

Call for Nominations

Saluting CEO Commitment and Innovation to Advance Interfaith Understanding & Peace

Nominations Deadline: 30 April 2016

To nominate a CEO, email completed form to:
nominations@religiousfreedomandbusiness.org

The Global Business & Interfaith Peace Awards recognize business leaders – current or past CEOs – who have demonstrated leadership in championing interfaith understanding and peace.

The Awards are a partnership initiative of the Religious Freedom & Business Foundation (RFBF), its Brazilian affiliate, the Associação pela Liberdade Religiosa e Negócios (ALRN), and the United Nations Global Compact Business for Peace (B4P) platform.



Nominations will be accepted in four categories:

- **Core business.** Championing interfaith understanding and peace through a company's core business operations, including internal procedures, human resources hiring practices, training, product/service development, sourcing policies, supply chains, as well as the development of products and services that promote interfaith understanding and peace.
- **Social investment and philanthropy.** Financial and in-kind contributions, and strategic social investment support for NGOs, UN and multilateral agencies or directly to affected communities and/or contribution of functional expertise through volunteering efforts.
- **Advocacy and public policy engagement.** Fostering social cohesion and inter-group dialogue and relationship-building in the workplace, marketplace and local community.
- **Partnership and collective action.** Joining forces with Governments, UN entities, civil society organizations and/or other businesses to act collectively to promote interfaith understanding and peace and forge long-term partnerships for local or regional economic and sustainable development.

Awards will be presented on 6th September 2016, the day before the opening of the Paralympic Games in Rio de Janeiro, where *award recipients will have the opportunity to present their commitment* to interfaith understanding and peace, while contributing to the UN Sustainable Development Goal 16.¹

For more information, go to: <http://religiousfreedomandbusiness.org/global-awards>

The Value of Recognizing Business Champions

The recipients of the Global Business & Interfaith Peace Awards are recognized leaders on the cutting edge of business. The Awards salute concrete and innovative actions, acknowledging the impact of responsible business practices in advancing the values of interfaith understanding and peace. The winners will become part of an esteemed group of outstanding leaders whose actions will also be recognized by investors, employees, customers and other stakeholders.

¹ SDG-16: Promoting peaceful and inclusive societies for sustainable development, providing access to justice for all and building effective, accountable and inclusive institutions at all levels.

NOMINATION FORM: Global Business & Interfaith Peace Awards

Note: Nominations are open to CEOs (present or past) of companies who have championed interfaith understanding and peace.

Nominee Contact Information

1. Nominee Full Name: Joaquim Augusto Sanches Pereira
2. Corporate Title: Regional Business Leader / CEO Guascor do Brasil
3. Company Name: Dresser-Rand, a Siemens Business
4. Company Headquarters Location (Country): Brazil
5. Engagement with the UN Global Compact and/or the Religions Freedom & Business Foundation*
 - ☐ Company is a signatory of the UN Global Compact
 - ☐ Company has joined Business for Peace
 - ☐ Company has signed the Religious Freedom & Business Foundation's pledge to protect freedom of religion
 - ☐ Company intends to join one or more of the initiatives listed above in the next six months, please specify None

* Nominees are invited to:

1. join the [UN Global Compact](#) and its [Business for Peace](#) platform and,
2. make the Religious Freedom & Business Foundation's [corporate pledge to protect freedom of religion or belief](#) (FoRB)

Nominator Contact Information

1. Nominator Full Name: Sylvia Albernaz Machado do Carmo Guimarães
2. Corporate Title: President
3. Company Name: Vaga Lume Association
4. Email Address: sylvia@vagalume.org.br
5. Phone Number: +55 11 30326032
6. Relationship to the Nominee: It is a professional relationship that turned into a good friendship. The nominee is the President of Vaga Lume Association's Advisory Board and is the most important sponsor Vaga Lume has had for many years.

Please submit a Biography of the Nominee (max 200 words)

Joaquim Pereira, 65 years old, born in Brazil. He is graduated in Mechanic Engineering (1974) and in Work's Security Engineer (1975) at the Brás Cubas University. Joaquim is post graduated in Project Management and

Viability at Vanzolin Foundation (1982) and in Marketing at FEI (1984). His career started as a project engineering and quality at Nachi do Brasil (1974-1978). Afterwards, he assumed the position of Sales Management at Gremafer Comercial (1978-1990) and became Commercial Director (1990-1995), being responsible for commercializing imported products. Then, he became Commercial Director of Gamesa Comercial Importadora, to implement its commercial area. In 1997, he leaded the implementation of the Spanish company Guascor in Brazil, with the aim of generating power in isolated areas of Brazil's North region, initiating his trajectory at Guascor do Brasil as Director-President. In 2011, the company became part of Dresser-Rand, North-American multinational. Joaquim, then, became Regional Business Leader, being responsible for Guascor do Brasil's business, important recognition of his inspiring leadership. Recently there has been a new change in controllership and Siemens took control of both Dresser-Rand and Guascor's business, creating a new company: Dresser-Rand, a Siemens Business. After an admirable and successful professional trajectory, Mr. Joaquim will retire in 2016.

Information about the policy, programme or initiative

1. Please describe a policy, programme or initiative that the Nominee has launched or spearheaded to advance the company's efforts to champion interfaith understanding and peace (max 300 words)

Joaquim started working in rural areas of the Brazilian Amazon region in 1997, because of Guascor's efforts to generate power in isolated areas of Brazil. Always concerned about the reality of the people who live in these remote areas, Joaquim looked for a way of making them seen and respected by the rest of the country and the world. In 2004, he discovered Vaga Lume Association, non-profit organization founded in 2001, grounded in the belief that the best strategy to transform the reality of people of the Amazon is to provide them with access to intercultural exchange opportunities - by promoting the access to reading implementing community libraries with volunteers to read aloud to children and by engaging teenagers from São Paulo and from the Amazon in an intercultural dialogue. The connection was immediate: Joaquim had never seen any initiative focused on the people from the isolated communities where he was working and Vaga Lume had never met any company CEO that valued initiatives for intercultural understanding. Joaquim realized that it was very strategic to Guascor to invest in Vaga Lume's activities, but, as a visionary, he went far beyond, he encouraged Guascor's employees to learn the organization's methodology and engage in its literature activities as a way of promoting understanding and peace. This partnership has gone deeper, nowadays, many Guascor's employees are trained to read aloud and carry out many social actions using this methodology; all Vaga Lume's volunteers and beneficiaries recognize Guascor's support; and Joaquim is now a chairman of Vaga Lume's Advisory Board. With Guascor's and Joaquim's support, Vaga Lume went far: more than 26,000 children, teenagers and adults involved in intercultural understanding activities, more than 86,000 literature books provided to people in remote communities of the Amazon, hundreds of volunteers promoting reading and intercultural dialogue.

2. Which category or categories does the policy, programme or initiative fall into:

☐ Core business

☒ Social investment & philanthropy

- ☐ Advocacy and public policy engagement
- ☐ Partnership and collective action

3. Does the policy, programme or initiative address any of the following related to Freedom of Religion or Belief (FoRB)²:

- ☐ Promote sustainable and innovative business through protecting Freedom of Religion or Belief (FoRB)
- ☐ Non-discrimination and/or non-harassment on the basis of religion or belief
- ☐ Religious accommodation and inclusion
- ☐ Protecting and promoting freedom of religion or belief (FoRB) in the community
- ☒ Other (describe below, max. 25 words)

Intercultural understanding in different regions of Brazil

4. Please describe the objective of the policy, programme or initiative and the need, goal or gap that it was designed to address. (max 200 words)

Brazil is the largest country in South America, with 8,514,877 km² of total area. The Legal Amazon region represents 60% of the country's territory and is internationally recognized by the rainforest and its environmental diversity. The region is also home to 12% of Brazil's population, mostly vulnerable populations that come from diverse backgrounds, such as quilombolas, indigenous, riverside communities, border communities, migrants from all over Brazil and people living in rural settlements, whose knowledge and cultural traditions were not valued. These 'guardians' of the biggest world natural heritage are people that clearly need better living conditions and social rights – such as potable water, electricity, sanitation and education. Vaga Lume believes that intercultural exchange and education are important tools to change this reality and therefore created two programmes to address the issue: the Literacy programme that promotes access to books and to reading in rural communities of the Amazon, by donating literature books, training volunteers to read aloud to children, encouraging community management of the library and valuing local cultural expressions; and the intercultural dialogue programme that engages teenagers from the Amazon and from São Paulo in intercultural understanding experiences and youth empowerment activities.

5. How was the policy, programme or initiative implemented? What role did the Nominee play? (max 200 words)

The literacy programme, created in 2002, was supposed to be a one-year project, establishing 20 community libraries in rural communities of the Amazon, but, the communities insisted that the initiative should continue and scale up. Vaga Lume listened to its beneficiaries and concentrated its efforts in creating conditions to expand the programme. At this moment, Vaga Lume met Guascor, and the investment from the company made it possible for the programme to achieve more communities. More than that, Joaquim encouraged Guascor's employees to engage in working with Vaga Lume's volunteers in rural communities of the Amazon, what gave more strength to the trainings and to the work of the libraries. With this great

² Article 18 of the United Nations Universal Declaration of Human Rights states: "Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance."

expansion – there are now 148 libraries -, Vaga Lume needed also to professionalize its administration and increase its revenues. At this point, the partnership between Vaga Lume and Guascor was already mature and Joaquim became very close to Sylvia, Vaga Lume's Founder and President. Joaquim played a very important role counseling Sylvia on how to create a sustainable and efficient structure of management. The experience was extremely successful and, when Vaga Lume restructured its governance framework, in 2012, Joaquim became the head of Vaga Lume's Advisory Board.

6. What were/are the most persistent challenges in implementing the policy, programme or initiative? How were they/are they being overcome and what was the role of the Nominee? (max 200 words)

The most persistent challenge is undoubtedly the difficult logistic to access the rural communities of the Amazon. There are an infinite number of rural communities that need intercultural dialogue initiatives, and Vaga Lume dreams of taking cultural understanding programmes to more and more people of the region and of Brazil. However, the decision of working where no one else does is costly and demands aggressive investment and commitment. Vaga Lume needs, for example, to find ways of communicating with volunteers and beneficiaries where there is no good internet connection or telephone to keep up the good work of the libraries as well as to collect data and testimonials to prove the impact of its work. To perform activities like this successfully, Vaga Lume needs to hire qualified professionals and to invest in monitoring visits and good office structure. All of this is very costly for the organization and most of the companies in Brazil do not understand the importance of such investment. Joaquim has seen Vaga Lume's work in practice and has testified its impact personally during his many visits to rural areas of the Amazon, so he strongly believes in the effectiveness of Vaga Lume's activities and knows well the difficulties the organization faces to achieve its results. From his point of view – as the CEO of Vaga Lume's most important sponsor – Joaquim has been helping Vaga Lume to organize better its finance, logistics, management and communication strategies to make a better use of its resources and to prove its value for the society so it can find new committed partners and sponsors.

7. What are the key lessons learned from launching the policy, programme or initiative? (max 200 words)

The most important lesson Vaga Lume learned in its 15 years of work is the importance of maintaining sustainability of all its resources. In 2010, Vaga Lume received a big investment from a company (other than Guascor) that did not understand the specificities of its programmes, but insisted that the organization should significantly expand its actions during the year it would receive the sponsorship. To accomplish such requirement, Vaga Lume hired more staff, did a quick fact finding trip and rapidly augmented its scope of action to more communities in two new municipalities in only one year. The company still could not see the true impact of an intercultural understanding programme and rescinded the contract, leaving the organization with a bigger office structure and territory of work to maintain with considerably less financial resources. Joaquim was very sensitive to analyze the situation and realized the new beneficiaries of the organization would be the ones to lose the most. Once again, he played a very important role to show Vaga Lume's president new ways of structuring the staff and the financial resources and the organization overcame the crisis being able to maintain the new number of beneficiaries.

1. How do you monitor and evaluate progress on the policy, programme or initiative? If relevant, what indicators and metrics are used? (max 200 words)

Vaga Lume has many ways of monitoring and evaluating the work of its two main programmes. For the literacy programme, performed in difficult access communities of the Amazon, the organization's staff goes on field trips to monitor each community regularly and the volunteers should fill out a questionnaire with information about the library and its users annually. Last year, Vaga Lume invested in a field research carried out by a University of São Paulo's staff to analyze the long term impacts of the initiative, by comparing a community where Vaga Lume operates to a community where it does not. The results of the intercultural dialogue programme are more easily monitored and evaluated since Vaga Lume staff can access educators of participating schools from São Paulo and from the Amazon more regularly. In this case, the educators must apply 'before' and 'after' questionnaires to the participant teenagers and to teenagers of a control group, that is, who are not part of the programme's activities, to compare the results.

2. What outcomes or impact have been reached to date? Please be as specific as possible and supply available data. (max 200 words)

Vaga Lume is nowadays working in 148 difficult access communities in the Amazon and in six schools and NGOs in São Paulo. There are at least 10 volunteers trained to read aloud to children in 74% of the community libraries and they perform at least one session per day in 22% of the communities. In 36% of the libraries, children borrow up to 50 books per month; in 12% more than 100 books are borrowed monthly. In communities where Vaga Lume operates, parents expect a better future to children; children perform better at school and do not quit early to work with their parents. Regarding the intercultural dialogue programme, in 2015 teenagers improved their social-emotional capabilities, such as establishing new friendships, taking leadership roles, easily speaking in front of people, etc. Also, the majority of the teenagers from São Paulo and from the Amazon recognized that after taking part of the programme, they got to know more about themselves and other cultures in Brazil, exploding what they call "reality bubble" where they used to live. This impact shows that people involved with Vaga Lume's work are more prepared to fully exercise their citizenship respecting other cultures and peoples.

3. Is the Nominee's company reporting on its practices, policies, programmes and/or initiatives to champion interfaith understanding and peace? If so, please provide relevant weblink(s) for posting on the Awards' website. If integrated into the company's corporate sustainability report, Global Compact COP or GRI Report, please indicate relevant pages and/or sections. (max 200 words)

Yes, the company has been publishing sustainability reports annually. Attached to this nomination, there is the Dresser-Rand Guascor's 2015 Sustainability Report. It is important to highlight Joaquim's testimonial on page 15, where he states "To us, sustainability is more than planting a tree, avoiding waste, reduce consumption or save money. Sustainability is doing all of that considering the valuing of each individual and his/her actions to improve the quality of life in our society". In addition, it is recommended special attention to the contents in page 28 "Sustainability as a basic principal of business implementation"; page 30 "Special Care in the Implementation"; and page 54, "Code of Conduct".

Additional Information:

1. Are there additional actions the Nominee has taken on an individual level to support interfaith understanding and peace within the organization? If so, please specify. (max 200 words)

Joaquim's openness to listen to all employees and stakeholders is noticeable and he promotes the close contact among the employees at the company every day at every situation. In spite of being the CEO of the company, he has always been open to and encouraged the close contact with all employees, regardless of any racial, beliefs or social background. The dedication he has, not only to Vaga Lume, but all social activities supported by the company, and the passion he shows when contributing to the promotion of intercultural understanding inspires all his colleagues and employees. This behavior, combined with all his efforts to promote a better environment for work in the company and for living in the society, made him an example of leadership, not only in the company, but also with clients, partners, investors, and of course, to Vaga Lume.

2. How has the Nominee taken action to support and promote the UN Global Compact's Ten Principles? If so, please specify. (max 200 words)

Even though the company is still not part of the UN Global Compact, Joaquim managed to incorporate all Ten Principles in his work routine. Considering the principles related to Human and Labor Rights, it is already clear the Joaquim is very respectful when dealing with all employees, is absolutely alert to the fulfillment of all legal issues related to the workplace and is attentive to the work developed by its employees. Working in the North of Brazil, where people and companies usually perform illegal deals, Joaquim is very careful when hiring services and employees as well as when establishing new partnerships, to avoid any kind of corruption involved with the company's business. Finally, regarding environmental protection, as seen in the Sustainability Report, sustainability is taken really seriously in all company processes, from the hiring of local employees, to the choice of the plant location until the control of the amount of sound and pollutants produced near any population.

Please provide any additional information to be considered. If you have any questions or concerns, please contact the Nominations team nominations@religiousfreedomandbusiness.org

The Legal Amazon region is consisted of nine states: Acre, Amapá, Amazonas, Maranhão, Mato Grosso, Pará, Rondônia, Roraima, and Tocantins; and it is much known for having a wonderful cultural and religious diversity. It is estimated that there are about 200 indigenous societies in Brazil, some of them have common histories, but they usually have different ways of living; which comes from influences of "mestizo", indigenous and Afro-Brazilian cultures and brings a richness variety of symbols, myths, rites and languages. In the Amazon, big cities coexist with small communities which are, unfortunately, slowly leaving their traditions and ways of life secularly grounded on indigenous knowledge. From countryside to the capital, population shifts are changing very fast, following the globalization movement and building new identities. Changes are also relevant when it comes to religion. If the Catholicism was the predominant religion until the 1960's, after that, the advancement of Evangelical, Pentecostal and Neo-Pentecostal Churches became very significant. In 2010, the percentage of Evangelic people in the North of Brazil was 28,5% while in 2000 it was only 19,8%. Since Brazil is

consider as a secular country and has a past with various influences, the religious diversity and tolerance is something that is frequently discussed and always supported. In the Amazon region, the combination of cultures has created a fertile ground for the most different kinds of religions and cultures, which coexist and prosper together.