the highlight points and the necessary initiatives to create a work environment and career opportunities which are equal for men and women.

The participation in the award has already paid off: Whirlpool will launch in 2014 an internal research in order to deeply analyze matters of gender, as well as focal groups to analyze data and plan actions.

• Itaú Unibanco

Being a finalist of WEPs Brazil Award means a lot to Itaú Unibanco, since it shows that the company is on the right track to achieve gender equality and women's empowerment. The honorable mention in this category has been received with great pride, for it recognizes the limitless efforts the bank made in order to develop Itaú Entrepreneur Woman, a program which offers financial and non-financial solutions to empower entrepreneur women.

The registration process, because we have revisited diversity and equity policies and have been encouraged to constantly improve them.

Whirlpool Employees.



Itaú Unibanco Team.



The 35% percentage of women in leadership positions also reiterates the strategic importance that this principle represents to the company”



• Kimberly-Clark Brasil

Kimberly-Clark Brasil has been working in order to be able to reflect on the company all the diversity in which our society is immersed. With the first Women's Empowerment Principle, which mentions the presence of a high level corporate female leadership, it is possible to demonstrate Ana Paula Bogus' successful career, who has started her career in Kimberly-Clark's sales sector, has worked in the Human Resources Board and nowadays fills the highest leadership position in the company's Chilean branch.

1 Kimberly-Clark Brazil Team.

Today, from the total of employees, 1.084 are women e 2.744 are men, all trained under de Conduct Code, official tool which, among other themes, deals with gender, ethics and respect in the work environment. However, the initiatives are not limited to a look inside the company: involving the community is also part of the business. The project Woman Acting, started in 2011 and present in the cities of Mogi das Cruzes and Suzano (places where the company is settled), aims at broadening the participants knowledge on women's rights, as well as approaching themes such as employability and entrepreneurship. In 2013, this project was taken to the newly opened factory in Camaçari, Bahia.

• Eletrobras Amazonas Energia

Consider the gender work effectively developed in the company since 2007, the invitation to participate in the WEPS Brazil Award gave us the opportunity to show the prospects and applicability of the empowerment principles, both to women and men, disseminating actions so that our employees can be prepared and confident to take control of their lives, define their goals, acquire qualification, increase self-confidence, solve problems and develop their own sustainability; respecting the concept of the company's Ethical Code.



Eletrobras Amazonas Energia.

Medium-sized Category

GOLD TROPHY

• Home Care Cenehospitallar

Established in 1986 by the nurse and current president Sueli Noronha Kaiser, the company provides services in many health areas, through a humanized and qualified treatment. The company's main activity is home care, which offers the extent of hospital care in the patient's home. The company pioneered in implementing home care in Brazil.

Over the years, the company has encouraged their employees, both men and women, through meetings, lectures and coaching, to respect diversity and pursue gender equality, adopting as one of the People Management's policies, the promotion of women to staff and leadership positions. The company signed up for the Federal Government's Gender and Race Equality Program, winning the Lable in the 4th Edition.

The participation of the company's president in the Gender and Race Equality Committee; staff formed by 50,50% of women and 58,97% of the management positions filled by women; adoption of a profile record as a tool and a criteria to ensure gender equality in the recruitment and selection processes; increase in the maternity leave from 120 to 150 days and encouragement to nursing, are some of the evidences of the experience with the WEPs, as well as the company's concern and commitment to contribute to the development of gender equality, fortification of equality and women's empowerment.



Home Care Cenehospitallar Team.



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SILVER TROPHY

• **Apetit Serviços de Alimentação**

It is a great honor to the company, which acts in the management of corporate restaurants, to be recognized by WEPS Brazil Award.

The egalitarian treatment has always been a common practice in *Apetit*, but until we answered the questionnaire and received the visit of WEPS' auditors, we had not realized how rooted and common this culture is. Even without realizing, women's empowerment is present in the company's every actions. This is certainly a reflex of our president's sensitivity, who never rested so that the egalitarian development could be widely respected and disclosed.

The vast majority of our internal public is formed by *Apetit*'s employees, who make a difference by giving the company striking features of women that distinguish the company: ease in interpersonal relations and negotiations, ability to manage teams and delegate tasks, as well as the sensitivity, tenderness and affection that they apply to their jobs, whether operational, administrative or managerial.

We believe that the promotion of women's autonomy is a requirement to achieve development in the company. Therefore, we concentrate our efforts on appreciating our professionals, encouraging development."

Apetit Serviços de Alimentação

1 *Apetit Serviços de Alimentação Team.*



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BRONZE TROPHY

• **Cruz Vermelha**

Searching for Social Projects and Social Responsibility articles, we came across WEPS Brazil Award. By reading the award's proposal, the Gender Equality Manual, and the website in general, we realized how much we have already been doing, or at least been trying to do regarding the Award's goals.

With the goals, we contacted the board with the information which proved that was a practice already adopted by the company. We started on our fundamental principles, the statute, and passed through the Humanization Team and the Human Resources Sector, completing the questionnaire.

Now, with the award's return report, we will try even harder to achieve gender equality.

1 *Cruz Vermelha Team.*



“Our meritocratic system does not consider: gender, race, sexual orientation, religion or any other beliefs.”

Cahotel

BRONZE TROPHY

• Cahotel

When we founder Cahotel-TG, we did not imagine we would be successful if we did not respect our employees. Therefore, it is with great pride that we now realize we were on the right track, since our first principle was and continues to be “Respect for the individual”, which means our meritocratic system does not consider: gender, race, sexual orientation, religion or any other beliefs.

It is quite true that twenty years ago the WEPS did not exist such as today, but we do have the will to progress and widen our understanding and knowledge, so that they can be applied to the company’s everyday. We also learned we must spread our knowledge so that other companies have the opportunity to apply it to their organizations, which will help build a more equitable society.

1 Cahotel Team.

HONORABLE MENTION

• Datacoper

Datacoper Software, which has always focused on contributing to its employees’ professional and personal development, has been participating in awards in which they have been classified with honor amongst the best companies for 4 years in a row. In one of those awards - the GPTW (Great Place to Work) –, the participant employees discovered WEPS and presented a proposal to participate, because they believed the company would be able to do so.

After a careful analysis of the Principles, Datacoper identified itself with several actions and believed it would truly be able to participate in this award and, mainly, to understand and develop other practices related to gender equality.

Datacoper, concerned with contributing to develop gender equality, has been performing internal and external actions focused on the professional and personal development of the women who are part of its staff.



Datacoper Software Ltda.'s employees during a Mother's Day event.

It is important to highlight that those actions are also oriented to men, since we have a special concern with focusing on equality, not only on one gender.”

Datacooper

By dealing with women's empowerment, it is important to highlight the actions performed in our company involving leadership, respecting human rights, ensuring health, well-being, life quality and promoting professional development. From a total of 12 managers, 5 are women, and two of them work at the company for over 5 years, and three of them for over 9 years.

Participating on WEPs 2014 and being amongst the finalists indicates we are on the right track. We just need to potentialize our current actions and learn with the prominent companies, always aiming at women's empowerment and, consequently, at gender equality.

• Fundação Copel

Fundação Copel registered to participate in WEPs Brazil Award 2014 in order to be familiar with the award's principles. Their placing was a pleasant surprise.

Fundação Copel Team.



We believed that the 4th WEPs Principle represents Fundação Copel, which invests in women's training, as well as men's, qualifying them and giving the opportunity to equally ascend professionally.

Fundação Copel believes that, regardless of gender, every employee has the same rights and duties, therefore the people management is based on the results achieved with similar work and salary conditions.

Micro and Small-sized Enterprise Category

GOLD TROPHY

• Feito Brasil

Winning the WEPs Brazil Award with the approval and recognition of such a prestige organ such as UN, is to get the society's recognition.

Feito Brasil Team.



“We are a company which has always breathed, lived and practiced gender equality, appreciation and women’s empowerment.”

Feito Brasil

For Feito Brasil, which now completes ten years of many battles in order to create a soulful brand, it is simply fantastic!

Winning the gold prize is to get not only the reward and recognition for many years of hard work, but also to be filled with much more love, generosity and commitment in favor of women and equality of opportunities.

It is the reward for those moments in which people did not believe in us for thinking acting differently from the market practices adopted by most companies; it is the recognition of a company which respects gender equality and practices women’s empowerment.

It is to live in a beautiful dream come true, where at least some people have awoken and now believe in the same things we have practiced inside the company: women and men being treated with the same dignity and respect, knowing that regardless of gender, race, beliefs and sexual orientation all human beings are equal and free and do not deserve any kind of discrimination.

BRONZE TROPHY

• EcoFábrica

EcoFábrica Ecological Gifts has been in the market for 11 years. Because it is a small clothing industry, we naturally have more female sewers than male, and this is a matter related to the Brazilian’s market workforce, even though in Paraná there are great male industrial sewers.



1 EcoFábrica Team.

Anyway, according to the prize’s organization, in Brazil there still is a lot of discrimination against women. However, we must stop to reaffirm the past and finally learn with it, preparing our children to face global competitiveness with a High Quality Education.

We took the first step and, for that, the initiative must be congratulated.



WEPS Brazil Award 2014

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Evaluation of the 2014 Edition

61% of the companies answered the 2014 edition's satisfaction survey, with emphasis on the Visit's General Evaluation.

VISIT'S GENERAL EVALUATION

Exceeded expectations	9
Met expectations	10
Partially met expectations	0
Failed expectations	0



Final Words

The experience of **WEPS BRAZIL AWARD'S 1ST EDITION** exceeded all the expectations, firstly by the number of candidates which accepted the invitation. The number positively impressed both creators and partners, since it was the first edition. It is believed that this performance is due to the company's interest in apply, evaluate and/or perfect their practices on gender equality, as well as pursue a prominent position in the national ranking. In parallel, the devolution report was very beneficial, since it showed the strengths and weaknesses identified by the evaluators during the visit, offering an opportunity to validate the evidences which supported the answers on the questionnaires during the self-evaluation step.

The strong adhesion to the Award is also credited to the dissemination strategy adopted by the coordination and advertised by the network formed by the supporters of gender equality initiatives in Brazil. The resulting credibility is credited to the qualified performance and the commitment shown by the evaluators, the respectability of the Award's organization and coordination and the evaluation system. Also, the efforts and partnerships of creators and supporters were relevant to increasingly encourage companies in the process, so that this valuable instrument can reach an increasing number of companies in the country, from this first edition.



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**PART III – WEPS BRAZIL AWARD'S
WINNERS 2014 EDITION**
The texts and photos in Part III - WEPS Brazil Award's Winners - 2014 edition - are testimonies provided and authorized by the companies themselves, being their own responsibility.

Expedient

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