

## News

### +Unidos launches report in São Paulo

**The launching event was attended by the U.S. Ambassador to Brazil**

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SÃO PAULO - A complete mapping of U.S. corporate social initiatives in Brazil was released by +Unidos group on December 9, at the American Chamber of Commerce (AMCHAM) in São Paulo, Brazil. Entitled Social Private Investments in Brazil - A +Unidos Group companies analysis, the report was produced by the Group of Institutes, Foundations and Enterprises (GIFE) and originally conceived by the corporate social responsibility alliance promoted among American multinational enterprises, which is coordinated by the U.S. Mission in Brazil and the U.S. Agency for International Development (USAID).

The report launching was attended by U.S. Ambassador to Brazil and +Unidos chairman Clifford Sobel, and Microsoft CEO and +Unidos co-chairman Michel Levy. Also present at the event was USAID/Brazil Director Jeffery Bell, as well as USAID Corporate Social Responsibility Program (CSR) representatives, CSR companies' officers and members of the press.

Ambassador Sobel highlighted the progress achieved by +Unidos towards its objectives of promoting social partnerships and improving visibility. "I hope we'll have a prosperous future", he later added, "(since) the group's credit comes from bringing U.S. companies together to share ideas and reduce redundancies so we can work together". Michel Levy also mentioned the partnership philosophy behind +Unidos. For the Microsoft CEO, "the keyword to CSR is cooperation".

The GIFE report gives U.S. companies in Brazil a detailed perspective of challenges and opportunities to implement social development initiatives through public-private initiatives. The study shows that sustainability is part of the country's business agenda by presenting positive indicators of reduction in poverty and unemployment levels, increased income, economic development promotion and welfare improvement. Those indicators are aligned with +Unidos efforts in accomplishing the United Nations Millenium Goals.

According to USAID/Brazil Director Jeffery Bell, with the GIFE Report launching, "+Unidos has proven to be the best option for U.S. companies to accomplish the Millenium Goals through the sharing of development projects and complementation of successful experiences".

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