

E X E C U T I V E B R I E F I N G S E R I E S

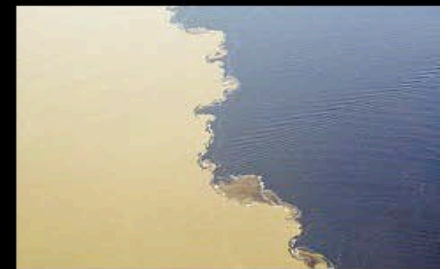
Work Life in Brazil

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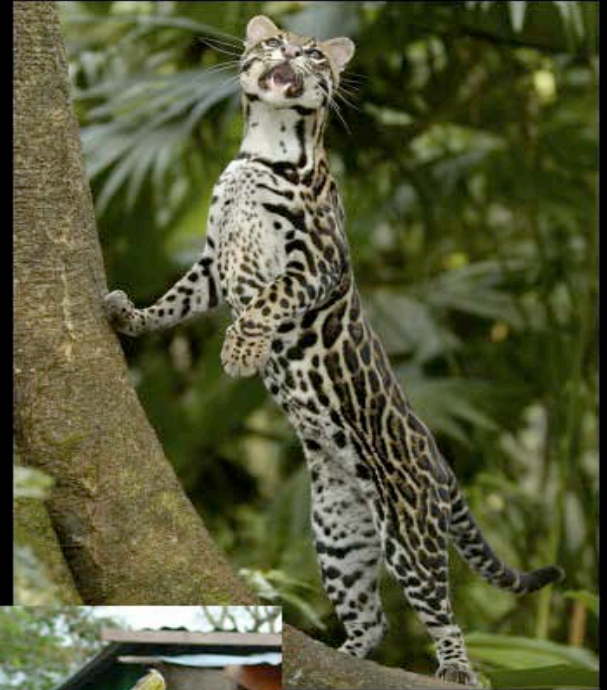
BRIC Comparisons

*Lower is more/better
**Lower is less/worse

| 2008 | Brazil | Brazil Rank | Russia Rank | India Rank | China Rank | US Rank |
|---------------------|-------------|-------------|-------------|------------|------------|---------|
| Population | 196,342,592 | 6 | 10 | 2 | 1 | 5 |
| Infant mortality | 23.33/1000 | 98 | 151 | 73** ↓ | 106 | 181 |
| Life Expectancy | 71.7 | 122 | 161 | 146 | 104 | 46* ↑ |
| HIV/AIDS prevalence | 0.70% | 63 | 56** ↓ | 59 | 124 | 71 |
| GDP growth | 5.20 | 85 | 58 | 26 | 10* ↑ | 187 |
| GDP per capita | \$10,300 | 105 | 75 | 171 | 131 | 10* ↑ |
| Internet users | 50,000,000 | 6 | 12 | 5 | 1* ↑ | 3 |



Meeting of the Rivers



20% of world's oxygen

1 in 10
known
species

World Cup
Soccer Champs
“See you in
South Africa”
2010



S. America Language Map



São Paulo

Largest Japanese
population outside
of Japan

World's
4th
largest
city





Corcovado

One of the Seven Wonders of the World

1980-present

Hyperinflation
Foreign debt

Stabilize currency
Privatization
Open market
Presidential elections

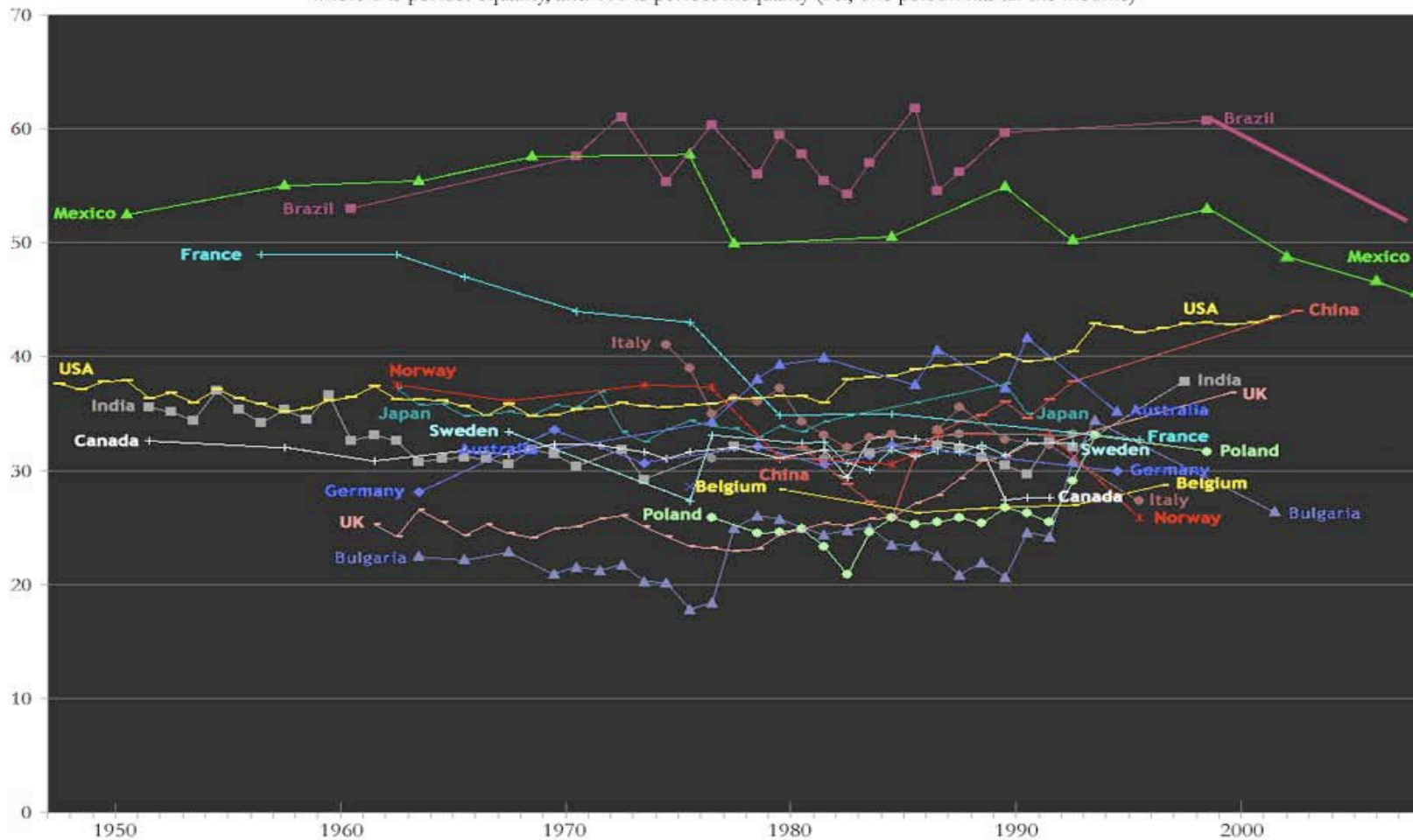
Poverty
Corruption



Luiz Inácio “Lula” da Silva

Income Disparity since World War II – the Gini Index

where 0 is perfect equality, and 100 is perfect inequality (i.e., one person has all the income)



The Economic Crisis: Reasons for Optimism

Greater regulation of banking system

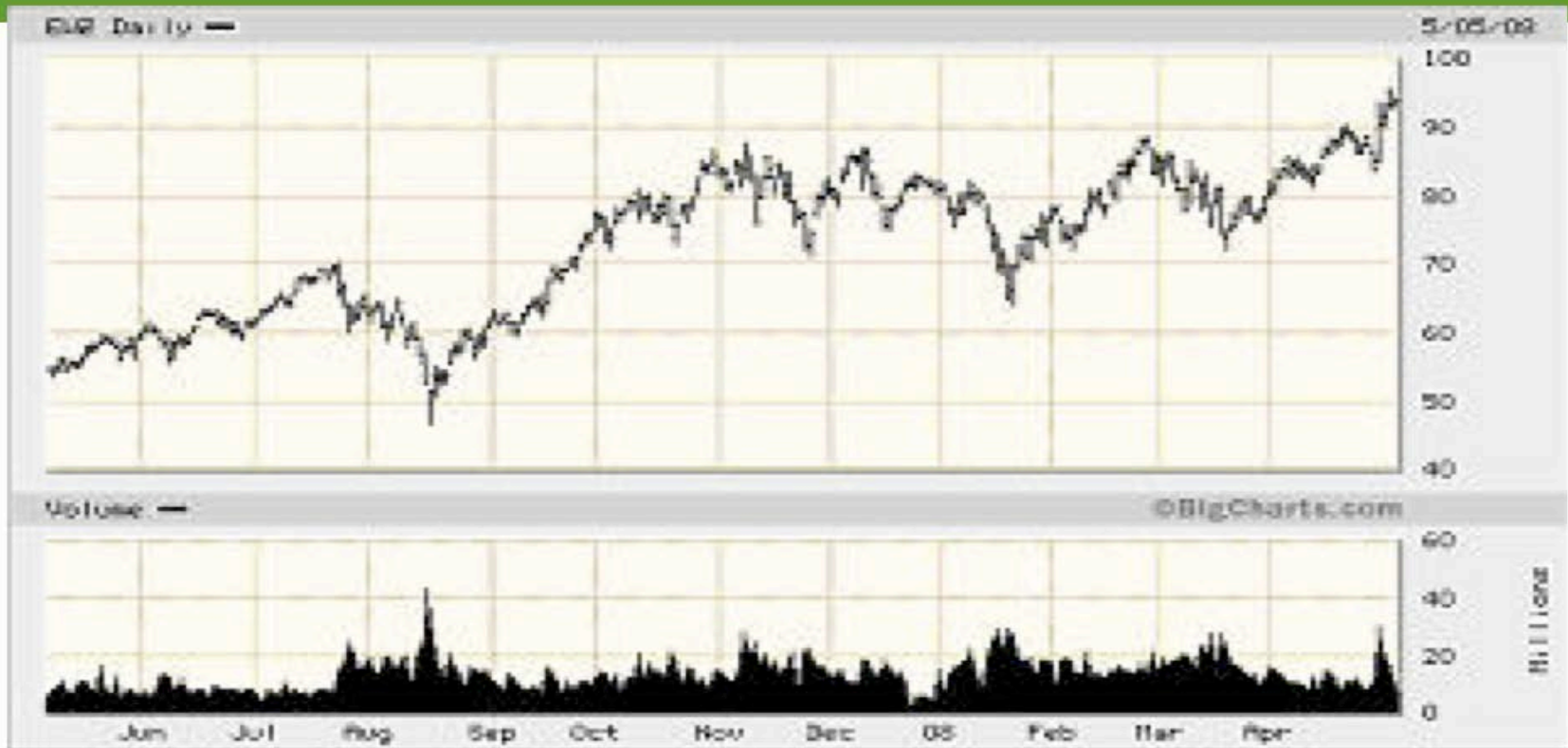
High interest rates and taxes

Many people emerging from poverty

Investments in green energy and discovery of oil reserves

Strong demand for agricultural exports

The Economic Crisis: Reasons for Optimism



Brazilian Census Racial Classification

- White
- Black
- Mixed (Parda)
- Yellow (Amarela)
- Indigenous



Brazilian Census Racial Classification

| | |
|------------------|-------|
| White | 56.5% |
| Black | 9.6% |
| Mixed (Parda) | 33.2% |
| Yellow (Amarela) | 0.7% |
| Indigenous | 0.1% |



**Salvador: 82.1%
Black and Mixed**

**Porto Alegre: 13.1%
Black and Mixed**

| | Black + Mixed | White |
|--------------------------------------|---------------------------------|--|
| Average Monthly Income | U.S. \$306 | \$599 |
| Average Years of Education | 7.1 | 8.7 |
| Children 10-17 not attending school | 6.7% | 4.7% |
| Some college | 8.2% | 25.5% |
| Unemployed | 11.8% | 8.6% |
| Largest number of employed found in: | Household help, Construction | Service and manufacturing firms, real estate, public service |

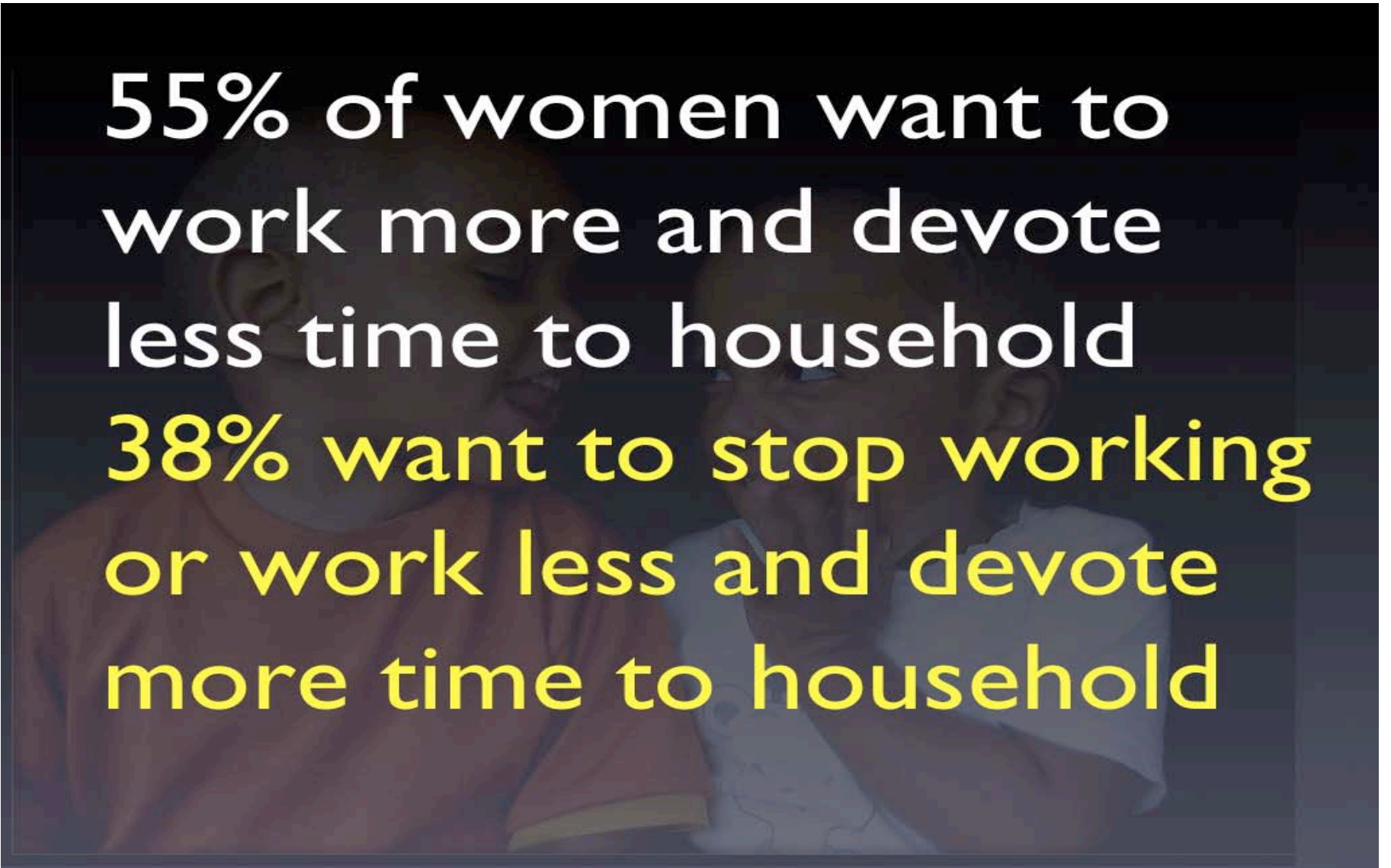




Carnaval



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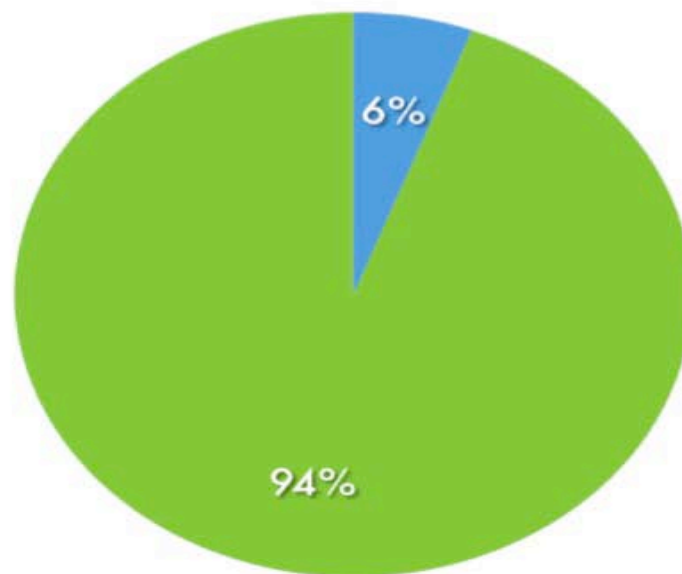


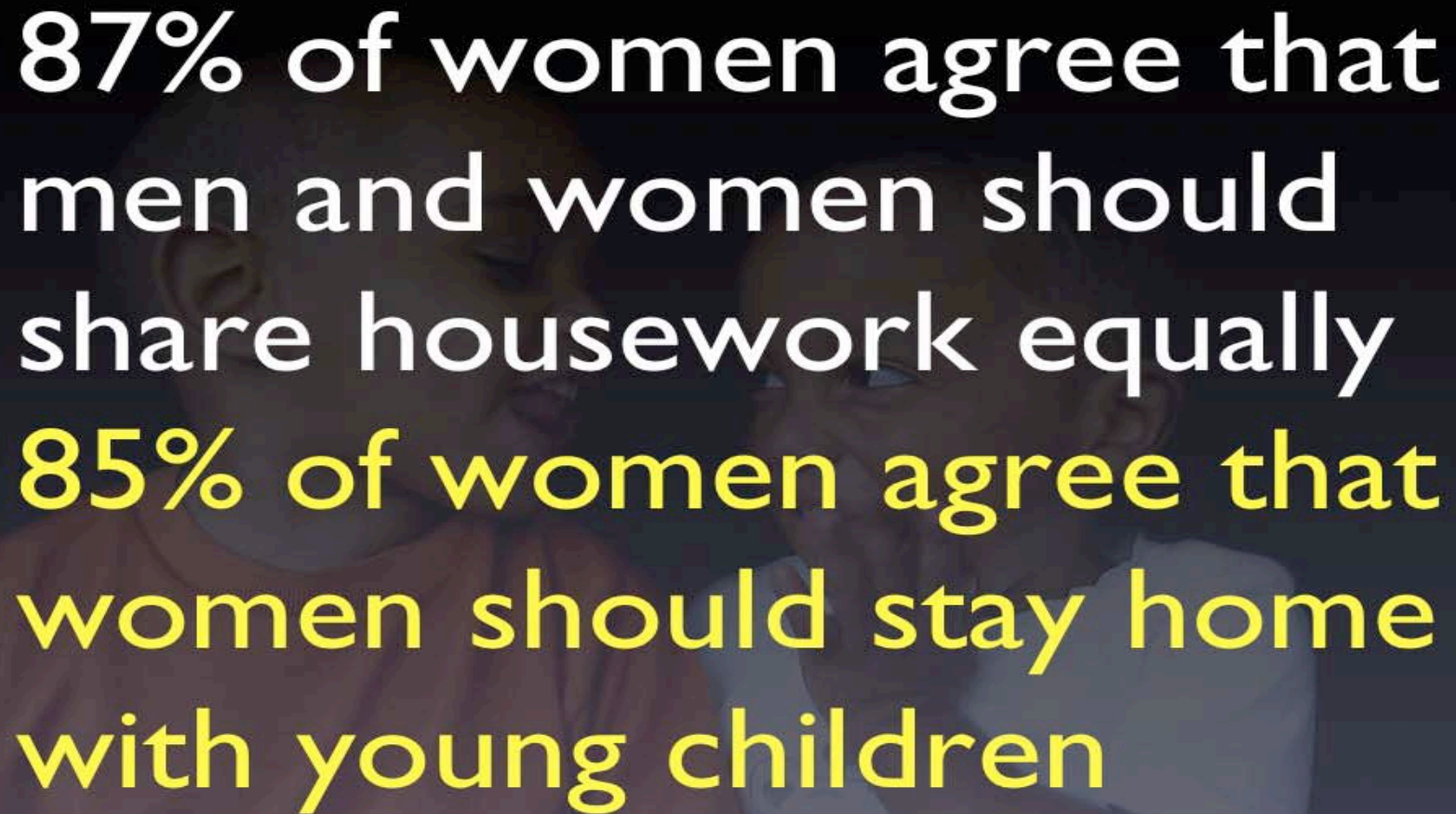
55% of women want to
work more and devote
less time to household

38% want to stop working
or work less and devote
more time to household

Percent PT Formal Sector

● Part-Time up to 25 hrs/wk ● Full-Time





**87% of women agree that
men and women should
share housework equally**
**85% of women agree that
women should stay home
with young children**

57% of women reported husband had done no housework at all in week prior to survey



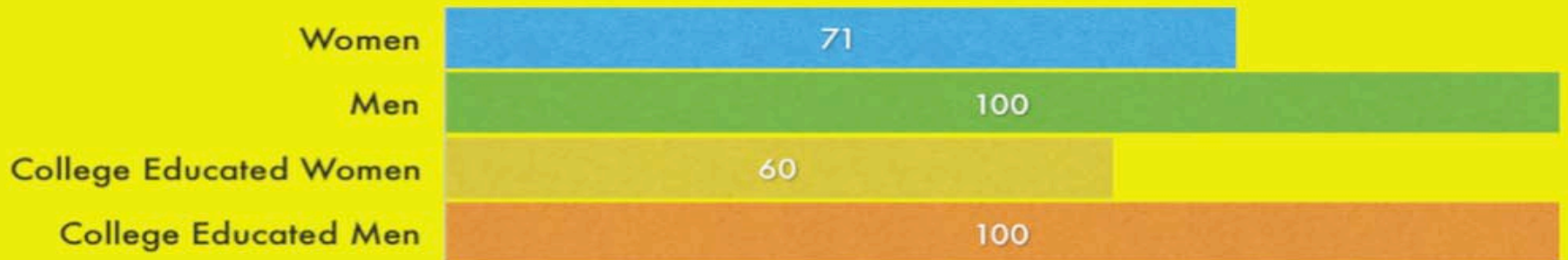
“Renaissance man doing the dishes” Apr 2009

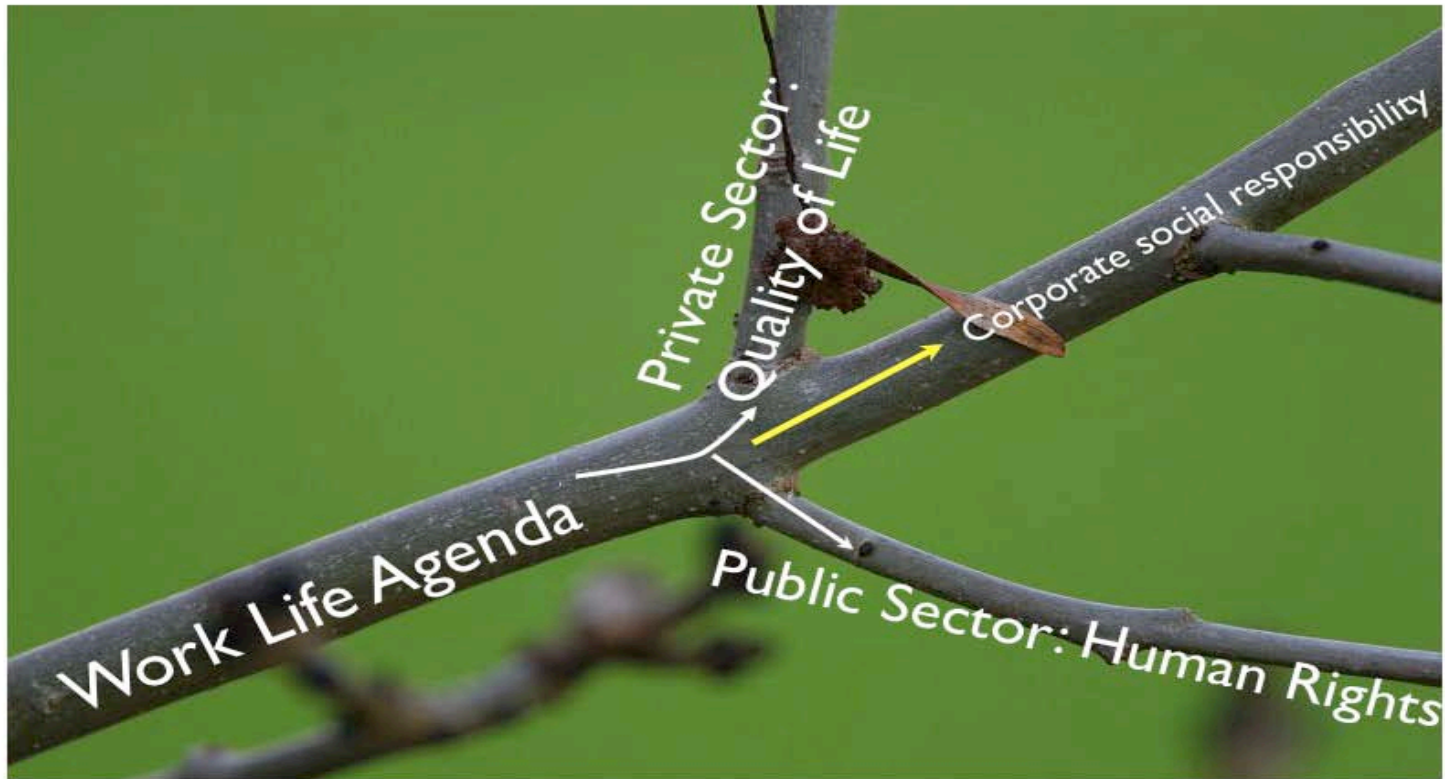
51.1% of men
report
involvement
in household
tasks



“Renaissance man doing the dishes” Apr 2009

Women's Wages as Percent of Men's





- 15.6 million city dwellers without potable water
- 34.6 million urban dwellers and a quarter of rural dwellers lack sanitation system
- 7.5 million Brazilians earn less than \$1/day
- 8% of children <2 suffer from malnutrition in the Northeast



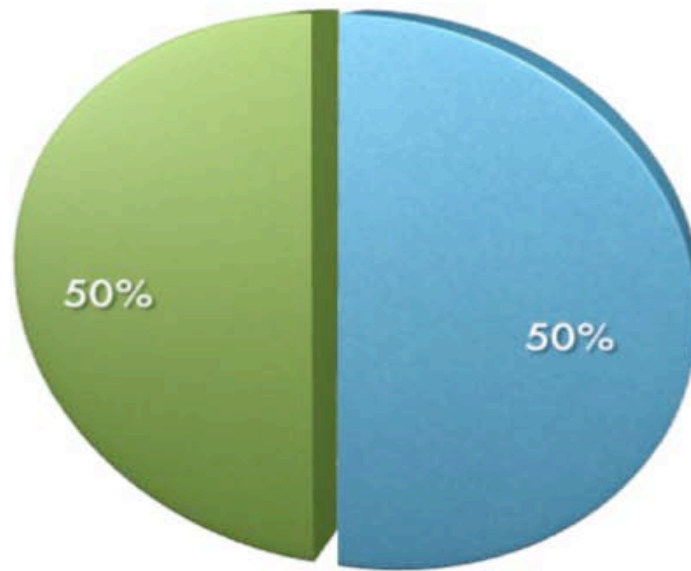
Business Commitment to the Millennium Goals

1. End hunger and poverty
2. Basic education for all
3. Gender equality
4. Reduce infant mortality
5. Improve health of pregnant moms
6. Combat AIDS, malaria, and other diseases
7. Respect for the environment
8. Everyone working towards development



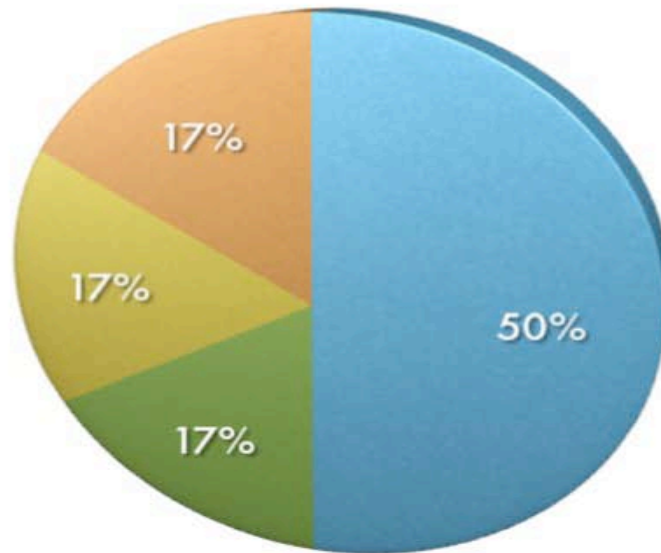
University quotas

● Public school graduates ● Private student graduates



University Quotas

● White ● Black ● Mixed ● Indigenous



Carteira assinada

- Half of total workforce
- 40% of working women
- 50% of working men



Parental Leave

120 days paid leave, funded by Social Security

Private sector employees may extend to 180 days

Job security through pregnancy and up to 5 months after birth

Prorated leave for adoptive mothers

5 days paid for fathers

2 periods of 30 minutes each for breastfeeding up to 6 months



Employers with more than 30 employees must designate a place for childcare when mothers are still breastfeeding

Children under 3 are entitled to attend a public crèche

Children ages 4-5 have a right to a public preschool

Only 13% of eligible mothers are able to obtain slots in crèches

Childcare



Kraft Foods Brasil provides meals to combat malnutrition

Work Hours



Workweek is 44 hours,
maximum 8 hours/day



50% premium for overtime



Law makers are considering
constitutional reform to reduce
the work week to 40 hours
and increase overtime to 75%

Work Hours



Trade unions resist flexible hours in favor of reduced work hours



Adoption of hours bank needs to be approved by 50% of employees

Financial Assistance



Financial Assistance

Eligibility:

- Families with income < \$323 / mo
- Child < 14 years old or disabled
- Child attends school and has current vaccinations



Benefit:

\$11 / child / mo and per parent when both work

Financial Assistance

Eligibility:

- Disabled adult, unable to work
- Senior > 67, unable to work
- Family per capita income < 1/4 minimum wage



Benefit:

Minimum monthly salary



Child Labor

Defined as labor by any child <13, adolescents 14-15 working in job that does not contribute to education or vocational development, or teenagers working in poor conditions



Child Labor

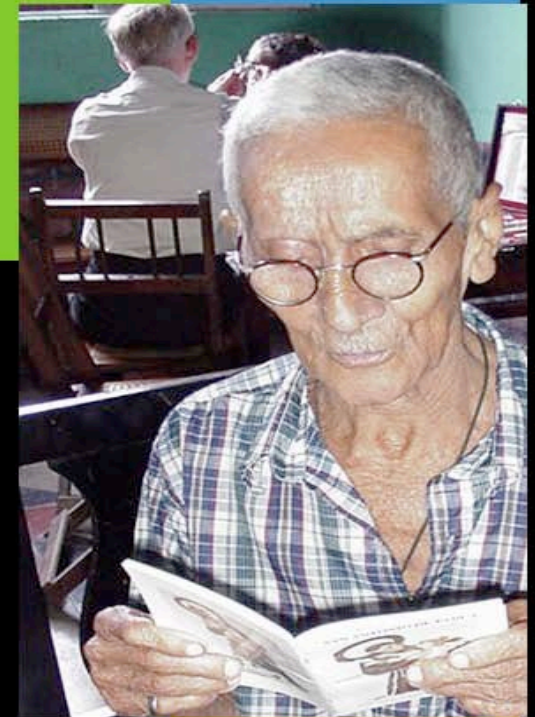
1.4 million children
between ages 5-13 work,
primarily in agriculture
without pay



Retirement

Average age of retirees:
57 for men and 52 for women

1. Retirement by age
2. Retirement by years of service



Retirement by age

Urban workers at age 65 for men and 60 for women

Rural workers and public sector employees at age 60 for men and 55 for women

Must have 15 years of contributions to Social Security

Rural, domestic, and self-employed individuals receive minimum monthly salary



Retirement by years of service

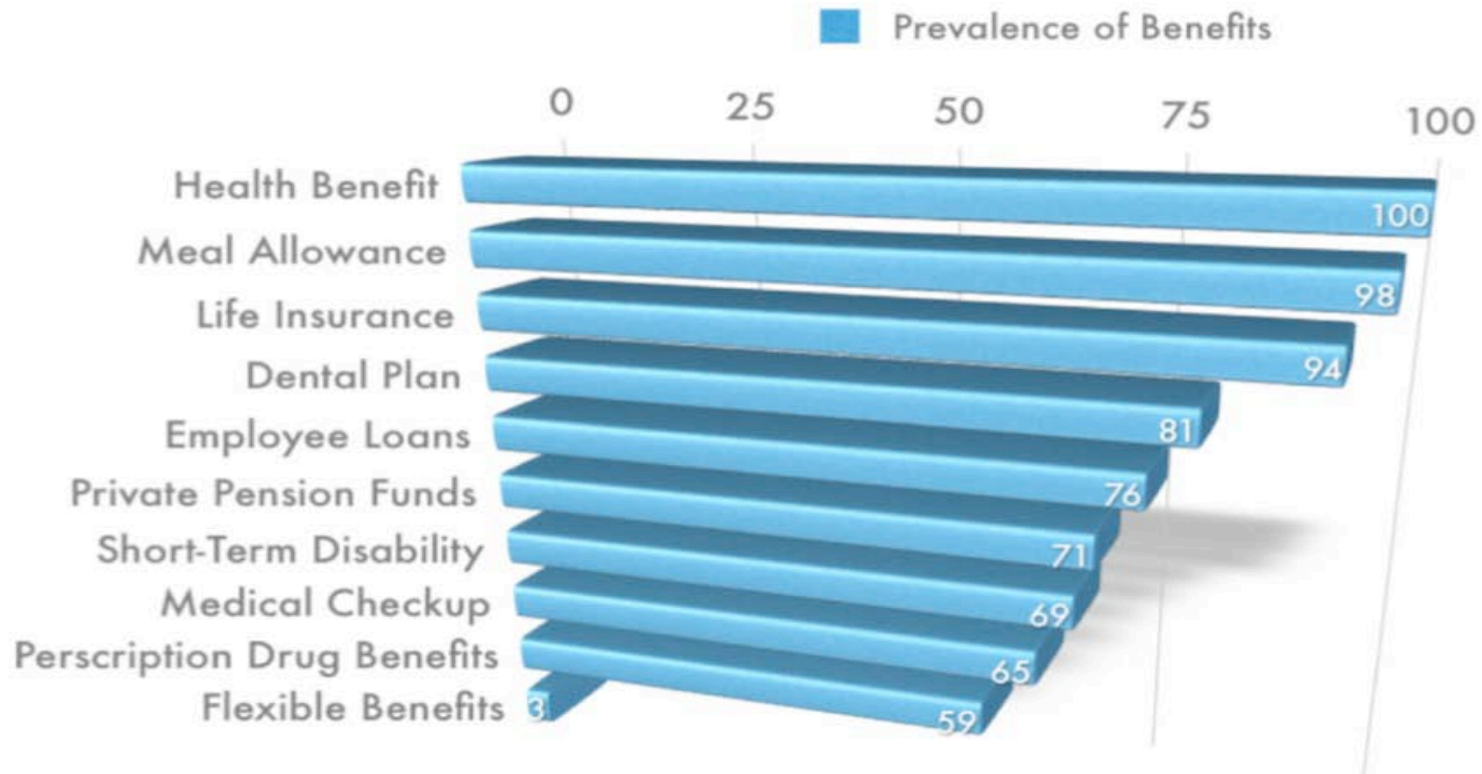
35 years of contribution to Social Security for men

30 years of contribution to Social Security for women

Public sector employees may retire earlier with a reduction in benefits
(Men, age 53, 30 yrs Social Security;
Women, age 48, 25 years of Social Security)



Employer-Sponsored Benefits



Best Companies to Work For

Eurofarma

Merck & Co.

Volvo

Dow Chemical Company

Kraft Foods

Johnson & Johnson



- Turn off email
- Kilo of food = gym
- 70% subsidy for services
- Free health care
- Same sex benefits
- Home visits post-partum

Merck Sharp & Dohme

- provides a monthly allowance to female employees with children up to the age of 30 months for childcare.
- offers flexible work arrangements to all employees
- Also offers other benefits such as its Occupational Health Gym, which offers consultations on correct posture for the prevention of occupational related injuries.

Volvo

- **Volvo** was distinguished as the Best Place to Work for its self-managed teams, annual climate surveys, Pizza Fridays, Personal Development Plans, 50% tuition subsidy for career development education, coaching, health clinic and other health benefits, as well as its support for an organization that houses 40 children waiting for adoption.

Dow

- **Dow Brasil** has been mentioned for 12 consecutive years on *Exame*'s annual list of 150 Best Places to Work.
- Dow's Employee Assistance Program provides a no-cost service to employees and family members who can make confidential phone calls for legal or financial advice, or to discuss psychological issues, substance abuse, and other private matters.
- **Dow** creates a supportive and inclusive environment for individuals with disabilities. Dow's sponsorship of DEN, an employee network for those with disabilities, directly helps new employees, their colleagues and managers with the assimilation process.

Kraft

- created an hours bank for office staff, where work hours may be increased without payment of overtime, or decreased without reduction in pay, fluidly throughout the year.
- sponsors activities to monitor malnutrition and obesity and to improve physical fitness in young children in their local community.
- Offers childcare discounts, phased return to work for a 2 month period beyond the legal maternity leave, private areas for breastfeeding mothers to pump and store breast milk
- Flexible work arrangements for non-production employees, including flexible start and stop times and Friday Flex in the summer
- Diversity training on women's issues and a Women's Council
- Service awards, such as electronics and home accessories, for employees at 5-year intervals, after the first 10 years of employment
- Active recruiting of people with disabilities

Johnson & Johnson

- Introduced a tobacco-free policy and received the “Tobacco Free Environment Seal” from the State Health Department.
- Offers employees and their family members the opportunity to participate in smoking cessation programs.
- Provides events for adolescent children of employees focusing on behavioral risk prevention such as HIV/AIDS awareness, health literacy, and supporting healthy choices.
- Has offered on-site Employee Assistance Program (EAP) professionals for more than thirty years.

Quotas for People with Disabilities

- 100 employees → 2%
- 101-500 → 3%
- 500-1000 → 4%
- 1000 → 5%



Summary

- * Effect of economic crisis?
- * Need more access to flexible work arrangements and eldercare
- * Continued focus on gender inequities
- * Social responsibility + human rights → Attain MDG



Contact us!

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