



SOCIO-ENVIRONMENTAL RESPONSIBILITY

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ABSTRACT

The Environmental Responsibility reader is a definitive collection of classic and contemporary Environmental works that offers a comprehensive overview of the issues involved in Environmental Responsibility steering the reader through each development in through with a unifying and expert editorial voice. In the present work we first theoretically contextualize in the importance of social and environmental responsibility in the firm. At the same time analyzing the relation between these variable firm performance , for is the literature provides contradictory result. In the hotel sector this controversy is particularly relevant given the intense relations and dependency that this industry has with its environmental context . There is also an exploratory analysis of the differences in the human resources management system according to the following hotel classification data:- size , ownership , time share offer , type of location , profitability and customer satisfaction.

INTRODUCTION

Social and environmental issues have always been present in our performance ,whether in financing projects with mainly social and environmental objectives or in incorporating these dimensions into the set of products and instruments of support , including more attractive financial conditions as a function of the sustainability criterion . The theme is also consider in the activities and procedure of analysis inherent

in the concession as well as in the treatment of our administrative activities.

The social and environmental responsibility and due to the relevance of the socio-environmental issues for our performance and for the suitable development of the country , we are promoting an improvement of our contractual condition and clauses adopted by standard . We are all aware of the current pressing environmental problems :



the green house effect , oil spills in the Mexico , more species becoming endangered or depletion of the rain forest. It we do not act faster in protecting our environment and start to promote the protection of our climate . We could be threatened with even worse consequence in the future our environment is no way some kind of smoke screen or just a reaction to pressure from the public or media , but the result long term responsibility taken seriously . A trade off may exist between economic development and the welfare of the society of environment through this has been challenged by social responsibility can be passive by avoiding engaging in socially harmful act or active by performing activity that directly advance social goals.

Definition

Environmental Responsibility refers to use natural. Resource carefully, minimize damage, and ensure these recourse will be available for future generation.

Green Economy and Social Development

With the definition of indicators of support for social development and green economy, we focused our efforts and improved our socio-environment performance.

Unsustainable Development Goals

In order to promote sustainable and competitive development, we have several funding mechanisms that directly or indirectly help achieve some of the united Nations sustainable development goals. We can highlight the support for investments in health.

Companies Social Investment

The support for the corporate social investment line finances project and social programs. Performed by companies associations and foundation for all sizes. The recourses of the ISE line can be applied in the scope of the company itself or of the community.

Support For Sustainability in the Mining Sector

We have socio environmental policy for the mining sector. Which formalizes for the guidelines and criteria for granting financial



support for project in the sector. The plan was structure in partnership with fine and counted on the participation of the secretariat of Geology, Mining and Mineral of Mines and energy (MME) of the ministry of Science, Technology , Innovation, and Communication (MCTIC).and of the Brazilian Industrial Development Agency (ABDI) . Through in ova Mineral, we selected and support innovative business plans for developing high-performance materials and agricultural.

Productive Inclusion into Family Farming

We structured a partnership with the Brazilian Agricultural Research Corporation through the program of support for social

innovation and sustainable Territorial Development-Inova Social.

Support For Culture

We invested in strutting cultural projects via financial support (to the cinematographic industry. Publishing industry, among other) or non-reimbursable funds (for instance patrimony and maintenance of collections).

Sports and Culture

Considering culture and sports as educative actions. Which promote personal, community or country development. We give sponsorship to activities in these segments annually.

Reference

- 1) www.bndes.gov.br/
- 2) www.businesscasestudies.co.uk