

## **Sustainability at Abril**

Throughout its trajectory, the Abril Group has contributed to the raising of awareness regarding sustainable development at all levels: environmental, economic and social. Its history is marked by a fierce determination to defend the right to the freedom of expression and information.

In the field of corporate responsibility, the first giant leap was the creation of the Victor Civita Foundation, in 1985, with the mission to contribute to the improvement of basic education in the country. In the years that followed, the Group went on to provide incentives and develop initiatives focused on the promotion of education, health, culture and environmental preservation. Among these are: the Claudia Award, the Sustainability Test Guide, the Abril Theatre, the Planet House Award, Educate to Grow, and many others. And more recently the Victor Civita Square—an area which used to be a landfill for over 40 years, transformed into an thriving cultural space for leisure and information, open to the public.

In the editorial, Abril put sustainability up for debate, in its magazines released in 2007—Sustainable Planet. With this project it was possible to present different points of view, to show the facts that surround the theme, and offer information to the reader so that he or she may form a balanced opinion. In this way we work with the synergistic effect of good ideas.

The action worked and we perceived the positive impact at Abril. Since the end of 2007 we are developing Abril's own strategy for sustainability in the management of its business. Currently the Group has various areas involved: Logistics and Distribution, Graphics and Supplies that form a chain. Besides these, we have: Marketing of Public Relations and Events and IT, with the prospect of new areas coming in all the time. We are also involved in the construction of GHG Protocol in Brazil—Greenhouse Gas Protocol—where we commit to map and manage the Group's greenhouse gas emissions. Abril is the first Brazilian communication company to subscribe to this protocol.

All of these strategies are being developed by the areas applying the Collective Construction method. It is a way to develop solutions based on ongoing dialogue between people, taking into consideration their knowledge and social, environmental, economic questions all together.

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