



The union of the industry for a better life



In the last ten years, Brazil has achieved significant advancements towards the Millennium Development Goals (MDG), owing to the efforts of the many groups which comprise our country.

Some states in our territory are quite advanced in accomplishing the tasks required by the MDG. Others have only begun to work on them. The fact is that the vision of some states and the working force of thousands of volunteers are creating prosperity and bringing more opportunities and social justice to our country.

The Paraná State Industry, guided by the principles of innovation, transformative education and local development in search of a better living, had an important role in leading initiatives aimed at bringing society together in the MDG achievement process.

Get to know some of the actions promoted by The Paraná State Industry Federation (FIEP)* which are becoming part of Brazil's history.

ODM PORTAL



The ODM Portal has been online since January 2009, enabling all citizens to know their cities' reality and to engage in the implementation of public policies. This is possible because citizens can find information about the advancements towards the MDG in an organized way and in an understandable language.

Besides promoting the exercise of citizenship, this portal is an important tool for defining socially responsible actions and public policies, and is used by governments, NGOs and companies. 255.000 visits were registered until August 2010.

* In Portuguese, FIEP stands for *Federação das Indústrias do Estado do Paraná*.

Updating

Information is updated in real time, and according to official data. It can be checked in dynamic reports that include numbers, graphs and comparative data between the MDGs and what has already been achieved. Users can also search on UN's sophisticated information system,

DevInfo. Through this system, different indicators can be crossed, states, regions and cities can be compared, maps and personalized reports can be generated.

What else can you find on the ODM Portal?

- Publications, reports, images and videos;
- News;
- Information on good practices;
- Dates of events and training courses;

Union for Development

This portal has been developed by the Sustainability Indicators Observatory (ORBIS), in partnership with the Industry Social Service (SESI, in Portuguese), the United Nations Development Programme (UNDP), United Nations Children's Fund (UNICEF), The Institute for Promotion of Development (IPD, in Portuguese).



www.portalodm.org.br

Citizenship and Solidarity



Movimento Nacional pela Cidadania e Solidariedade

The National Movement for Citizenship and Solidarity was created in 2004, from an initiative of governmental representatives, companies, workers associations, syndicates and third-sector organizations. The current management has Mr. Rodrigo Costa da Rocha Loures as its National Secretary, who is also the president of the FIEP System.

Based on solidarity, this movement aims to mobilize society towards achieving the MDG.

Main initiatives

. National Week for Citizenship and Solidarity, taken place every August, in order to move society towards the fight against hunger and for a better world.

. Creation of the campaign entitled *We Can* and of the MDG icons by the Brazilian agency McCann-Erickson, which is now used in many parts of the world.

.MDG Brazil Prize: initiative in partnership with The General Secretary of the Brazilian Republic's Presidency and the United Nations Development Programme (UNDP), in order to prize good practices every two years. So far, three editions have been carried out.

.ODM Seminars: carried out in all Brazilian states for promotion, monitoring and calling for action.

.Constitution of *We Can* Movement State Centers and support to the process of municipalization of this movement.

www.nospodemos.org.br

Business Citizenship



The Paraná Council of Business Citizenship (CPCE, in Portuguese) was created in December 2004 with the mission of encouraging good practices of corporative social responsibility.

It gathers the industrial segment for engaging in social, cultural, environmental and volunteer projects. Besides, this council supports the preparation of business leaders committed to sustainable development.

It brings together 270 participants from industries, syndicates, educational institutions, commerce, services and third-sector organizations.

This council has been focused on actions that collaborate with the Global Pact principles, the achievement of the Millennium Development Goals (MDG), and other paths towards a better life, such as the project entitled Gross Domestic Happiness (FIB, in Portuguese).

Main projects



V DAY (Volunteer Day): every December 5th, to celebrate the work done throughout the year and encourage new voluntary actions.



Praising is necessary! Program: promotes actions for building youth's awareness on environmental issues.



The Third Millennium Businessperson's guide:

It suggests ways of how companies can contribute – in their realm – for sustainable development, and at the same time ensure stability in their businesses.



Pro-Childhood Fund: a guide to advise natural and legal persons to use tax incentive in projects aimed at helping children and teenagers.



8 Ways for Sustainable Education: aims at mobilizing teaching institutions to adopt sustainable principles in their pedagogic-institutional strategies.



Pregnant Women's Health: brings health professionals together, in order to improve mothers' and children's health.



REATIBA – Rehabilitation, Inclusion and Technology for the People with Special needs: aims to broaden possibilities of their inclusion in the labor market.

www.fiepr.org.br/fiepr/cpce

We Can, Paraná!



Você pode, o Paraná pode, nós podemos.

We Can, Paraná, created in 2006, is a movement whose mission is moving the three society sectors in a volunteering network which aims to anticipate the achievement of the MDG in the state by 2010.

This movement has its own methodology, which values dialog, makes information available in order to subsidize reflection and stimulates communities to work towards sustainable local development.

The FIEP System is the main coordinator of this movement.

Major achievements

.Dialog Circles, in 360 Paraná municipalities. These events bring together all the persons from communities, companies, private and public sectors and NGOs, to talk about the situation of the MDGs in their localities and to plan actions to be developed. There are already more than 35.000 people involved.

.360 Local Working Centers aimed at involving the local community in the implementation of actions.

.76 Training Workshops, which 3.000 people have already attended;

.36 Project Exhibits to bring out the best practices in 360 projects;

.Distance Learning Courses, and mobilization towards the Millennium Development Goals – MDG.

.Challenges

.Ensure that all the municipalities in Paraná join the *We Can* Movement, and thus work for the achievement of the MDG in each municipality.

.Set new challenges to be accomplished in the State.

www.nospodemosparana.org.br

Sustainability Indicators Observatory



The Sustainability Indicators Observatory (ORBIS) performs activities of monitoring and development of information systems.

Inspired on the UN's Global Urban Observatory (GUO), it was created in 2004, with the mission of promoting sustainable development through the analysis and monitoring of prosperity and quality of life.

Main activities

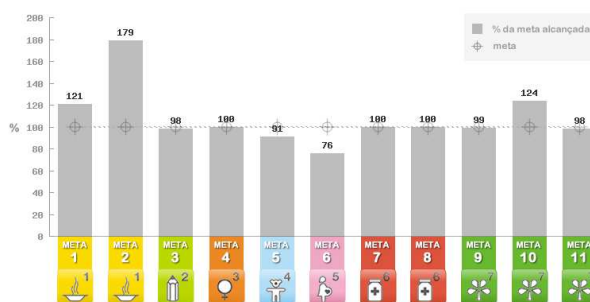
- .Organization and monitoring of sustainability indicators;
- .Methodologies, studies and analyses;
- .Information systems to ground decision making;
- .Workshops on Indicator Analyses and development of information systems.
- . Research planning.

What has been done to achieve the MDG?

- .Indicators for 5.565 municipalities in Brazil
- .MDG Reports
 - Syntheses of Millennium Indicators in the Brazilian States
 - Annual analyses of the MDG progress in Paraná
- .ODM Portal
- .Information Systems:
 - dynamic reports
 - DevInfo

www.orbis.org.br

MDG Advancements in Paraná



Fonte: Elaboração ORBIS (2010)

Ajustar gráfico – Barras horizontais (invertir)

Verso



Goal 1: Eradicate extreme poverty and hunger



Goal 2: Achieve universal primary education



Goal 3: Promote gender equality and empower women



Goal 4: Reduce child mortality



Goal 5: Improve maternal health



Goal 6: Combat HIV/AIDS, malaria and other diseases



Goal 7: Ensure environmental sustainability



Goal 8: Develop a Global Partnership for Development

Source: ORBIS (2010)

Initiative



Promotion



Conselho Paranaense de
Cidadania Empresarial



Você pode, o Paraná pode, nós podemos.



Partnership

