Title of The Paper: The CG Network In Brazil: Mapping Key Stakeholders And Environmental Challenges
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ABSTRACT

After being launched by Secretary-General Koffi Annan, the UN Global Compact (GC) was presented in Brazil in the seminar Corporate Dialogue on the Principles of the Global Compact held in Belo Horizonte, 2001. Since then, the Brazilian Global Compact Network is under process of construction and consolidation. The network received a recent stimuli to its operation during the III Learning Forum -December 2003- where were present many of the Brazilian biggest companies, as well as other important stakeholders such as Labor, Government and NGOs. According to the GC staff, Brazil’s network is amongst the most actives GC networks in the world, together with the Nordic and Indonesian. In fact, a previews debate on Corporate Social and Environmental Responsibility made it possible to accomplish a high level commitment on the nine principles. Nevertheless, despite of the existence of important actors who support and promise to make GC network (GCN) more active, it also faces great challenges regarding environmental principals: environmental conscience is becoming stronger but, at the same time, depletion of natural resources and environment grows even more faster.

These paper is, hence, a case study of Brazil and aims at applying the model of stakeholders’ identification elaborated by MITCHEL,R., AGLE, B. & WOOD, D. in which stakeholder analyzes is thought in terms of three elements: power, legitimacy and urgency. The paper is structured as follows: First, it describes the current status of the Brazilian network which is being coordinated by the Instituto Ethos, certainly one of the most important references in Corporate Social Responsibility in Brazil. Then it points out some of the most important challenges concerning environmental principles. Finally, it provides the stakeholders analyses and maps which stakeholder should be considered in the network in order to make it more effective.
Key words: UN Global Compact; Brazil, network; environment; stakeholders and CSR.