

5C – Collaborative resources: strategies for corporate growth through creating synergies with competitors, NGOs, etc

This workshop is given by speakers from Brazil to provide an overview on how collaboration works in different sectors. In today's society, many problems cannot be solved by a single person or companies and require collaboration with NGOs, local governments and other companies, whereas the repay of such kind of collaboration is quite large. Two cases are demonstrated by **Andre VILHENA**, Executive Director of **CEMPRE** and **Denise ALVES**, Sustainability Director of **Natura Cosméticos** to demonstrate the real function and operation of collaboration in two different sectors.

CEMPRE is committed to the quality of solid waste management in Brazil since 2002. It includes many private companies and sometimes competitors from various sectors to manage collectively and proactively the waste they produce. The mission of CEMPRE is to promote integrated management at the municipal level and improve the level of recycling by sharing its management with various stakeholders: municipalities, businesses, consumers and cooperative collection. The latter, supported by CEMPRE, bring together people from the street by offering them the opportunity to own their business. This organizational model of recycling was based on the social aspects in addition to the economic side, "Trash Becomes cash." It has even become a reference model in the world. What else could be required from a lucrative business that to meet the objectives of the actual world crisis: poverty reduction, job creation and environmental protection.

Natura, in turn, is a cosmetics company, which since 1969 sustainably use biodiversity in Brazil. Its strategy is to include social, economic, and environmental assets in developing its products. It works intensively with more than 2,300 families who use and conserve resources in the region of Medio Juru. Its support to local communities contribute to local sustainable development in the long term both in terms of natural resources for Natura products and through the provision to these families of a fund to strengthen citizenship or education in this region.

These two collaborative approaches reach the same purpose: combine firms economic goals to a social and environmental dimension in order to improve the social impact of business capital for their long-term success. The major challenge remains to well know the community needs and to be open to set priorities for the long term.