

# CORPORATE PROFILE



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# WHO WE ARE

Comunicarte was founded in 1991, as a consulting company dedicated to develop and implement the activities of Creation, Management and Evaluation of projects of Social and Environmental Responsibility and Corporate Stakeholders Relationship.

Comunicarte is pioneer in Brazil in the application of social marketing and social merchandising. It stands out for the excellence of its work for the sustainable human development in the communication area. It promotes strategic social alliances and partnerships among private, governmental or non-governmental organizations. Its actions are oriented toward the development of social technologies, identification of opportunities for implementing transforming solutions, and establishment and application of new conceptual, methodological and managerial paradigms of performance in the social field.

Besides responding to the mission and macro-objectives of the organizations to which Comunicarte works for, the projects created or redimensioned have their focus on the needs and expectations of the respective public. The solutions proposed by Comunicarte tend to be innovative and the exemplariness and replicability of its projects bring results, positive social impact and favorable relationships.

In order to maintain the quality level of its attendance, Comunicarte has also signed some partnerships with organizations, as for example:

- Population Media Center (PMC), a world-wide organization, with its main office in Vermont, U.S.A., which works for improving the quality of life and health of people all over the world, using edutainment (entertainment + education) strategies, through dramas broadcast by radio and television. It has offices and/or representatives in Brazil, Ethiopia, India, Jamaica, Kenya, Malawi, Mexico, Niger, Nigeria, the Philippines, Rwanda, and Sudan. Comunicarte is its partner and representative in Brazil.
- National Agency of Children's Rights (ANDI), a network created in Brazil and Latin America, which works daily to sensitize the media, listing and qualifying news and reporting on the infant-juvenile world.
- Committee for Computing Democratization (CDI), which works with social inclusion in low-income communities, people with special needs, psychiatric problems, street youngsters, indigenous populations and imprisoned communities, among others, in Brazil and abroad.
- Social Responsibility Committee of the Brazilian Institute of Oil, Gas and Biodiesel (IBP), of which Comunicarte is a member.

Comunicarte's main office is located in Rio de Janeiro, but there are also a regional office in the northeast of Brazil (Rio Grande de Norte State) and representatives residing in the following states: Pará, Maranhão, Ceará, Rio Grande do Norte, Espírito Santo, Minas Gerais and Rio Grande do Sul. It does not have offices outside Brazil. However, it counts on a group of associated consultants capable of meeting all clients' specific demands, in the following countries: Argentina, Ecuador, Nicaragua, Canada and United States of America.

## **MISSION AND VISION**

**MISSION:** To promote sustainable human development, by creating, applying and sharing social, environmental and cultural technologies with corporations, social institutions and governments.

**VISION 2010:** Comunicarte will be a company that generates knowledge and introduces social innovations nationwide, with a strong presence in the fields of corporate social responsibility and institutional communication.

# OUR VALUES

## **AUTONOMY**

We believe in cultural diversity as a means of personal, communal and organizational growth. We do not subject to any political, ideological, moral or religious dogma.

## **TRUST**

We respect all of our stakeholders and trust their ability and intentions. Above all, we believe in each individual's capacity to build their own development from the opportunities that are offered to them.

## **COOPERATION**

We believe that all work and activities of common interest require broad participation. The wealth of ideas, perceptions, knowledge and experiences in the group contributes to a better outcome and growth of all.

## **INTEGRITY**

We operate in accordance with the law and the stabilishes standards. We base ourselves on scientific information and are intellectually independent.

## **LEADERSHIP**

We are aware of the leading role that we play within Brazil's Third Sector. Our concepts, principles and guidelines for social action are adopted by many governmental, non-governmental and private organizations. We assume our position at the forefront of our sector with responsibility and, therefore, we always improve our strategies and tools in order to increase performance and extend the social impact of our actions.

## **SOCIAL JUSTICY**

We believe that the just distribution of public goods and resources necessary to the exercise of fundamental rights serves human dignity and is essential to building peace.

## **RESPECT**

We respect all individuals in their human, personal and professional dignity. We do not discriminate on the basis of political view, ideological choices, economic background, social and religious values, cultural identity, ethnic, racial or regional differences, gender, sexual orientation or age. We respect and value the differences and consider them to be an essential part of human diversity.

## **TRANSPARENCY**

All Comunicarte's obligations, prices and benefits are provided in the contract. Comunicarte is not involved in election campaigns, it does not condone bribery and it refuses to make political donations. It does not mislead consumers by attributing false values to products or services.

# OUR ATTRIBUTES

## **CREATIVITY & INNOVATION**

Our team always tries to find the most appropriate innovative and unique solution to the issues faced by organizations-clients. After all, being able to occupy a unique position within the Third Sector, maintaining high levels of efficiency, efficacy, effectiveness, is an attribute desired by all institutions working on the social field.

## **STRATEGIC VISION**

Comunicarte does not merely meet the tactical, momentary goals of organizations-clients. It keeps its focus on the future. Therefore, it designs projects aligned to the mission, values and institutional or corporate vision of its clients and, most importantly, it meets communities' needs in the medium and long terms.

## **ALTERABILITY**

Projects and actions designed and implemented by Comunicarte have the ability to effectively produce positive and lasting change, related both to the culture of organizations-clients and the communities that benefit from its activities.

## **CREDIBILITY**

Comunicarte's technical direction and those professionals directly involved in projects enjoy credibility among organizations-clients, and are broadly recognized for their technical competence, intellectual honesty and professional attitudes.

## **FOCUS ON RESULTS**

The qualitative and quantitative results to be achieved are the center of our concerns, as we strive to accomplish concrete improvements in both the quality of life of beneficiary communities and the benefits generated for organizations-clients. These benefits involve different kinds of return in terms of visibility and public recognition, brand positioning and added value of products and services.

## **PROACTIVITY AND PROTAGONISM**

Comunicarte is always searching to serve new clients, of different nature and diverse types of business activity. It looks forward to creating new demands and opening new markets. It tries to attract new actors to the social market and to build partnerships and alliances with different social actors, establishing itself at the forefront of all its projects.

## **QUALITY**

Our projects and activities are aligned to the needs and demands of communities and also to the expectations and strategic objectives of organizations-clients. Our solutions have specific focus and include innovative, efficient and effective strategies and methodologies, generating measurable results and social impact.

## **ENTREPRENEURSHIP**

We encourage and support actions to promote human development. We also build and refine new tools, strategies and methodologies of work, generating positive synergies and adding value to these actions.

## **PREVENTIVE AND EDUCATIONAL FOCUS**

Comunicarte's employees recognize and promote the transforming potential of the educational process and the positive results generated by preventive action. Therefore, they always have an educational and preventive approach to the actions that they conceive and execute.

# OUR CLIENTS

# PETROBRAS

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*Petrobras is the largest company in Latin America and the largest integrated Brazilian energy company, with presence in 27 countries. (www.petrobras.com.br)*

*Following there are some projects developed for Petrobras, divided into Company's Offices and/or Business Units.*

## **INSTITUTIONAL COMMUNICATION**

- Internal Communication Strategic Plan;
- Communication Strategic Plan focused on Information Security.

## **EXPLORATION AND PRODUCTION (E&P)**

- Risk Management and Communication Strategic Plan to seismic survey areas in Brazil;
- Health-Safety & Environment (HSE) Communication Strategic Plan;
- Community Relationship Plan focused on the presentation of the Environmental Impact Studies and Environmental Impacts Report (EIA/RIMA).
- Structure and Presentation of the Social Impact Report;
- Participative diagnostic in communities impacted by maritime operations in the Rio Grande do Norte State Unit (UN RN-CE), and development of compensatory proposals as required in the Fishery Compensation Plan (PCAP), as part of the Environmental Education Program.

## **REFINING**

- Elaboration and implementation of the Community Relationship Strategic Plan for all Petrobras's refineries;
- Evaluation of the results and social impact of social, cultural and environmental projects supported by Petrobras Refining area;
- Advisor for Communication Management Board;
- Creation of the Social Investment Portfolio;
- Creation of a management and evaluation web based system for social, cultural and environmental supported projects;
- Development of a methodology that allows measuring the return of the Company's investment on social projects and programs;
- Elaboration of cases in order to participate in important awards in Brazil;
- Creation of cooperatives and development of management models;
- Elaboration of the PDD-SP (São Paulo Pipeline Master Plan) Communication Strategic Plan for the participation on public audiences;
- Survey of the Company's performance on the PDD-SP (São Paulo Pipeline Master Plan) public audiences.

## **ENGINEERING - NEW BUSINESSES IMPLEMENTATION**

- Social and environmental diagnostic and development of the Community Relationship Strategic Plan to the following new businesses:
  - Gas Pipeline Cacimbas-Catu;
  - Gas Pipeline Catu-Carmópolis;
  - Gas Pipeline Atalaia-Itaporanga;
  - Gas Pipeline Variante GASFOR II;
- Social and environmental diagnostic of the Baía de Guanabara Natural Gas Pipeline (GNL), in Rio de Janeiro, in order to obtain the Implementation License - LI (according to the Brazilian Environmental Legislation).

## PETROBRAS (CONT.)

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### **CORPORATE SOCIAL AND ENVIRONMENTAL RESPONSIBILITY**

- Elaboration of the following projects / programs:
  - *Petrobras Policy for Investing in Social Projects (Petrobras Social);*
  - *Social Volunteering Program;*
  - *Social Entrepreneurship Program;*
  - *Assistance and treatment Program for People with Disability (PATE);*
  - *Petrobras Social Investment Network; and*
  - *Petrobras Center for Social Technologies.*
- Conception of the application rules and projects selection process for the program "Geração da Paz";
- Survey of the performance of the projects from Program Petrobras Social and results evaluation.

### **PETROBRAS ENERGÍA ECUADOR**

- Strategic Communication Plan to Block 31, including an action plan focused on the relationship with indigenous communities settled around the block, at the National Yasuní Park (Amazon Forest);
- Planning, structuring and monitoring communication strategies for the meeting with environmental NGOs in Ecuador and Brazil;
- Institutional communication management;
- Elaboration of the first Social Report in Ecuador;
- Iconographic study of the Waorani indigenous tribe.

## MRS LOGÍSTICA S/A

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*MRS Logística is a concessionary that controls, operates and monitors the Brazilian Southeastern Railroad Network.*

- Development of a Situational Diagnostic;
- Elaboration and implementation of the Strategic Communication Plan;
- Elaboration and implementation of the Strategic Community Relationship Plan focused on the communities settled around the railroad.

## PECÉM STEEL CO. - CSP

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*CSP is a Steel Company that will be constructed in the northeast of Brazil. Vale and Dongkuk are the CSP investors.*

- Creation of the Corporate Strategic Plan;
- Development of Communications Strategies to CSP's stakeholders in each project milestone;
- Consulting services in Communications focused on Brazilian environmental law.

## VALE

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*Vale is a global mining company headquartered in Brazil. Their businesses include: Mineral Research, Iron Ore and Pellets, Nickel, Coal, Aluminum, Potassium, Copper, Manganese and Ferro-alloys, Kaolin, Steel, Logistics and Energy. (www.vale.com)*

- Consulting services in new businesses communications;
  - Development of communications strategies to Vale's stakeholders in each project's milestone;
  - Creation and execution of the Communication Strategic Plan for each business;
  - Consulting services in communication focused on Brazilian environmental law.
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- Comunicarte has already worked to:
    - 15 mines;
    - 6 railroads;
    - 2 ports; and
    - 2 thermoelectric plants.

## REFAP S/A - ALBERTO PASQUALINI REFINERY

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*Refap, a subsidiary of Petrobras, is the 5th largest refinery of the Petrobras System in Brazil. (www.refap.com.br)*

- Social and environmental diagnostic of the community settled around the refinery;
- Development of the Community Relationship Plan;
- Development of the Stakeholders Relationship Plan to be executed during the construction period;
- Development of an Internal Communication Plan;
- Development of the Risk Communication Plan.

## TRANSPETRO

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*Transpetro, a fully-owned subsidiary of Petrobras, is the largest shipbuilder of Latin America and the main logistics and fuel transportation company of Brazil. (www.transpetro.com.br)*

- Development of the Strategic Community Relationship Plan based on coexistence and co-responsibility concepts to communities living near Transpetro pipelines (approximately 300 communities in 110 municipalities);
- Development of the Strategic Corporate Communication Plan based on coexistence and co-responsibility concepts to Business Units and Pipelines Terminals presents in 18 Brazilian states;
- Corporate Social Responsibility Program (to communities settled around the pipelines) management;
- Creation and implementation of the Crisis Communication Plan to the São Sebastião Terminal, in order to comply with the environmental law and to obtain the environmental license to operate.

## BASF – THE CHEMICAL COMPANY

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*BASF is the world's leading chemical company, with about 97,000 employees in almost all countries of the world. ([www.basf.com](http://www.basf.com))*

- Elaboration of the web based system for the BASF Sustainability Matrix;
- Elaboration of the Program "Gestores Sociais do Futuro" (Future Social Managers), based on local development;
- Development of the Guides: "Social Project Elaboration" and "Social Project Management".

## ACHÉ PHARMACEUTICAL LABORATORY

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*Aché Laboratórios Farmacêuticos S.A. is Brazilian company that employs approximately 3000 persons and has two industrial plants. (<http://www.ache.com.br/ingles/company.shtml>)*

- Creation of the project of social investment, "Uma Dose de Vida" (A dosage of life), in institutional partnership with UNESCO.
- Elaboration of the global communication strategy and development of all materials for training and mobilization a total of 140 doctors, consultants and laboratory representatives.

## EMBRAPA

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*Embrapa is the Brazilian Agricultural Research Corporation's. (<http://www.embrapa.br/english>)*

- Elaboration of the Communication Strategic Plan to Gespan Project (participative management of natural resources project).

## REGIONAL ASSOCIATION OF OIL AND NATURAL GAS COMPANIES IN LATIN AMERICA AND THE CARIBBEAN (ARPEL)

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*Arpel has 26 members (state and private oil and gas companies and institutions operating in Latin America and the Caribbean) focused in the promotion and facilitation of sustainability and reputation management in the following areas: economic, social and environmental. (<http://www.arpel.org/about/>)*

- Survey of ethics, transparency, social responsibility and sustainability in the oil and gas companies in Latin America and the Caribbean.

## TV GLOBO

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*TV Globo is a Brazilian television network that is currently the largest in Brazil, one of the largest in The Americas and the fourth largest in the world, watched by 120 million people daily. (<http://redeglobo.globo.com/>)*

- Operational attendance (survey, writing, monitoring and evaluation) related to the implementation of the Social Merchandising Program in Soap Operas.

## BANCO DO BRASIL FOUNDATION

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*Banco do Brasil is the largest financial institution in Brazil with 24.4 million clients and 15.1 thousand points of service in 3.1 thousand cities and 22 countries. Banco do Brasil Foundation is focused on the country's social development, and began its activities in 1985, when the Federal Government launched its "Social Priorities Program". (<http://www.bb.com.br/www.fbb.org.br>)*

- Creation of Social Technologies Database and Social Technologies Award (<http://www.tecnologiasocial.org.br>);
- Social Marketing training;
- Elaboration of Marketing and Communication Strategic Plan.

## LINHA AMARELA S/A - LAMSA

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*Linha Amarela - LAMSA is an express way that passes through 12 neighborhood in Rio de Janeiro. Invepar Institute is LAMSA's social organization.*

- Elaboration of Invepar Institute's Corporate Strategic Plan;
- Development of Corporate Ethics Code.

## AYRTON SENNA INSTITUTE

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*The Ayrton Senna Institute programs develop innovative social technologies that are implemented, evaluated and disseminated all over Brazil to offer human development opportunities for children and young people. (<http://senna.globo.com/institutoayrtonsenna/ingles/home.asp>)*

- Elaboration of The Ayrton Senna Grand Prix of Journalism and coordination of the first, second, third and fourth editions;
- Edition of "Conjuntura Social" (Social Conjuncture) magazine;
- Development of the Communication Strategic Plan of the Institute.

## NACIONAL IGUATEMI GROUP

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*The Nacional Iguatemi Group is a Brazilian organization, considered the largest in Latin America, focused on shopping centers administration. In 2004, Nacional Iguatemi Group and GGP (General Growth Properties) signed a joint venture: Aliansce Shopping Centers. (<http://www.aliansce.com.br>)*

- Creation of the concept, mission, vision, thematic focus, performance area, target public and strategic plan of Newton Rique Institute (now, Iris Institute), in partnership with JSI Brazil;
- Development of the Communication and Marketing Strategic Plan, including training seminars with the organization's staff and guests.

## SOUZA CRUZ INSTITUTE

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*Leader on the Brazilian tobacco market, Souza Cruz is a subsidiary of British American Tobacco (BAT), whose brands are sold in 180 countries all over the world. Souza Cruz Institute is a non-profitable, non-governmental organisation headquartered in Rio de Janeiro, that operates nationwide and is firmly committed to the cause of Education for Sustainable Human Development. (<http://www.souzacruz.com.br>)*

- Development of Communication Strategic Plan of the Program "Educação para Valores" (Values Education Program);
- Survey of the national awards on Corporate Social Responsibility.
- Elaboration of articles about Souza Cruz Institute's activities for its participation in proper events (for example, award, seminar, congress, etc.).

## PÃO DE AÇÚCAR INSTITUTE

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*Pão de Açúcar Group is the largest food retailers in Brazil. It is associated to the Casino Group, one of the world's leading food retailers. Pão de Açúcar Institute develops social projects focused on children, youth and families causes.*

- Elaboration of Communication Strategic Plan of the Institute;
- Elaboration of the Social Marketing Strategic Plan of the Institute's programs;
- Elaboration of the Social Merchandising Strategic Plan of the Pão de Açúcar Group.

## PEPSICO

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*PepsiCo is a world leader in convenient snacks, foods and beverages.*

- Conception and planning (as part of a group of organizations) of Crescer Program in Brazil. This program was created to support projects focused on child nutrition, in order to increase quality of life of children and their families;
- Training seminars about creating and managing social projects, social marketing and communication;
- Design of a Results Assessment System to Crescer Program. It includes development of monitoring and evaluation indicators to 10 projects and coordination of the process to select projects to be supported.

## CAIXA SECURITY

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*Caixa Econômica Federal, also referred to as CAIXA, is a Brazilian bank. It is one of the largest government-owned financial institutions in Latin America.*

- Evaluation of merits, relevancy and social impact of the Se Liga, Galera Program;
- Opportunity diagnostic focused on extending the social activities of Caixa Security;
- Creation of reports to effectively improve social activities, with better results on social impact and adding value to the Company's brand.

## ABRIL GROUP / CLAUDIA MAGAZINE

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*The Abril Group is one of Latin America's largest and most influential communications conglomerates, providing information, culture, education and entertainment to practically all segments of the Brazilian public, and operating in an integrated manner on a number of media platforms. Claudia is a Magazine designed for modern women. Medium age of reader is between 18 e 39 years old. (<http://www.abril.com.br/in/home/index.shtml>)*

- Quali-quantitative research about woman's behavior and it's impact on sexuality;
- Research about eroticism, sexuality and relationships on programs designed for children on broadcast TVs;
- Research about top 10 videogames commercialized in Brazil: quantitative and qualitative aspects.

## FEDERATION OF INDUSTRIES OF RIO DE JANEIRO (FIRJAN)

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*The Federation of Industries of the State of Rio de Janeiro in Brazil represents 9,201 associate industry and business members. FIRJAN is an institution that renders services to the companies in the state and acts as a forum for information management concerned with the social and economic growth of Rio de Janeiro. ([www.firjan.org.br](http://www.firjan.org.br))*

- Realization of thematic training seminars on: social marketing, corporate social responsibility and elaboration of social project;
- Survey on relationship between operational units of SESI/SENAI (Organization focused on Industry's Social Service) and communities living near them.

## PETROLEUM, GAS AND BIOFUEL BRAZILIAN INSTITUTE (IBP)

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*IBP is a non-profit organization with more than 200 companies associated. Its focus is on the sustainable development of petroleum, gas and biofuel industry, based on ethics and social responsibility concepts.*

- Design, planning, organization and coordination of the Social Responsibility Arena in the 17<sup>o</sup> World Petroleum Congress.
- Organization and coordination of the seminar on Social Responsibility and Sustainable Development.

## ASHOKA SOCIAL ENTREPRENEURS

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*Ashoka is the global association of the world's leading social entrepreneurs—men and women with system changing solutions for the world's most urgent social problems. Since 1981, they have elected over 2,000 leading social entrepreneurs as Ashoka Fellows, providing them with living stipends, professional support, and access to a global network of peers in more than 60 countries. ([www.ashoka.org](http://www.ashoka.org))*

- Elaboration of the Communication and Marketing Strategic Plan;
- Monitoring of implementation of the Plan.

## SAVE THE CHILDREN

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*Save the Children is the leading independent organization creating lasting change in the lives of children in need in the United States and around the world.*

- Conception of the Communication Plan to the approval of a Brazilian Law to eradicate all kinds of corporal and humiliating punishment of children. The plan counted with the participation of Xuxa Foundation, ANDI and Promundo Institute. (<http://www.naobataeduque.org.br/site/english/index.php>)

## EUROPEAN UNION

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*European Union is the unique economic and political partnership between 27 democratic European countries.*

- Evaluation of the social impact of the program PIDMU;
- Elaboration of the Communication Strategic Plan for PIDMU;
- Elaboration of the Social Marketing Strategic Plan for PIDMU;
- Evaluation of the process, results and social impact of the 27 projects of PIDMU program;
- Training seminars on social marketing.

## UNITED NATIONS OFFICE ON DRUGS AND CRIME (UNODC)

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*United Nations Office on Drugs and Crime (UNODC) is a global leader in the fight against illicit drugs and international crime. Febract is the Brazilian Federation of Therapeutic Communities. ([www.unodc.org](http://www.unodc.org))*

- Institutional performance evaluation;
- Elaboration of the Communication and Marketing Strategic Plan;
- Creation e edition of informative and promotional materials.

## UNITED NATIONS POPULATION FUND (UNFPA)

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*UNFPA, the United Nations Population Fund, is an international development agency that promotes the right of every woman, man and child to enjoy a life of health and equal opportunity.*

- Consulting in communications services and creation of informative and educational materials.

## SECRETARY OF HOUSING AND URBAN DEVELOPMENT OF RIO DE JANEIRO - BRAZIL

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- Field research in favelas and survey on communities behavior, attitudes and practices;
- Development od Social Marketing Strategic Plan.

## MULTI-PROFESSIONAL BRAZILIAN ASSOCIATION FOR CHILD AND YOUTH PROTECTION (ABRAPIA)

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- Elaboration of the Social Marketing Plan to the national service against sexual exploitation of children and youth;
- Follow up of the delations from the national service against sexual exploitation of children and youth (free 0800 number);
- Evaluation of results obtained in six years of the national service against sexual exploitation of children and youth and elaboration of a book;
- Elaboration of Communication Plan to prevent bullying in schools;
- Follow up of the Bullying delations.

# OUR SERVICES

# CORPORATE SOCIAL RESPONSIBILITY

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## **Social Marketing**

- Development of social projects and programs based on the marketing mix methodology of 4p (product, price, place and promotion) adapted for the social area. In this case, besides developing social products, studying social costs and precifying them, defining strategies for distribution and promotion of social programs or projects, we work on 2 more "Ps": identifying persons (staff) and (target) public.

## **Social Merchandising**

- Identifying medias with potential to change behaviors and use them as an educational support. For companies, social merchandising strategies usually do not require further investment as they should use their current activities and just add social themes.

## **Institutional Reengineering in Social Area**

- Market Diagnostics and analysis;
- Strategic Planning and strategies implementation;
- Creation of information management tools; and
- Creation of social management tools.

## **Social Pedagogy, Mobilization and Advocacy**

- Creation of educational projects that complement formal education;
- Creation of social mobilization campaigns;
- Creation of community mobilization projects;
- New products, services or social technologies campaigns; and
- Design and development of strategies to defend social causes.

## **Cultural and Social Projects and Programs Structuring**

- Creation and design of cultural and social projects in consonance with mission and strategic objectives of the organizations;
- Set up target public, thematic focus and geographic accomplishment; and
- Development of strategies to optimize social investment and secure better results and social impacts.

## **Consulting services in Social Projects management**

- Set up operational strategies;
- Definition of programmatic priorities and target public;
- Development of operational plans;
- Activities monitoring;
- Quantitative and qualitative evaluation;
- Quantitative and qualitative survey; and
- Creation of social marketing plans.

## **Social Institutes and Foundations Strategic Planning**

- Creation and design of Social Institutes and Foundations;
- Set up missions and strategic objectives of the organization;
- Set up target public, thematic focus and geographic accomplishment; and
- Development of strategies to optimize social investment and secure better results and social impacts.

# CORPORATE COMMUNICATION

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## **Corporate and Institutional Communication**

- Set up communication policy; Creation, execution and/or monitoring strategic communication plan; Promotional and educational materials analysis, Projects and communication campaigns evaluation; and “media-to-media” (media relationship methodology elaborated by Comunicarte).

## **Internal Communication**

- Diagnostic of current internal communication (through quantitative and qualitative survey; data analysis; comparison with market best practices; elaboration of gaps report; and development of qualitative analysis of contents of current materials and means of communication);

- Elaboration of Strategic Internal Communication Planning with: strategic internal communication plan aligned to corporate strategic planning, general action plan and evaluation matrix; and

- Implementation and accompaniment service including explaining doubts, computing suggestions, and proposing solutions to identified weak points.

## **Crisis Communication**

- Aims to create solutions to threats and/or weak points of organizations in order to transform possible risks in concrete opportunities. Crisis communication services include emergency attendance related to institutional communication and definition and implementation on time of communication strategies.

## **Marketing and Communication Strategic Planning**

- Development of Marketing and Communication Strategic Plans, designed in consonance with the communication policy of the company; and

- Operational planning, monitoring and accompaniment service during the execution of proposed actions and activities.

## **Institutional Reengineering in Communication**

- Institutional diagnostic;

- Market evaluation;

- Strategic Planning;

- Strategic plans implementation;

- Creation of information management tools; and

- Creation of management tools.

## **Communication for Health, Security, Safety and Environment (HSE)**

- Elaboration of strategic actions related to operational security and environmental and health protection.

# COMMUNICATION FOR ENERGY, LOGISTICS, STEEL AND MINING INDUSTRY

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## **Community Relationship (for project, construction and operation milestones)**

- Participative diagnostic in communities impacted by company's operations;
- Interactive Communication and community education;
- Constant elaboration of up-to-date reports with information collected from executed activities;
- Systematic evaluation of suggested and implemented solutions based on PDCA methodology of constant improvement;
- Development of the Strategic Community Relationship Matrix based on coexistence and co-responsibility concepts;
- Development of Strategic Communication Plan for disengagement in risk areas;
- Elaboration of the business stakeholders matrix and development of a Strategic Communication Plan;
- Structuring and presenting the Social Impact Report.

## **Risk Communication**

- Emergency attendance related to institutional communication focused on information and community education in order to prevent and avoid problems in health, environmental and security field.

## **COMMUNICATION FOR NEW BUSINESS:**

### **Communication in Research and Project Development Milestones**

- Evaluation of the strengths, weaknesses, opportunities, and threats involved in a project;
- Elaboration of a stakeholders matrix;
- Survey of socioeconomic data;
- Initial contacts with strategic stakeholders, including community leaders;
- Development of Strategic Communication Action Plan.

### **Communication for Construction Milestone**

- Cause-effect communication;
- Development of Communication Plan focused on specific construction issues, including strategic actions related to operational security and environmental and health protection;
- Development of communication strategies to fortify the project stakeholders relationship.

### **Communication in Brazilian Environmental Process Licensing\***

- Evaluation of the strengths, weaknesses, opportunities, and threats involved in a project;
- Survey of questions and expectations;
- Elaboration of a stakeholders matrix;
- Preparation for public audiences;
- Attendance to conditions disclosed by the government related to communication and community relationship in order to obtain the licenses to operate;
- Community communication to present and discuss the EIA/RIMA\*;
- Implementation of Social Communication Program (SCP) and Environmental Education Program (EEP). Both are part of environmental process licensing.
- Alignment of speech with involved stakeholders.

*\* Note: Developing the Environmental Impact Studies and Environmental Impacts Report (EIA/RIMA) and presenting the results in public audiences are part of the process of the Brazilian environmental legislation. Organizations that will impact in some way the environment are obligated to pass those milestones in order to obtain the concession to operate. The required licenses are: LP (Previous license); LI (Implantation license); and LO (Operation License).*

# QUANTITATIVE AND QUALITATIVE RESEARCHES

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## 1. Documentary Research

### 2. Survey

### 3. Field Research

### 4. Follow-Up Research

EXAMPLES OF RESEARCHES:

#### 1. Documentary Research

1.1. Client: Health Ministry - STD/AIDS National Control

- Rubber condom reliability
- Necessity of condoms in Brazil: 1987-2002
- Critical analysis of materials and STD/AIDS prevention campaigns

1.2. Client: ORGANON Laboratory

- Qualitative analysis of Sexual Orientation Help Line

#### 2. Survey

2.1. Client: Ministry of Education / Secretary for Special Education / Brazilian Federation of Down syndrome Associations

- Perception and profile of people with Down syndrome and their attendance

2.2. Client: United Nations Office on Drugs and Crime (UNODC) / Federal Council on Drugs (CONFEN)/Brazilian Federation of Therapeutic Communities (FEBRACT)

- Values and perceptions of quimic dependents attendance staff and the necessity of training

2.3. Client: Population Media Center (PMC)/TV Globo Network

- Impact on knowledge, attitudes and practices of "Páginas da Vida" soap opera viewers due to merchandising social actions

#### 3. Field Research

3.1. Client: Transpetro (Transpetro is the largest shipbuilder of Latin America and the main logistics and fuel transportation company of Brazil)

- Social and environmental diagnostic of the directed impacted areas due to the pipelines operations

3.2. Client: MRS Logística (MRS Logística is a concessionary that controls, operates and monitors the Brazilian Southeastern Railroad Network)

- Social and environmental diagnostic of the directed impacted areas due to the railroads operations in São Paulo, Rio de Janeiro and Minas Gerais

- Social and environmental diagnostic of the following areas at risk: Juiz de Fora and Belo Horizonte (MG); Três Rios, Rio de Janeiro, Nova Iguaçu and Mangaratiba (RJ); Itaquaquetuba, Cubatão and Guarujá (SP).

#### 4. Follow-Up

Client: Multi-professional Brazilian Association for Child and Youth Protection

- Follow up of the delations from the national service against sexual exploitation of children and young people (free 0800 number);
- Follow up of the Bullying delations.

## CAPACITY BUILDING PROGRAMS

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Comunicarte firmly believes in the importance of motivation and promotion of the transforming potential of social actors, as to build and develop new tools, strategies and methodologies of work, generating positive synergies and adding value to all of its activities.

Contributing to the professional improvement of managers who work in the Third Sector is one of Comunicarte's goals. Through this process, we seek to contribute to the building of a democratic, just, participatory, solidary and inclusive society. Therefore, our mission is related to the values we believe in and that we try to incorporate to our daily lives. These values are: Autonomy, Trust, Cooperation, Integrity, Social Justice, Leadership, Respect, Solidarity and Transparency.

### SOCIAL RESIDENCY PROGRAM

The Social Residency Program at Comunicarte is an intensive in-service training. RESIDENTS are required to do weekly readings and write papers on themes related to the social market and corporate social responsibility. Only one candidate is selected for each annual edition.

The program is based on the concept of medical residency, when the medical student has the opportunity to improve and consolidate the knowledge acquired in the University through practical supervised activity.

The Social Residency Program at Comunicarte implies that part of the RESIDENT's professional training takes place within the social project's environment, providing a deep dive in the social, economic, cultural, ethical and political context involved in the process, in addition to the daily management of social technologies implemented by the project. Developed by Comunicarte itself, the concept of Social Residency may have a highly positive impact in the capacity building of professionals wishing to work at the social market and, consequently, it may improve the effectiveness and efficiency of programs in human development.

### MBA IN SOCIAL MANAGEMENT

This specialization in Business Administration, focusing on administration of Third Sector organizations and management of social projects and programs, was designed in partnership between Comunicarte and Candido Mendes University, one of Rio de Janeiro's oldest institutions.

Created with the goal of contributing to the improvement of professional managers who work at the Third Sector, the course addresses the growing demand for training and expertise in this relatively new economic activity.

### IN COMPANY COURSES

One of Comunicarte's priorities is the training of human resources. Therefore, it contributes to the capacity building and, consequently, the greater efficiency of the organizations that operate in the Third Sector. Comunicarte offers closed short courses, primarily aimed at companies and institutions, which may take place within the company or in another suitable place.

Following there is a list of the courses already formatted and available to interested companies:

Selection of Social Projects; Elaboration of Projects, Innovative Methods and Strategies for Social Action; Effectiveness, efficiency and efficacy in Social Management, Monitoring and Evaluation of Social Projects, and Strategic Communication in the Third Sector.

Other courses can be formatted, tailored to the specific needs of each organization.

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