

ITAIPU BINACIONAL

 **23-24-25 OCT 2013 - LILLE CENTRE**
WORLD FORUM LILLE

PANEL 6C - RESPONSIBLE LEADERSHIP

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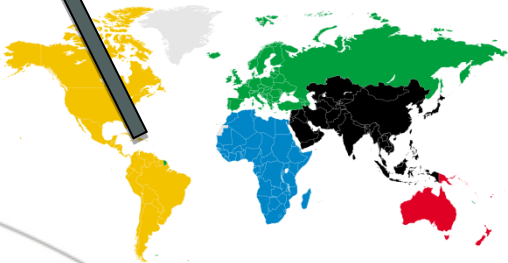
Integração que gera energia e desenvolvimento

INDEX

- Itaipu main data;
- Drivers for company management;
- Values that guide responsible leadership;
- Main sustainability corporate initiatives;
- Challenges for the Responsible Leadership - Conclusions.



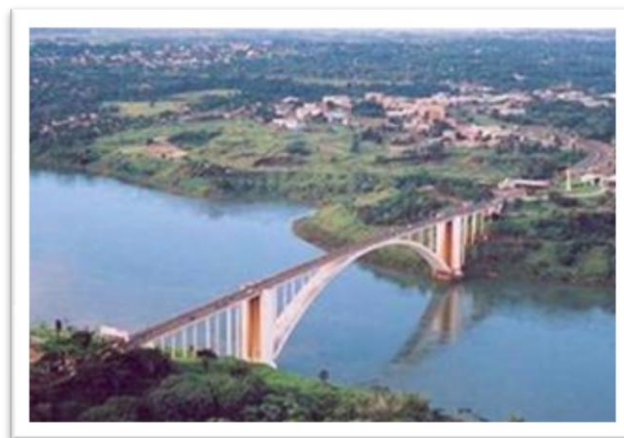
BRAZIL/PARAGUAY BORDER



FOZ DO IGUAÇU AND SURROUNDINGS



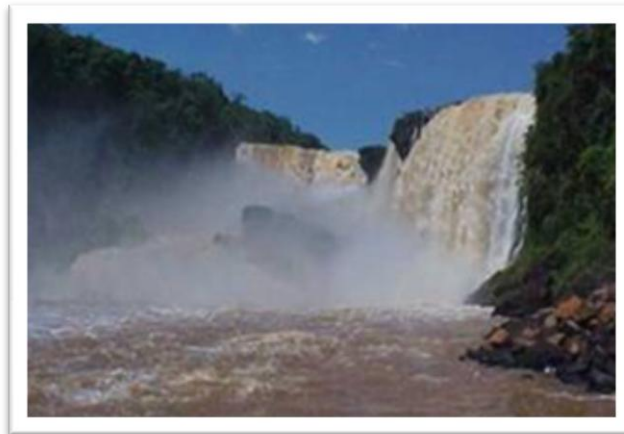
IGUAÇU FALLS
IGUAÇU NATIONAL PARK
(Brazil/Argentina)



FRIENDSHIP BRIDGE
(Brazil/Paraguay)



ITAIPU DAM



MONDAY FALLS
(Paraguay)



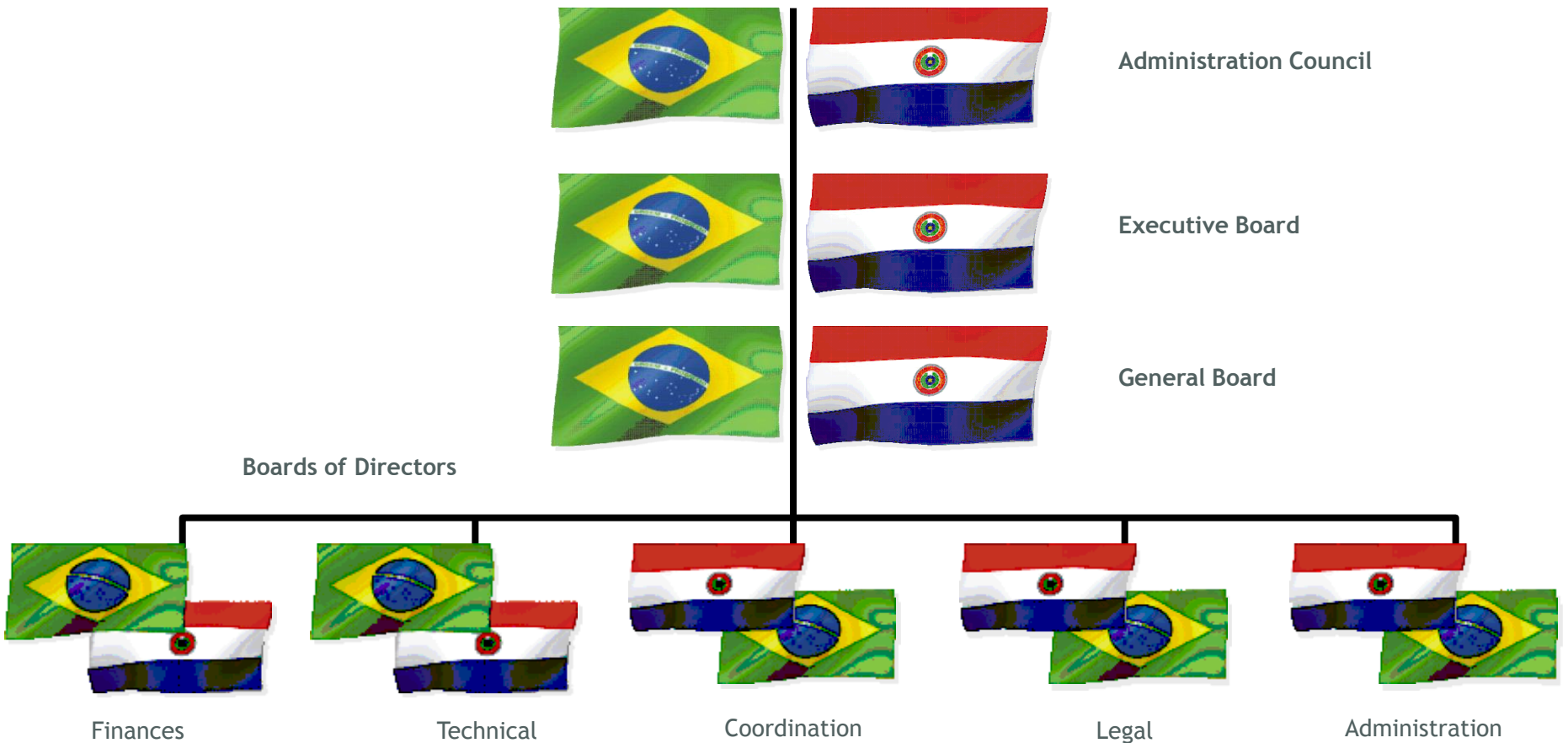
BINATIONAL JOINT-VENTURE BRAZIL AND PARAGUAY

PARANÁ RIVER

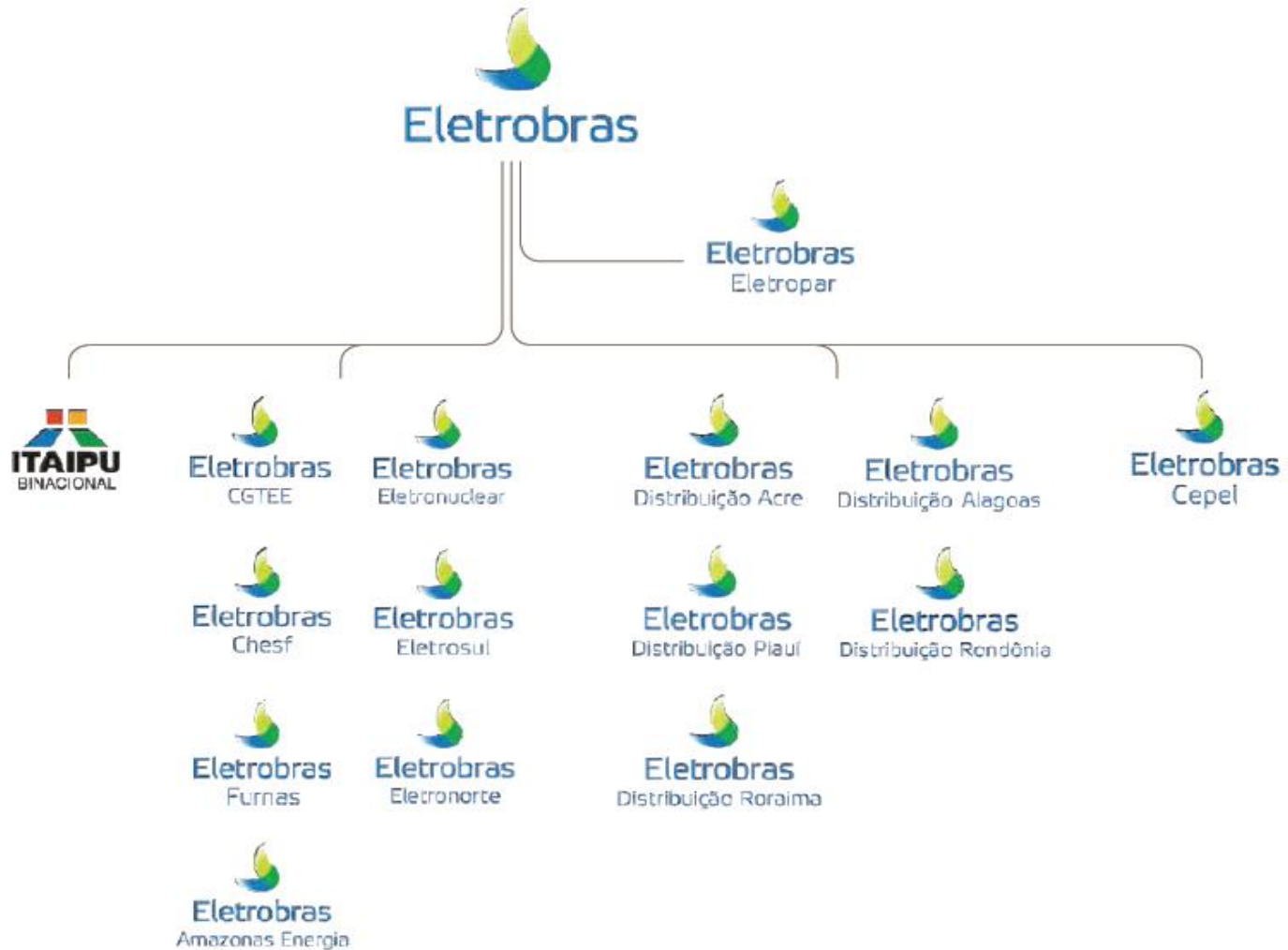
- Installed Capacity: 14,000 MW;
- 20 generation units (700 MW each);
- Supply: 72% of Paraguayan energy needs;
17% of Brazilian energy needs;
- Earnings in 2012: US\$ 3.7 billion;
- Reservoir: 135 thousand hectares;
- Environment Protection Area: Over 100 thousand hectares;
- Royalties amounting to US\$ 4.3 billion paid
from 1991 through 2012;
- An effective mechanism for providing financial
compensation to the municipalities affected by
the reservoir.



ORGANOGRAM



ELETOBRAS



BRAZILIAN ENERGY MATRIX NATIONAL INTEGRATED SYSTEM - SIN

Brazilian transmission system overlapped
the European territory.



JANUARY, 2003: FORMER PRESIDENT LULA PROPOSES A CHALLENGE

“Itaipu is the largest power generator of renewable clean energy in the world.
Now it should also become leader in corporate sustainability.”

*Luiz Inácio “Lula” da Silva
Former President of Brazil*



OUR DRIVERS

- Governmental guidance;
- Society-based rivers;
- Natural resources.

FUNDAMENTAL POLICIES AND GUIDELINES

- Binational integration;
- Ethical values;
- Business efficiency;
- Responsible, participative and transparent management;
- Appreciation of the human resources;
- Social and environmental commitment.



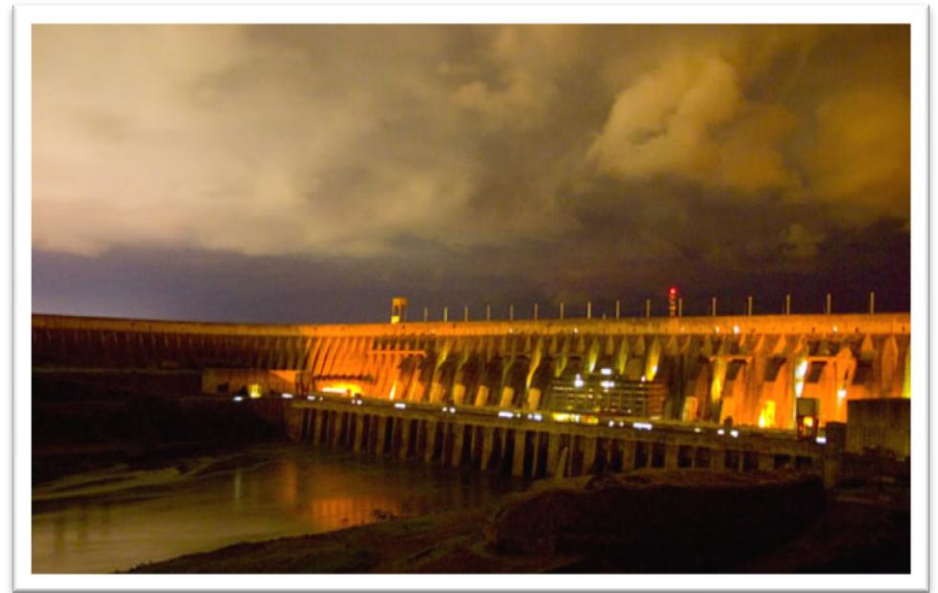
PARTICIPATIVE STRATEGIC PLANNING

MISSION

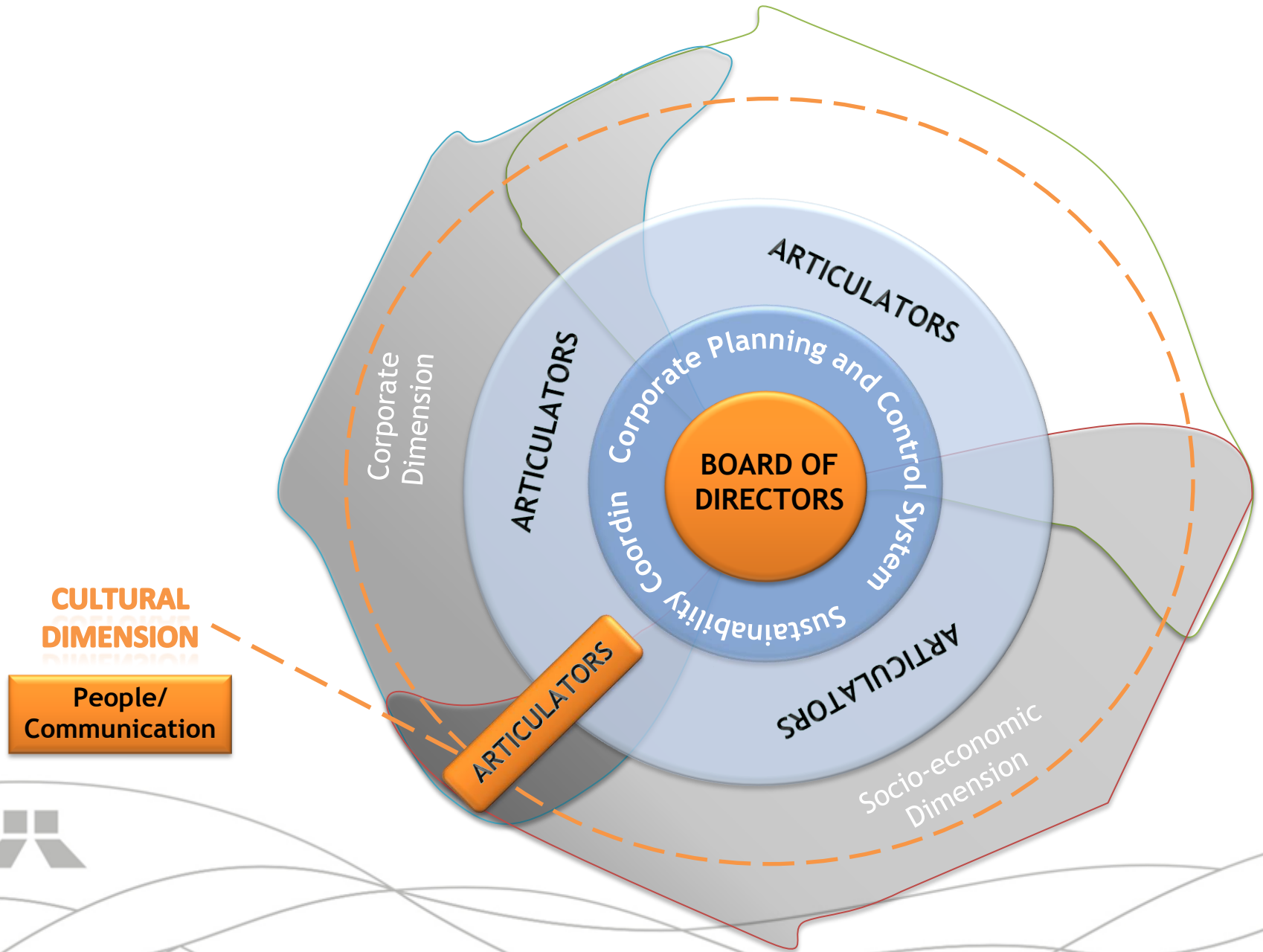
To generate quality electricity via socially and environmentally responsible practices, and to foster sustainable economic, tourist, and technological development in Brazil and Paraguay.

VISION

Until 2020, Itaipu will consolidate as the best performance generator of clean and renewable power, with the best operative performance and the best practices of sustainability in the world, impelling the sustainable development and regional integration.



SUSTAINABILITY MANAGEMENT SYSTEM



RESPONSABLE LEADERSHIP

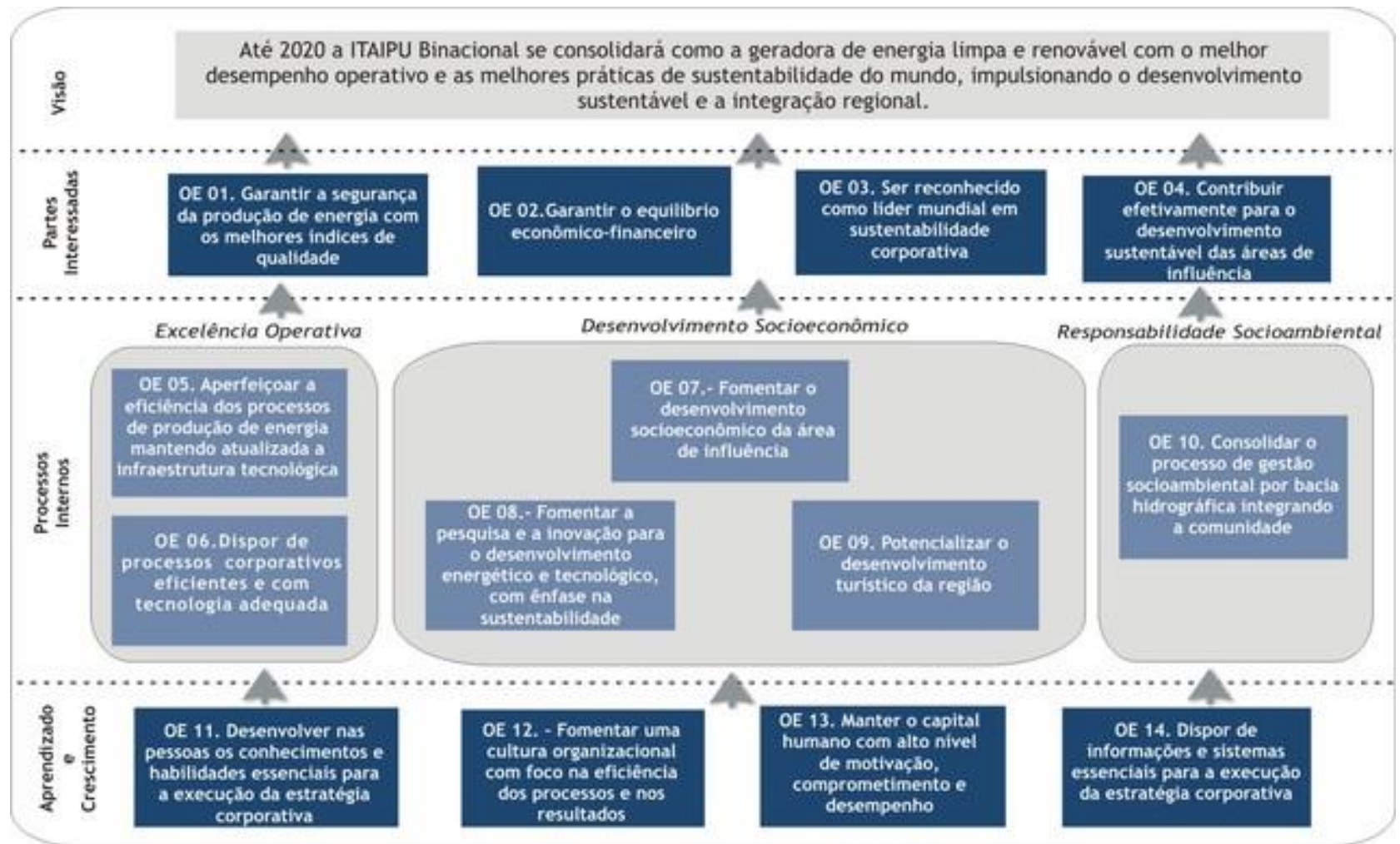
“The world faces a big problem: provide quality of life to its seven billion inhabitants while caring deeply for the planet. We must work in collaboration with other agents and share our knowledge in order to reach sustainable development. The important thing is to keep ourselves alert and urgently promote the necessary changes now.”

Jorge Samek

Itaipu Binacional CEO



STRATEGIC OBJECTIVES



STRATEGIC OBJECTIVES

- SO 1 - Guaranteeing the security of power production with the best quality rates;
- SO 2 - Guaranteeing economic-financial balance;
- SO 3 - Being recognized as a world leader in corporative sustainability;
- SO 4 - Effectively contribute for the sustainable development of the influential areas;
- SO 5 - Perfecting the efficiency of power production processes, keeping the technological infra-structure updated;
- SO 6 - Disposing of efficient corporative processes with adequate technology;

- **SO 7 - Foment the socioeconomic developing of the influential area;**
- **SO 8 - Supporting project in the fields of science, technology and innovation, with special preoccupation with sustainability;**
- **SO 9 - Leveraging the tourist development in the region;**
- **SO 10 - Consolidate the socio-environmental management process for watershed integrating the community;**

- SO 11 - Develop in people the essential knowledge and abilities for the execution of the corporative strategy;
- SO 12 - Foment an organizational culture, focused in the efficiency of processes and on results;
- SO 13 - Keep the human capital with high levels of motivation, compromise and performance;
- SO 14 - Deploy of information and essential systems for the execution of the corporative strategy.



ENVIRONMENT

- River basin management;
- Environmental education;
- Family organic agriculture;
- Sustainability for indigenous population;
- Medicinal plants;
- Refuse sorters;
- Oil recycling and solid waste disposal;
- Biodiversity corridor;
- Best use/ reverse logistics;
- Fish-breeding in net tanks;
- The spawning channel.

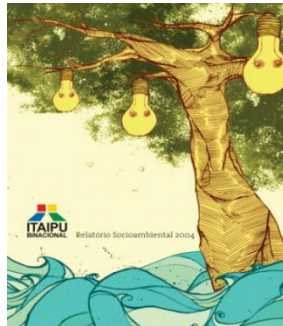


TRANSPARENCY AND ACCOUNTABILITY

2003



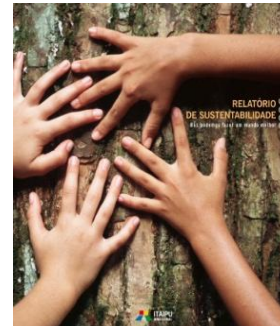
2004



2005



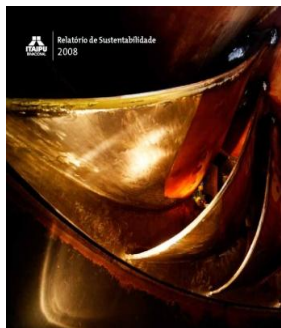
2006



2007



2008



2009



2010



2011



2012



TRANSPARENCY AND ACCOUNTABILITY

- Itaipu has been publishing sustainability reports for 8 years;
- In 2005, it received the most important national award - Ibase;
- Since 2005, its reports follow the Global Reporting Initiative Guidelines;
- Reports go through external validation, ensuring information credibility;
- It has joined the UN Global Compact in 2009 and publishes the Progress Report in its sustainability reports.



SOCIAL RESPONSIBILITY

- Young gardener;
- Protection of children and adolescents (UNICEF);
- Energy solidarity;
- Citizenship network;
- Promotion of gender equality;
- Sustainability reports;
- Health care in the triple border program;
- Volunteer Force;
- Financial Education;
- Orientation and motivation for first job.



TECHNOLOGY AND INNOVATION

- Itaipu Technological Park Foundation (Brasil/Paraguay);
- Technological upgrading of the power plant;
- Free software;
- Itaipu Corporate University - UCI;
- Strategic projects:
- Itaipu platform for renewable energy;
 - Hydrogen;
 - Electric vehicle;
 - Federal University for Latin American Integration - UNILA;
 - International Hydroinformatic Center - UNESCO;
 - Knowledge management.



TOURISM

ITAIPU TOURIST COMPLEX

- Dam, lighting of the dam, spillway;
- Ecomuseum;
- Tatí Yupí Biological Sanctuary;
- Forest Nursery;
- Bela Vista Biological Sanctuary;
- Dam builders panel;
- Spawning channel;
- Guarani Land Museum;
- Regional Zoo;
- Monday Falls Zoo;
- Bertoni Monument;
- Border tourism.



CHALLENGES FOR THE LEADERSHIP - CONCLUSION

- The challenges imposed by global priorities in the economic, social, environmental and ethical areas of sustainable development require action, scale and companies deep involvement;
- Corporate sustainability needs to be substantially improved. This demands a new paradigm of leadership, centered in collaboration;
- Leaders have to guide their businesses beyond the pioneering;
- Leaders will have to run their businesses talking to other leaders, from all sectors;
- They will have to incorporate, in themselves, the qualities that they encourage in their companies (proactivity, dialogue, willing to change and team work);
- After all, no one gets to the top all by themselves. Even better: sustainable development can only be achieved if all actors of society work together, collaboratively.



THANK YOU! MERCİ BEAUCOUP!

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