

# BSD Consulting - Business Sustainability Development

Brazil Day – University of St.  
Gallen – October 22, 2010

Beat Grüninger



October – 2010  
São Paulo

# WHO WE ARE



## KNOWLEDGE AND SOLUTIONS FOR SUSTAINABLE DEVELOPMENT

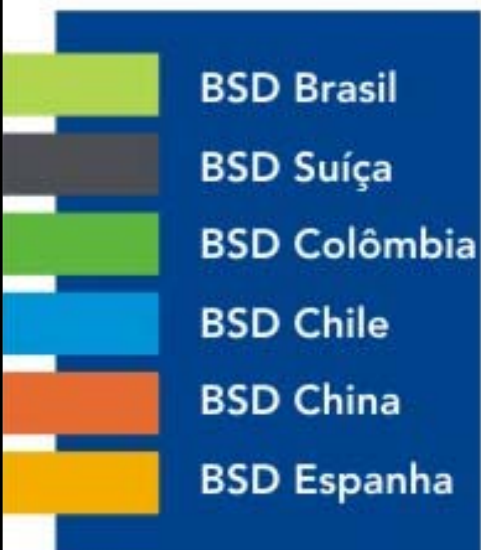
+10 years

BSD is a specialized consulting firm for **sustainable business development**. Since 1998, BSD has supported a wide range of organizations in developing their corporate responsibility and sustainability strategy.

Our consultants are specialists in **sustainability management** and **fair trade, development** and **communication**. We adapt international best practice to the local reality and the needs of our clients.

Large local and multinational companies benefit from our services as well as small and medium sized enterprises, development agencies, NGOs, social entrepreneurs, and scientific and educational bodies.

## BSD Group Network:



2010:

New offices in USA  
and Mexico

### Offices:

Zurique  
São Paulo  
Bogotá  
Santiago  
Shenzhen  
Barcelona  
Lisbon  
Quito

### Partners:

Germany  
India  
Bangladesh  
USA

# BSD GROUP OVERVIEW



## Foundation:

- Feb 1998

## Objectives:

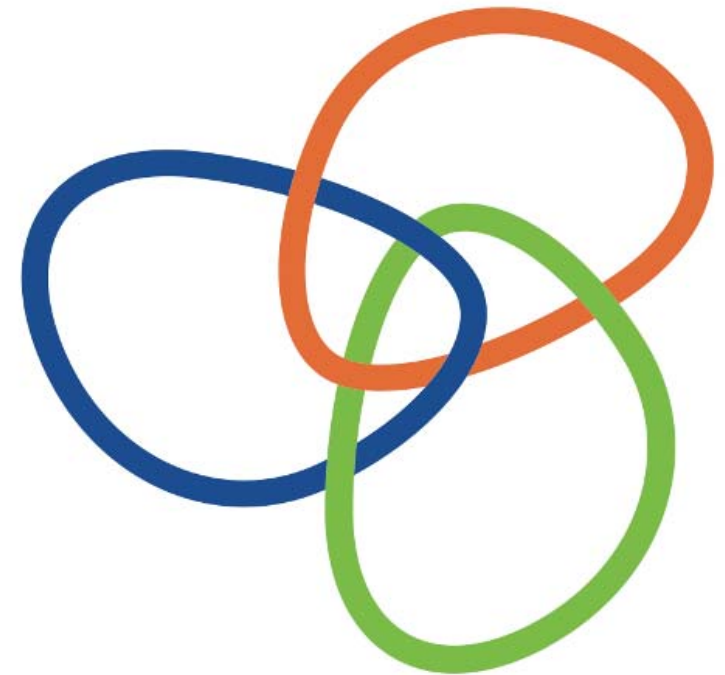
- Provide solutions in sustainability management
- Support sustainable business solutions

## Offices

- BSD CH: Managing Director Peter Teuscher
- BSD BR: MD Beat Grüninger
- BSD COL: MD Felipe Arango
- BSD SP: MD Niels Ferdinand
- BSD CL and EC: MD Hugo Vergara
- BSD CI: MD Carsten Primdal
- BSD PT: MD Francisco Neves

## BSD Group functions:

- Board: Felipe Arango, Beat Grüninger, Peter Teuscher
- Total employees BSD offices: 60



# BSD BRAZIL AT A GLANCE



## Foundation:

- September 1998 as a limited company

## Business sectors:

- Food: BR Foods
- Finance: Itaú, Bradesco, SulAmérica
- Services: TIM
- Energy: EDP
- Sugar/ethanol: São Martinho, Copersucar
- Steel: Vallourec & Mannesmann
- NGOs: Ethos, TransFair, Max Havelaar
- Cosmetics: Natura, Body Shop
- Technology: Siemens
- Mining: Samarco S/A
- Media: Grupo Estado, Infoglobo
- Oil&Gas: Petrobras, Comgás

## Fixed staff: 12+1

3 associates, 2 project managers, 5 consultants, 1 administrator, 1 office helper  
+ 1 lead trainer SAI

## Adress:

BSD Consulting.  
Rua José Maria Lisboa, 860, and. 7  
Jardim Paulista  
01423-001 São Paulo, SP  
Tel./Fax (55) 11 30514600



A BSD is authorized representative of SAI in Brazil

# SOME CLIENTS



# OFFICIAL PARTNERSHIPS



**SAI** – BSD is authorized representative of Social Accountability International in Brazil and conducting trainings for auditors

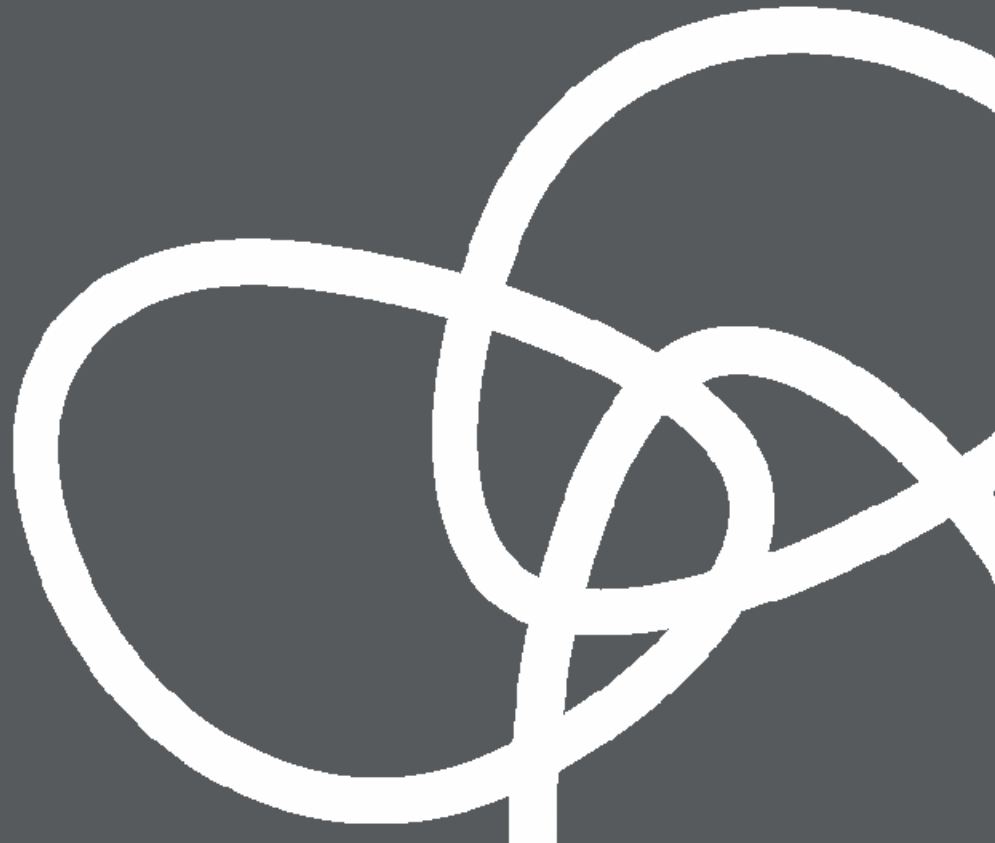


**AccountAbility** – Licensed Assurance Provider  
AA1000AS



**Global Reporting Initiative GRI** – Certified training provider for Brazil and organizational stakeholders

# CONTEXT AND APPROACH





# SOCIAL RISKS IN GLOBAL SUPPLY CHAINS



## For example labour related risks:

- Health and safety risks
- No freedom of association
- Compensation under legal minimum
- Slave or child labour



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**Slaves in Amazon Forced to Make Material Used in Cars (Update2)**

By Michael Smith and David Voreacos

**Bloomberg**

# STAKEHOLDER DEMANDS IN A GLOBAL ECONOMY – BUSINESS RESPONSE

## Stakeholder demands directed to Brazil, examples:

- Deforestation in sugar and soy production
- Non-GMO soybeans
- Conservation of rainforest biodiversity
- No child labour
- Food production vs. biofuels



## Stakeholder driven international business initiatives:

- Global Compact
- UN Millenium Goals
- Global Reporting Initiative

Ethos, created in 1998 by 11 companies, today wite more than 1000 associates, totalling more than 30% of GDP

**Strong mobilization for issues**

BOVESPA launched in 2005 a Brazilian Sustainability Index (ISE).

**More investor attention**

Publication of Social Balance increased from 6 companies in 1996 to more than 600 by 2005. More than 70 GRI reports in 2009

**More business transparency**

# SUSTAINABLE MANAGEMENT “COCKTAIL”

**Management areas according to ISO26000  
(international CSR-standard, released Nov. 2010) +**

**Triple  
Bottom Line  
Reporting:**



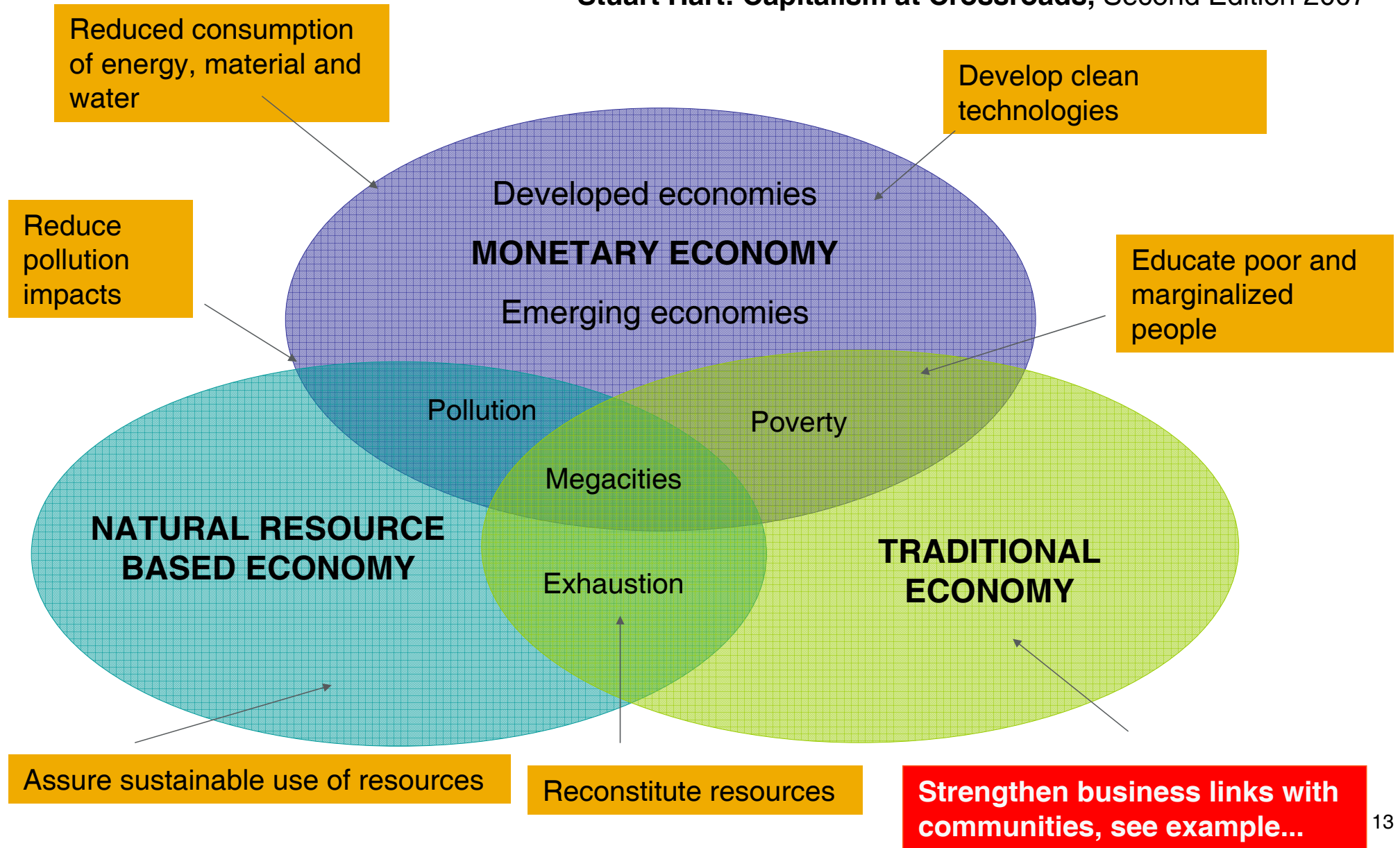
**+**



**Assurance  
Process  
AA1000AS**

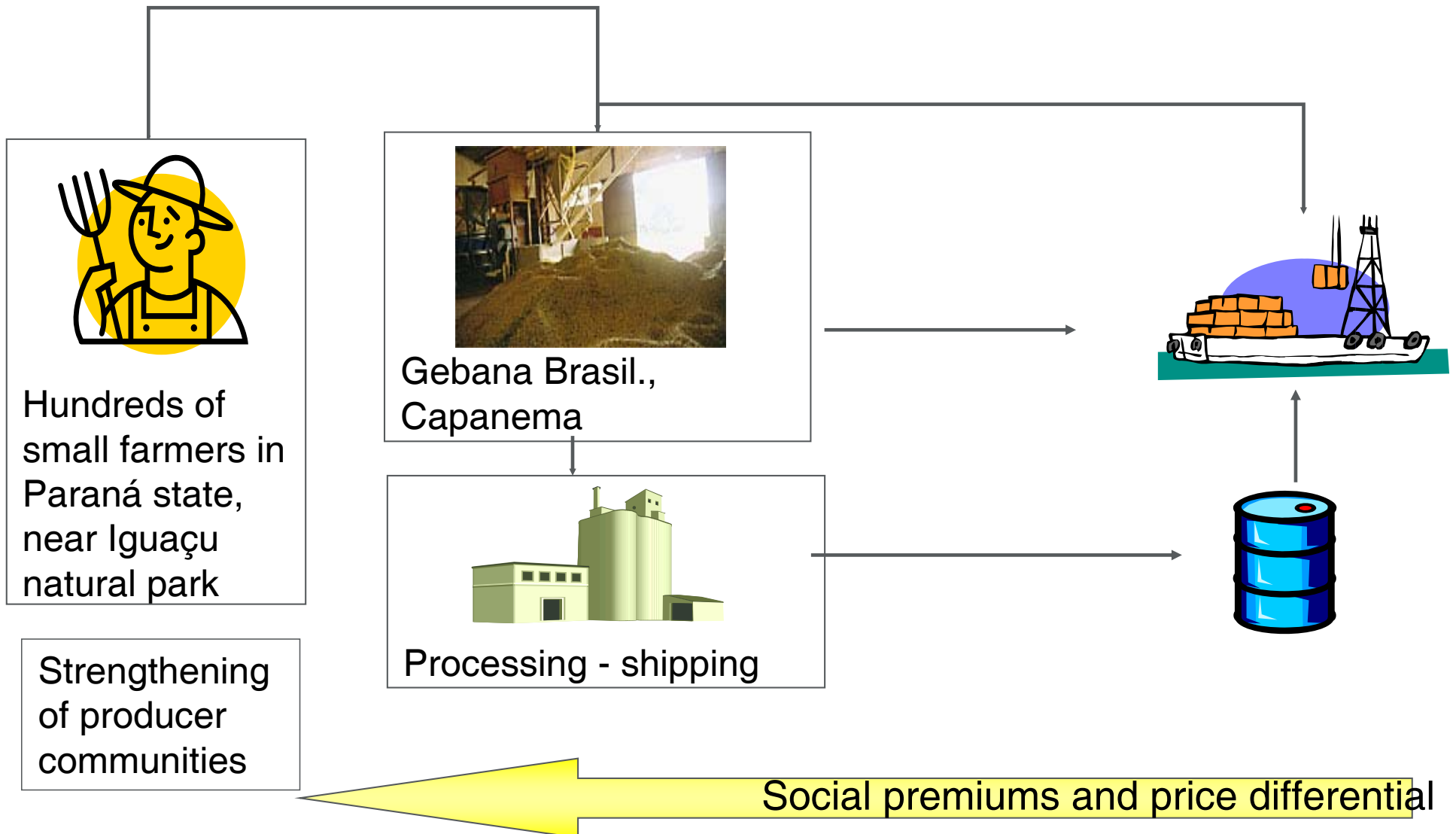
# WORLD AT CROSSROADS: RISKS AND OPPORTUNITIES

Stuart Hart: *Capitalism at Crossroads*, Second Edition 2007



# EXAMPLE: BUSINESS LINKS WITH COMMUNITIES - GEBANA SOYBEANS

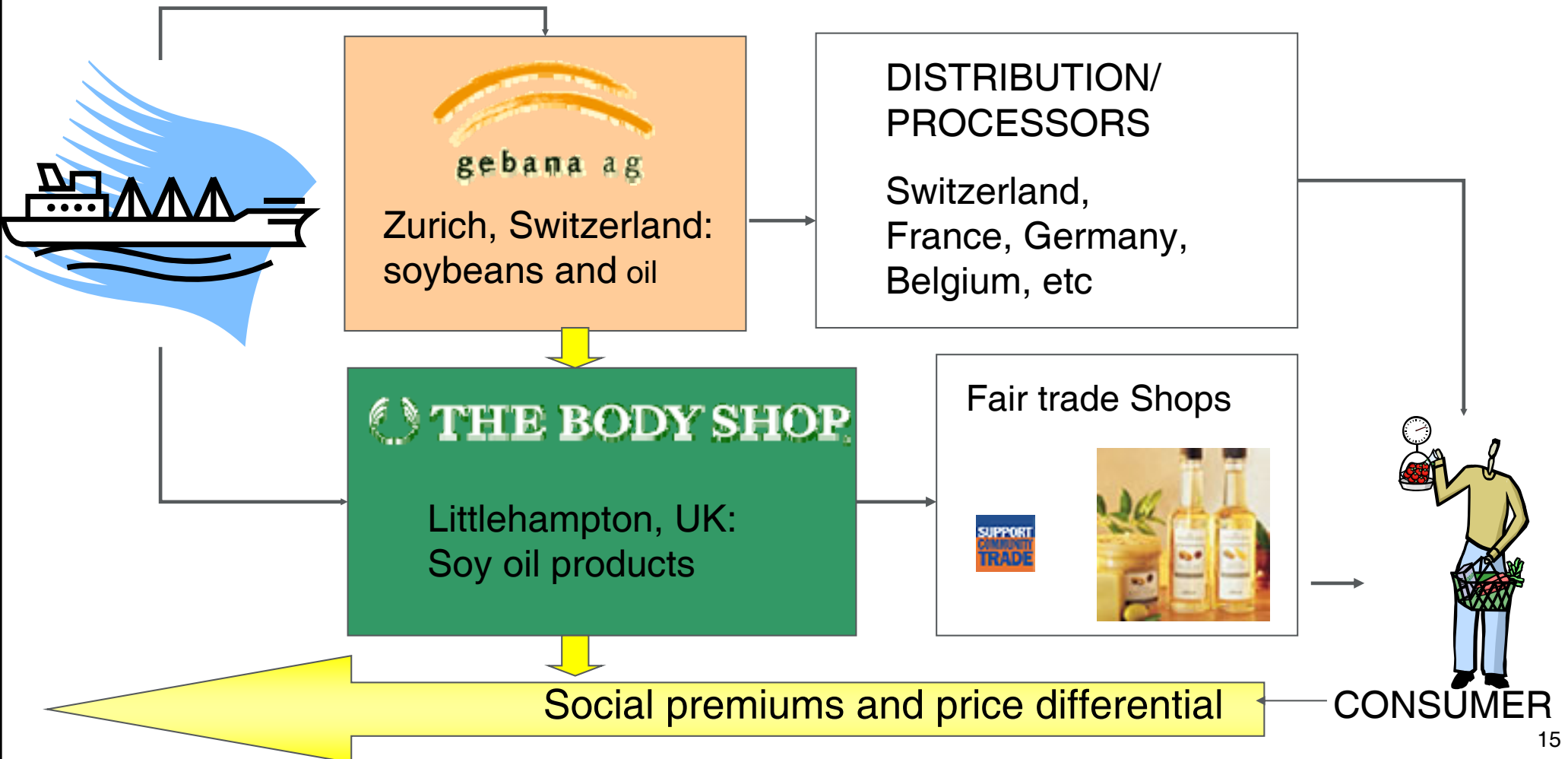
## Sustainable Non GMO-Soybean Production in Brazil.....





# EXAMPLE: BUSINESS LINKS WITH COMMUNITIES - GEBANA SOYBEANS

## .....Market Access to Ethical Consumers in Europe



# PRAGMATISMO DA SUSTENTABILIDADE

- **Sustainability** is the **Opportunity** which we embrace
- **Responsibility** is the **Standard** by which we should expect to be judged
- **Accountability** is the **Obligation** which we assume
- **Partnership** is the **Pathway** which we pursue

*Business Day*

*The Johannesburg Business Pledge for Action*

*Business Action for Sustainable Development*



# OBRIGADO! THANKS!

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business. sustainability. development.

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