

ODEBRECHT



Ministério do Desenvolvimento
Social e Combate à Fome



Partnership between the Private Sector and Government on Employment

Rio de Janeiro – December 1, 2010

Paulo Quaresma



PROGRAMA DE QUALIFICAÇÃO
PROFISSIONAL CONTINUADA

ACREDITAR



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“Confidence in the potential of human beings and their desire to develop is the foundation of the philosophical concept of Organização Odebrecht.”

[With its roots in Brazil, Organização Odebrecht has a history going back 65 years and is present in over 20 countries, rooted in a unique and updated Corporate Culture, embodied by the Odebrecht Business Technology [Tecnologia Empresarial Odebrecht - TEO]

ODEBRECHT

Engineering and Construction

Braskem

Chemicals and Petrochemicals

 **ETH**
Bioenergia

Ethanol, Bioenergy and Sugar


foz

Investments in Water and
Sanitation and Waste Treatment

ODEBRECHT

HOLDING

OOG ODEBRECHT
OIL & GAS

Serviços em Óleo & Gás

ODEBRECHT
PARTICIPAÇÕES E INVESTIMENTOS

Investments in Energy
and Infrastructure

ODEBRECHT
TRANSPORT

Investments in Transport, Airports
and Logistics in Brazil


OR

Real Estate Development

Sales

(in Billions of reais)

2005 – 23,4

2006 - 24

2007 – 31,3

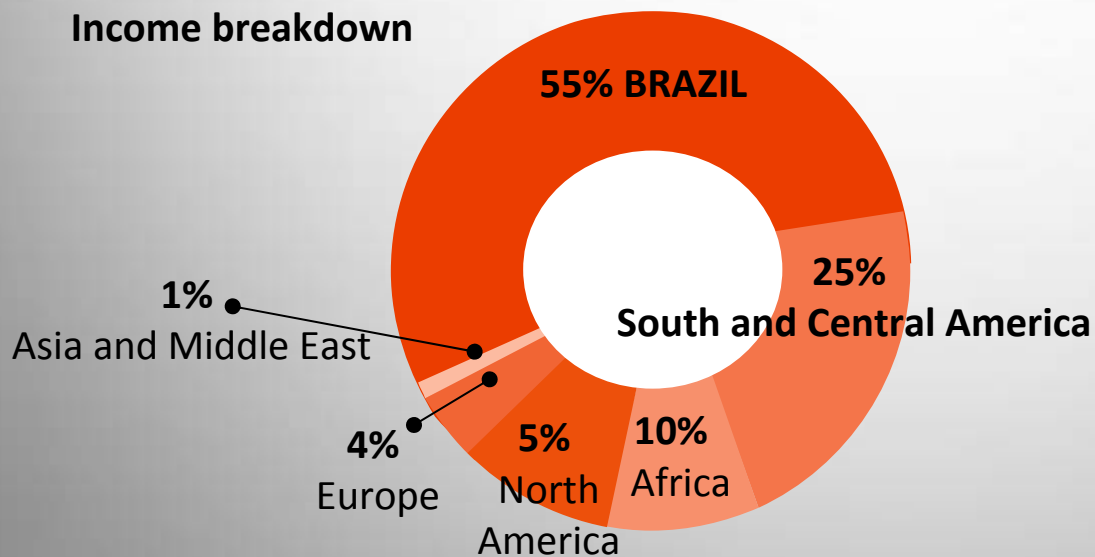
2008 – 40,9

2009 – 40,6

124.700

staff from 62 countries.

Income breakdown



Thinking about the future

Economic Development

Environmental Preservation

Cultural Diversity

Policy Participation

Social Development

Results-based management for our Customers, our Shareholders and the **communities** where we operate.

Work and income opportunities for its personnel, suppliers and service providers.

Rational use of natural resources, use of clean technologies and renewable resources.

Active contribution with Governments and Society representatives in the formulation of participatory Public Policies.

Enhancement of cultural diversity through the integration in the Organization of people of diverse origins, races, ethnicity, etc .

[Public / Private Partnership –Acreditar Program]

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[The ACREDITAR Program]

The **ACREDITAR Qualification Program** is an initiative of Organização Odebrecht, in partnership with other companies and institutions, in which men and women aged 18 or over, who are literate, have the opportunity of learning a trade and working in the Organization.

* Focus on operational level training



[How the Program was Born]

Objective:

- ✓ Qualify and prepare individuals of Porto Velho/RO, a region in the North of Brazil, to cover the labor demand generated by the Santo Antônio Hydroelectric Power Plant.

Development:

- ✓ The Acreditar Program resulted from research in Porto Velho that verified the low availability of skilled labor to cover the great demand that the construction of the Santo Antônio Hydroelectric Power Plant would generate. To reduce the migration flow and its potential social impacts, Odebrecht developed the program. Currently, 90% the workers in the project are residents of the region.



[History of the Partnership]

Nov / 2008

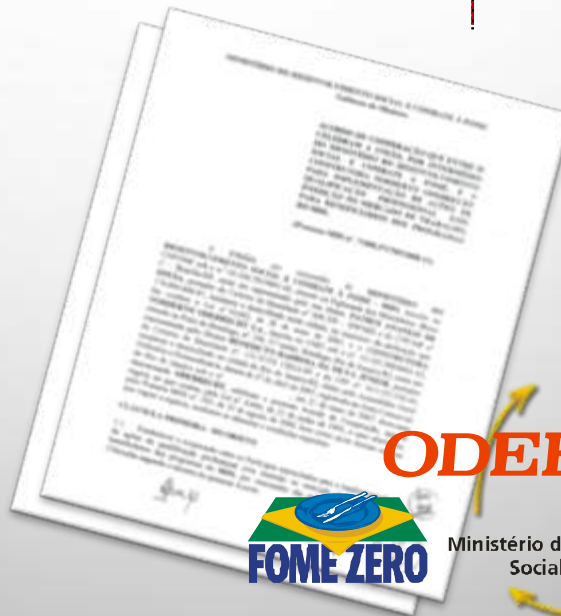
- Beginning of project development, with the start of the project, based on the ACREDITAR Program in Rondônia.
- Visualization of the potential insertion of the beneficiaries in two Social Programs of the Federal Government, in Acreditar.

Feb / 2009

- Signing of Agreement with the MDS

Starting in April / 2009

- Beginning of the Program expansion



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[Role of MDS]

- ✓ Supply databank of beneficiaries of Social Programs of the Federal Government.
- ✓ Support in establishing links with the Municipal Authorities, Secretariats and Public Agencies of the regions where the program operates.
- ✓ Contribution to the program's implementation through the managers of the Bolsa Família program in the region.
- ✓ Program monitoring / statistics with monthly reports.



[Objectives]



Main Program Objectives:

- ✓ Starting the process of qualification and preparation of citizens to cover, on a priority basis, the local labor demand, generated by the Odebrecht business, contributing to the social and productive inclusion of the community.

[General Information]

- ✓ Priority for the beneficiaries of the social programs of the Federal Government (Bolsa Família).
- ✓ The beneficiaries do not lose the Bolsa Família transfers or any other social benefit received from the government.
- ✓ The course is totally free of charge and it includes uniform, didactic material, food and life insurance.
- ✓ Those who pass will receive certificates (SENAI) and may be invited to work for Odebrecht.



Possibility of acquiring a trade

Labor market insertion

Income increase

Better Quality of Life

[Implementation Stages]

1/ **Initial Survey:**

Mapping of labor demands, approach to the community and identification of beneficiaries in the region.

2/ **Dissemination:**

Definition of communication strategies to attract candidates for the program.

3/ **Enrollment:**

Definition of the required structure to conduct the Acreditar Program enrollment process in the region.

4/ **Selection:**

Psychological test, math and language test and clinical examination.

5/ **Definition of classes and qualifications:**

Assembly of classes taking into account the profile desired by the candidate and the business demand.

6/ **Evaluation & insertion:**

Evaluation of student performance and recruitment into the Organization.

[Structure]

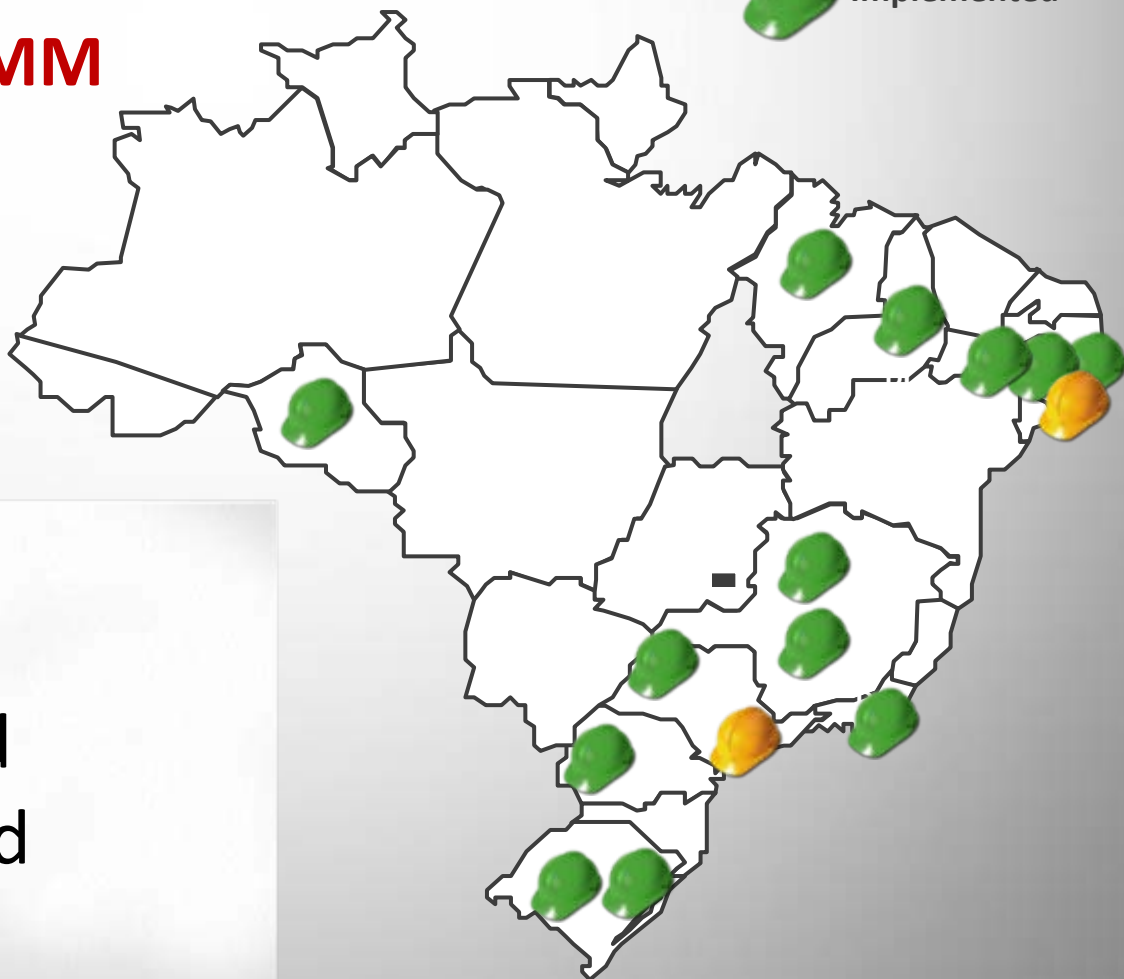


- ✓ Personalized didactic material.
- ✓ Pedagogic support.
- ✓ Partnership with SENAI.
- ✓ Complete structure of classrooms and workshops for practice.

15 programs implemented in Brazil

10 states benefitted

Investment of **R\$15,8 MM**



79,662 Enrolled

31,740 Qualified

19,995 Recruited

Data: October /2010







[Thank You]

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