



## **Corporate Social Responsibility at Globo** INFORMATION, ENTERTAINMENT, EDUCATION AND MOBILIZATION

**Organizações Globo** are the largest group of media and entertainment companies in Latin America. The group's activities are structured in three major business areas: TV and entertainment; print media and radio; telecommunications and distribution. Globo TV Network, the group's main company, covers nearly 100% of the Brazilian territory. Its volume of in-house productions is among the highest in the world, bringing the Brazilian dramaturgy to a universe of about 150 million viewers in Latin America, Europe, Africa and Asia.

As a communication group, our paramount commitment is to the public interest and the truth. Within our core competence – information and entertainment – we are fully aware of our responsibility of generating and satisfying knowledge demands and contributing for the development of a well-informed and politically conscious society. Yet we have also advanced our social mission beyond our core business. The companies making up the *Organizações Globo* have long engaged, individually and as a group, on a series of initiatives of infant and adult education, cultural heritage preservation and environment protection, to name but a few areas.

Globo's activities concerning social responsibility can be grouped into four main areas:

**Journalism – Fostering Citizenship:** Our journalism has been characterized by an investigative and solution-focused approach on the facts. Social and environmental issues have received special attention. At a grass-root level, our journalistic programs have promoted and facilitated the debate between local communities and authorities on issues of common interest.

**Entertainment – Building Cultural Identity:** We entertain by resorting to our literature, our music, our theatre, our humor. While boosting the Brazilian culture, we invite our audience to debate and reflect on many issues of social relevance deliberately inserted in the plot of our programs, an innovation we call *social merchandising*.

**Education – Fighting the Social Divide:** In addition to supporting countless educational campaigns aimed at the most diverse audiences, the Group, through the work of the Roberto Marinho Foundation, offers award-winning programs like the *Telecursos* (tuition-free distance learning at elementary and high-school levels) and *Futura*, the only educational TV channel in Brazil entirely sponsored by the private sector.

**Social Action – Advocating the Public Interest:** Globo has taken advantage of its market penetration to organize volunteer taskforces to deal with particularly pressing situations affecting the Brazilian society. The *Criança Esperança*, for example, a fundraising program implemented in close partnership with the UNICEF, has assisted more than 1 million children since its launching in the mid-1980s. *Ação Global*, another campaign involving regional and national partnerships, has rendered basic health services and legal assistance in underprivileged areas over the past 7 years. Following the same path, the newly created *Amigos da Escola* program has already mobilized dozens of thousands of volunteers to work on public schools from all over the country.

At Globo we believe that social responsibility is the key for the construction of a new, healthier corporate environment in the 21<sup>st</sup> Century and thus welcome the UN Global Compact initiative. Information, entertainment and education has been our maxim for decades and it was grounded on these principles that we conquered and expanded our market presence in Brazil and abroad.

---

### **Contact information**

Mrs. Margarida Ramos  
Director, Community Relations  
Organizações Globo  
Tel.: (+55.21) 540.1011 / 540.1002  
Fax: (+55.21) 540.1037  
E-mail: [margarida.ramos@globo.com.br](mailto:margarida.ramos@globo.com.br)