



Nossa prática transforma seu amanhã.

UNIOPET SUSTAINABILITY REPORT

BRAZIL, 2017



SUMMARY

UniOpet Sustainability Report 2017

1. President ´s message	03
2. Provost Letter	04
3. UniOpet PRME Head	05
4. UniOpet Background	06
5. Mission, Vision and Values	07
6. Education and Citizenship	09
7. Opet Institute	11
8. Practical Actions	12
9. Sustainability Approach	15
10. Our Educational Programs	19
11. Assessment of Progress	21
12. Challenges and Furthers	22
13. Contact Information	23



1. PRESIDENT ´S MESSAGE

After a rigorous process of evaluation by the Brazil´s Ministry of



Prof. José Antonio Karam

Education (MEC), the OPET Educational Group, which was accredited as a College in 1999, reached in December 2017 the Accreditation that allows to begin the journey to become an University.

The prerogative grants to the institution of Paraná, in addition to recognition in the market for the excellence of teaching and the quality of the teaching staff, more autonomy in its actions, combining education, citizenship and sustainability.

The differentials of UniOpet point to the actuality of innovative pedagogical projects, with pioneering programs in the partnership between the College and the market.

In addition, the focus of the teaching and learning process are the active methodologies focused on the desire of competences also in professional practices and values that cherish the continued maintenance of life on Earth.

As a signatory to PRME, the UniOpet is aligned with the challenges and the United Nations Sustainable Development Goals for 2030.

2. PROVOST LETTER



PRME

Principles for Responsible
Management Education



Prof. Gilberto Paulo Zluhan

Management education and the sustainable development goals: transforming education to act responsibly and find opportunities.

This important statement reflects the aspirations of the Opet Educational Group and the Opet College when it comes to sustainability.

The new global goals result from a process that has been involving governments, business, civil society, higher education and citizens.

The Principles for Responsible Management Education (PRME), an initiative by the United Nations Global Compact, is a collaborative, collegial learning community that thrives on sharing good practices to inspire and champion responsible management education, research and thought leadership globally.

These Principles was adopted by UniOpet in March 2016 because we believe that education can change minds and minds change the World. Higher Education Institutions have the ability to influence students with responsible and sustainable business practices. This influence shapes tomorrow's business leaders and society.

Our desire is to strengthen and empower future business professionals, adding value to business and modern society, give to future business leaders the tools to recognize and maximize sustainable opportunities.

We believe that we can Create a paradigm for teaching, learning and understanding sustainability as core to the business model, connecting with a network of stakeholders reaching beyond the business sphere, into signatories and supporting organisations.

Anyway, we believe that:

"WHAT IS LEARNED TODAY, TRANSFORMS TOMORROW"!

3. UNIOPET PRME HEAD



Prof. Luis Antonio Verona

By becoming a signatory of PRME in March 2016, the Opet Group became part of a group of Higher Education Institutions that has acted in the sense of dealing with the formation of professional managers committed to the sustainability of the planet.

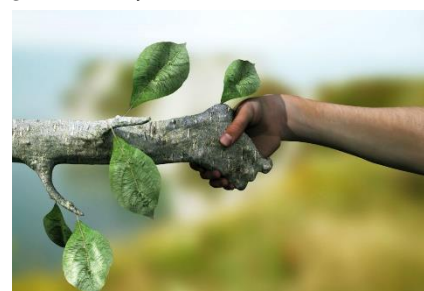
After joining the PRME and in view of the Charter of Commitment of our Institution, the Multidisciplinary Knowledge Center was created, which was in charge of creating the line of research on Sustainable Universities.

Thus, the Opet Educational Group became part of a group of Brazilian institutions that exchange experiences and indicators of implementation of practices that lead to the strengthening of organizations in relation to sustainability.

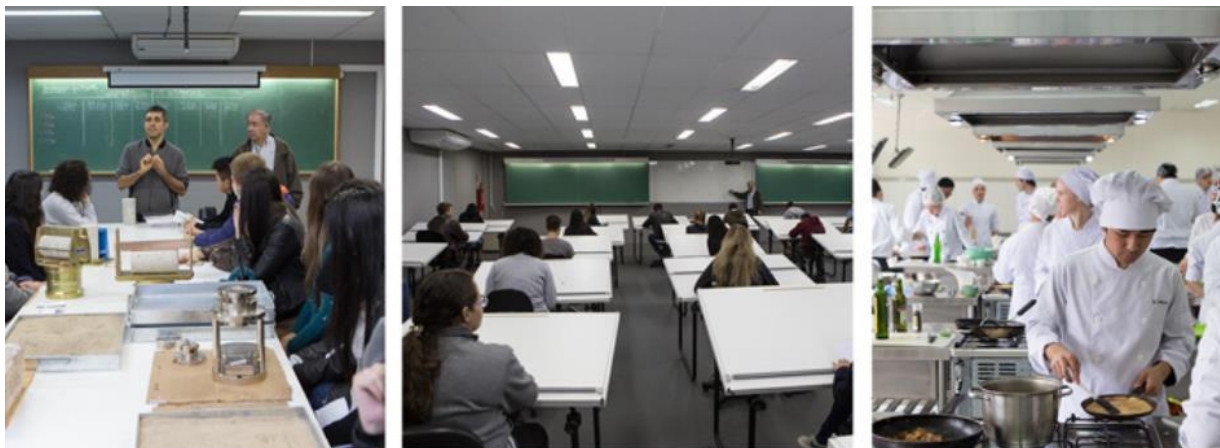
The first scientific publication was an article titled "Sustainable Brazilian Universities: Composition of Characteristics, Indicators and Performance Parameters", presented at the Symposium on Sustainability in University Campuses (SSC-2017), organized by the University of São Paulo, Brazil, 17th-19th September 2017, with support of Manchester Metropolitan University (UK), the Research and Transfer Centre "Applications of Life Sciences" of the Hamburg University of Applied Sciences (Germany), and the Inter-University Sustainable Development Research Programme (IUSDRP).

This article will be composing a chapter of Springer Publishing's "Towards Green Campus Operations: Energy, Climate and Sustainable Development Initiatives at Universities" (ISBN 978-3-319-76885-4), to be released on June 12, 2018.

This book showcases examples of campus-based research and teaching projects, regenerative campus design, low-carbon and zero carbon buildings, waste prevention, and resilient transport, among others.



4. UNIOPET BACKGROUND



Founded in Curitiba, Paraná, in 1973, the OPET Educational Group is a reference in education and in the practice of knowledge through new technologies.

In these more than four decades, it has not stopped growing and today it is responsible for a complete organizational structure that includes Undergraduate and Postgraduate courses, in presential and distance modalities, a College, a School of Profession (Opetwork), a Publishing System of Education and a Institute of Education and Citizenship.

The pioneering spirit, the entrepreneurial spirit and the relationship with the corporate market are the distinctive features and characteristics of the Opet Group. Through partnerships and agreements with companies, public institutions and class entities, internships, seminars, forums, congresses, fairs, workshops and experimental agencies of the courses, learning mixes theory and practice, enabling the student to, before even graduating, is already attuned to the reality of his profession.

Since its founding, it has trained more than 100,000 students.

It currently has 5,000 students enrolled in higher education, distributes in three campuses.

We are PRME signatory member since 2016.



5. MISSION, VISION AND VALUES

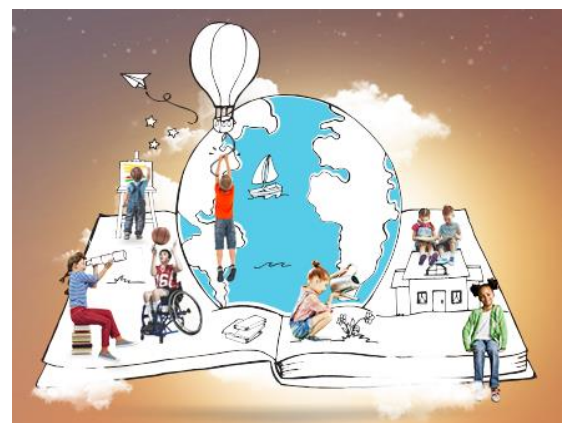
Mission, Vision and Values

Mission

Educate for the full personal development, exercise of citizenship and training for work, offering children, young people and adults the necessary conditions for the construction and application of knowledge for the benefit of society.

Vision

To be recognized among the best educational organizations in the country as a reference in the use of new teaching-learning technologies and modernization of education management.



Values



Sustainability: Our economic and material development is directly related to the success of our operations. We prioritize the use of resources intelligently and avoid wastage ensuring the viability of our business with a view to future generations.



Social Responsibility: Our activities and resources are used to contribute to a fairer society and a more integrated environment. We promote social development and inclusion through education, training and appreciation of the human being.



Innovation and Pioneering: Our competitive strategy is based on the design, development and management of processes that continually add value to the production of knowledge. Our people are committed to arousing interest in the new.



Transformation by Education: Our pedagogical practices promote knowledge in different ways, always with a view to integral formation and the exercise of citizenship. We strive to apply innovative methodologies so that our students can fully develop their potential.



Team Spirit: Our work environment is engaging and welcoming new ideas and honest dialogues. The synergy and respect among our employees contributes greatly to the pursuit of excellence in results and confidence in the future.



Quality in Everything We Do: Our management is oriented to establish a quality consciousness with a view to excellence in thinking, acting and producing. We seek to respond reliably and in a timely manner to the needs required of our processes and services.



Joint Construction: We seek a differentiated and pioneering educational model that is based on cooperation between entities and institutions of common interest. We believe that the development and the best result come from the convergence of intentions.

6. EDUCATION AND CITIZENSHIP



The Children's City

The Children's City is a special project of the School and Opet Institute and an important differential in the training of our students from Kindergarten and Primary Education - 1st to 5th year. It was founded in May 1970 by Professor Ney Lobo.

To speak of citizenship is to speak of equality of opportunity among people, of the awareness that it is possible to transform and coexist with differences and that individual well-being passes through collective well-being. The construction of citizenship, solidarity and peace, requires profound changes of consciousness and the change of paradigms, from an ethical-political perspective. These changes occur simultaneously in people and in the context in which they are inserted.

The Children's City came about, with the intention of transforming society through education, being a place where children would have the constant experience of human values and citizenship, in order to contribute significantly to their lives, their families and community, and thus reflecting on behavioral changes and paradigms, glimpsing the transformation of their local reality. It is an important differential in the training of students in Early Childhood Education and Elementary School Opet and also attends children of Municipal Schools and Civil Society Organizations that welcome children in situation of social vulnerability.

The Children's City is composed of four poles:

Environmental pole: Garden, forest and rural space

Political pole: City Hall, City Council and Forum.

Service pole: Health office, shopping center and bank

Cultural center: Cyber, library, toy library, family home and cultural center.

The streets with signs and traffic lights allow students to take the first steps of Citizenship.

Playing with big people, children are actually experimenting with important concepts of citizenship in practice. In this way, they recognize their role within a society, so that in the future they act and contribute as responsible, conscious and critical citizens.



The Citizenship Moment Program

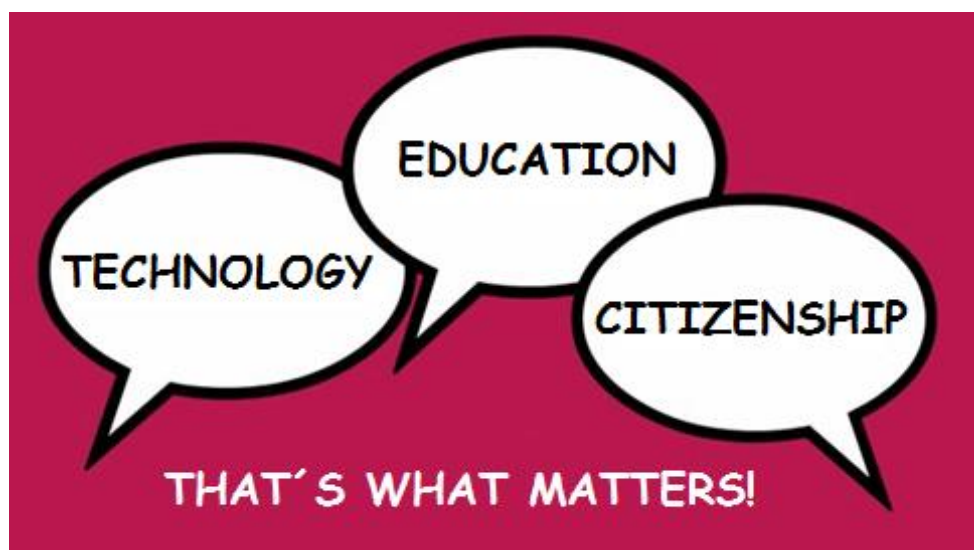


This project aims to provide moments of reflection on themes related to social, health, environment, culture, citizenship, education and professionalism, not only to the school community, but also to the entire Society of Curitiba and Metropolitan Region.

There are debates, talks and lectures. The Citizenship Moment is also present in Academic Weeks promoted by Opet College and Conversation Table promoted by Opet College.

Some issues we have already addressed:

- Moral and Sexual Harassment in the Workplace;
- The humanitarian crisis of refugees in the World;
- Ethics and Citizenship;
- Social Business for Startups;
- Corporate Volunteering;
- Sustainability;
- The Labor Market in the Third Sector.



7. OPET INSTITUTE



The Opet Institute encourages social transformation through volunteering. Voluntary social action is considered by scholars of the different areas of knowledge as a new space for social transformation.

At present, solidarity actions and volunteering are being disseminated and are in a moment of appreciation, since for a long time they were forgotten by some areas and valued by others.

The main voluntary actions developed by the Opet Institute in 2017 were:

- Electronic Waste Campaign;
- Campaign for collection and recycling of cooking oil;
- Winter clothing campaign;
- Solidary action in Public School of Special Education;
- Campaign against breast cancer, named "Pink October".

Throughout the month of August, 2017 the Opet Institute organized a series of activities focused on the importance of solidarity actions in various areas of society. In all, there were seven events, involving more than 100 volunteers.

The month began with the painting and landscaping of the Viviam Marçal School. Following the Social Cine with the participation of 50 students of the Social Communication Courses.

In addition, extension courses, lectures focused on social responsibility and the third sector were offered to encourage and stimulate volunteering.



8. PRACTICAL ACTIONS

NOVEMBER 2016:

- Program of Professional Orientation to the Student. Partnership between the Opet Institute, Opet Placement, Vocational Portal, Professional Counselors, and Vocational Bearings. The program has volunteer vocational counselors. An impactful process of learning and professional information for students in the period of construction of the professional identity and career choice.
- The Opet Institute in partnership with Junior Achievement Parana, held a lecture that brought awareness and awareness to volunteering. We have 131 students from accounting, administration and law courses. Junior Achievement Parana develops social projects and volunteer programs on topics ranging from this economy and personal finance to sustainability and ethics.

MARCH 2017:

- The organizations participating in Curitiba's Social Investor Network (RIS) held the first meeting of the year. The objective of the group is to foment the debate on the third sector, addressing the investments and social businesses and the initiatives carried out in Paraná. The Opet Institute coordinated the Technical Qualification WG of the Social Investors Network, which currently consists of about 40 organizations among companies, institutes and business foundations of family members.
- The Opet Institute promoted a lecture about a project that seeks to rescue the identity of women imprisoned in the Piraquara Women's Prison. The event was attended by 120 people, including professors and students of the Advertising and Publicity Courses, Journalism and Law. In the lecture called "Women incarcerated and the identities rescued," journalist Michele Bravos told how these women lose their personal essence and suffer from the contempt of society.

APRIL 2017:

- Aware of this socio-environmental issue, the Opet Institute launches, for the first time, a campaign to collect e-waste with the Opet Educational Group. In response to its mission of forming citizens who are conscious and capable of transforming the future, the campaign "***Do not give back to Nature what it did not do***" seeks to share the responsibility of each individual in the correct destination of waste generated by the end of the useful life of their goods.



MAY 2017:

- Voluntary project of professional orientation supports students from public schools. The Opet Educational Group has in its DNA the purpose of preparing people for the job market. The Professional Information Program for Students (PIPS), a social project approved by the Opet Institute, was born in order to provide professional guidance to students enrolled in the second year of high school in the public network.

JUNE 2017:

- Students present communication proposals for the third sector. Representatives of five NGOs from Curitiba and metropolitan region approved communication proposals developed by students of the 7th semester of Advertising and Publicity program of UniOpet. The proposal is to offer real experiences to the students, so that they develop practical actions in the community, even contributing, to the access to the labor market.

JULY 2017:

- Campaign ensures correct disposal of waste and transforms attitudes into Opet. The campaign "Do not play in nature what she did not do" garnered electronic junk among students, teachers and employees. About 198 kg of equipment and electronic devices were collected. All material was delivered to a company specializing in the reverse manufacture of electronic waste, which will dispose of the environmentally and legally correct waste from what was collected.



AUGUST 2017:

- The Opet Institute promotes lecture on corporate volunteering. Increasingly, volunteer work has been part of the business landscape. Supporting a cause, humanizing relationships and engaging employees in activities of this genre is very important for building a positive image of the company. In addition, it expands new professional skills and strengthens the integration between teams. This was the theme of the Corporate Volunteering lecture.
- Campaign that allows the recycling of cooking oil. Seeking to expand the sustainable attitudes inside and outside the Opet Educational Group, the campaign "Reuse Cooking Oil" was created, which stimulates the correct disposal and recycling of oil. The project aims to promote scientific research, teamwork and the ability to present in public. The oil collected on campus is a raw material in the production of cleaning products such as soap, for example.

SEPTEMBER 2017:

- “Career management in times of crisis”. Opet Placement's Opportunity Placement Agency, which acts with various programs focused on orientation, career placement and career development, has brought six leading names in the area of coaching, mentoring, and organizational intelligence for a conversation. The discussion has examined many of the major crisis-related news in recent times.

OCTOBER 2017:

- ‘Students donate books to community library’. The community library of the Move Lives Project, located in the Caximba neighborhood of Curitiba, has won more than 200 books for its bibliographic collection. The books were collected and donated by the students of the 8th semester of the Journalism/Social Communication program of UniOpet.

NOVEMBER 2017:

- Opet promotes wellness actions for the “Pink October”. A partnership between the Aesthetics Course and the Opet Institute has carried out a series of activities aimed at the well-being and the quality of life throughout the month of October. The “Pink October” Movement is known worldwide for the realization of breast cancer awareness and prevention actions. In programming various actions like humanized esthetics, haircuts for donations and auto makeup.



DECEMBER 2017:

- In partnership with the Opet College, the Opet Institute conducted Christmas fraternization, providing moments of joy to 35 children hosted by Lar Hermínia Scheleder and the Hogar Infantil Sol Amigo. This was the goal of the Christmas fraternization that took place in december 2017.



9. SUSTAINABILITY APPROACH

The Principles of Sustainability

Since 2016, UniOpet incorporated 10 Global Compact and 6 PRME Principles in its process.

THE POWER OF PRME PRINCIPLES:

“The Principles for Responsible Management Education have the capacity to take the case for universal values and business into classrooms on every continent.”

UN Secretary-General Ban Ki-Moon (2007).



On September 25th 2015, countries adopted a set of goals to **end poverty**, **protect the planet**, and **ensure prosperity for all** as part of a new sustainable development agenda.

Sustainable Development Goals - UN



PRME Six Principles:



Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social environmental and economic value.



Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Dialogue: We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.

JOINING GOALS AND INITIATIVES IN UNITED NATIONS



PRME - The Ten Principles of United Nations Global Compact

➤ Human Rights

- [Principle 1](#): Businesses should support and respect the protection of internationally proclaimed human rights; and
- [Principle 2](#): Make sure that they are not complicit in human rights abuses.

➤ Labor

- [Principle 3](#): Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- [Principle 4](#): The elimination of all forms of forced and compulsory labor;
- [Principle 5](#): The effective abolition of child labor; and
- [Principle 6](#): The elimination of discrimination in respect of employment and occupation.

➤ Environment

- [Principle 7](#): Businesses should support a precautionary approach to environmental challenges;
- [Principle 8](#): Undertake initiatives to promote greater environmental responsibility; and
- [Principle 9](#): Encourage the development and diffusion of environmentally friendly technologies.

•

➤ Anti-Corruption

- [Principle 10](#): Businesses should work against corruption in all its forms, including extortion and bribery.

PRME Principles for Responsible Management Education

CHAPTER BRAZIL

In December 2017, the Opet Group became part of Board of the PRME Brazil Chapter, due to the termination of the previous management term.

The new Board is composed of representatives of the following Higher Education Institutions: Fundação Dom Cabral, Insper, Fundação Instituto de Administração, FIEP-PR System and UniOpet. The term of this new Board is for the period 2018-2019.



PRME Brazil 's Chapter Board (2018-2019)

10. OUR EDUCATIONAL PROGRAMS



OPET SCHOOL

The Opet School integrates the national network of schools that are part of the Opet Teaching System, offering Early Childhood Education, Elementary and Secondary Education.

It is aligned with the institutional guidelines that drive educational development actions with innovative solutions and linked to the demands of today's society.

Opet School is part of the UNESCO Associated Schools network, which is committed to creating and practicing quality education in the pursuit of peace, freedom, justice and human development in order to meet the educational needs of children and young people around the world.

OPET COLLEGE - UNIOPET



UNDERGRADUATE PROGRAM

The Opet College offers Traditional Classrooms and e-learning programs for Bachelor, Graduation and Technology, lasting from two years. The programs are strategically focused on the job market and business management.

POSTGRADUATE PROGRAM

Postgraduation for undergraduates in the various areas of knowledge offered in the traditional classroom and e-learning modalities.

MBA PROGRAM

Master in Business Administration: programs designed for professionals who need to advance studies in various management areas.

OTHERS PROGRAMS

UniOpet Extension School offers several free and open learning courses to society.

NCM – Núcleo de Conhecimento Multidisciplinar



MISSION: "To regulate, guide and develop the academic groups, having as basic foundation their alignments with the respective areas of knowledge, the strategic objectives of the educational group Opet, the labor market and society, with the objective of promoting the teaching, the research and the extension of the Institution".

VISION: "To provide the Educational Opet Group with the full conditions of becoming a reference in the southern region of the country, regarding the intellectual and professional development of people who will transform the future of Brazil".

What are Academic Groups?

They are academic divisions that are characterized as a space of interaction of a group of teachers.

Teachers linked to a Group orbit around a certain theme, which represents an area of knowledge.

Due to its relevance, its interdisciplinary nature and its innovative performance, the Academic Group aims to contribute to the resolution of problems related to knowledge, the quality of teacher and student training, as well as its relations with the labor market.

11. ASSESSMENT OF PROGRESS

Sustainability Goals

ITENS	ACTIONS REQUIRED
ACADEMIC	Restructure and implement the principles for responsible management education in the curricula of UniOpet's undergraduate, specialization and extension courses.
COMMERCIAL	Offer courses focused on Governance and Sustainability. Team training in Sustainability.
MULTIDISCIPLINARY KNOWLEDGE GROUPS	To develop studies and research on themes related to Sustainable Universities and to elaborate metrics, parameters and instruments of institutional evaluation regarding the achievement of PRME goals.
MARKETING	Launch UniOpet´s Sustainability Portal and a marketing campaign on institutional sustainability.
QUALITY	Review the process of hiring suppliers.
IT	Encourage and guide employees on the proper disposal of eletronic waste. (100% achieved!)
PEOPLE MANAGEMENT	Implement Opet´s Diversity Program (UDP) and Internal Social Responsibility Program (ISRP).

THE OPET GROUP “DNA CODE” (*The Way to be Opet*)

Develop a Code of Conduct and Ethics, as a guide for an ethical and responsible posture, to be offered to every new employee at Opet.

It includes the collection of Global Compact and PRME principles, Opet´s ethical principles, work relationship, relationship with society and commitment to ethics.

DIVERSITY PROGRAM

Develop the Opet´s Diversity Program to promote diversity and non-discrimination with respect to origin, race, religion, gender, age, sexual orientation or disability. We see plurality as an advantage and promote equal treatment, kindness, empathy and respect in all relationships.

12. CHALLENGES AND FURTHERS

What (Problem)	Why (Justification)	Who (Responsible)	When		Where (Place)	How (Procedures)
			Start	End		
Implementation of the Principles for Education in Responsible Management (PRME).	Attention to the Letter of Commitment signed between Uniopet and PRME for the donation and implementation of the Principles for Education in Responsible Management	Members of the committee to implement the Principles. (Pedagogical Coordination)	March 2018	March 2019	All Uniopet campuses	<ol style="list-style-type: none"> 1- Establish a PRME Implementation Committee at Uniopet. 2- Diagnosis on the culture of responsible management and values of sustainability. 3- Define a methodology for insertion of the ODS in the planning and culture of the Uniopet. 4- Define a methodology for the implementation of ODS in the curriculum. 5- Produce Report on the progress of the implementation of the PRME-SIP.
Publication of the Guide "DNA Opet", by the members of the Multidisciplinary Knowledge Group (MKG).	A guide with the collection of Global Compact and PRME principles, Opet's ethical principles, work and social relationship, commitment to ethics, and a responsible posture.	Members of the committee to implement the Principles and Multidisciplinary Knowledge Group (MKG)	March 2018	Aug. 2018	All Uniopet campuses	<ol style="list-style-type: none"> 1- Definition of chapters and those responsible for their writing. 2- Definition of schedule. 3- Delivery of the chapters of the book. 4- Correction of chapters and organization of the guide. 5- Printing, publishing and dissemination.
Develop the Opet's Diversity Program to promote diversity and non-discrimination (ODP)	To promote diversity and non-discrimination with respect to origin, race, religion, gender, age, sexual orientation or disability.	Members of the committee to implement the Principles and Multidisciplinary Knowledge Group (MKG)	July 2018	Dec. 2018	All Uniopet campuses	<ol style="list-style-type: none"> 1- Definition of Program's content. 2- Definition of schedule. 3- Delivery content themes among the authors. 4- Final compilation of the Program. 5- Preparation of the calendar and dissemination of training dates. 6- Implementation and evaluation of the Program.
Offer courses focused on Governance and Sustainability.	To promote knowledge about the importance of the institution's sustainable governance, generating greater adherence to the PRME.	Members of the committee to implement the Principles and Multidisciplinary Knowledge Group (MKG)	July 2018	July 2019	All Uniopet campuses	<ol style="list-style-type: none"> 1- Definition of Course's content. 2- Definition of schedule. 3- Delivery content themes among the employees. 4- Execution of Courses according calendars. 5- Evaluation of the Courses. 6- Improve new suggestions.
Develop the UniOpet's Sustainability Portal	Dissemination of institutional sustainability campaigns through the UniOpet digital portal.	Members of the committee to implement the Principles and Marketing Team	Sept. 2018	Nov. 2018	Opet Grup Internet Portal	<ol style="list-style-type: none"> 1- Definition of Portal's content. 2- Definition of theme's content. 3- Preparation of the calendar and dissemination of messages. 4- Implementation and evaluation of the content. 5- Improve new suggestions.

13 CONTACT INFORMATION



To contact UniOpet for more information:

PRME Responsable: Prof. Luis Antonio Verona – Dr.

Fone: +55 41 9 9808-7069 / +55 41 3028-4860

Mail: luisverona@opet.com.br

Site: <http://www.opet.com.br>

