

Gender Equality: Important Names are Competing for WEPs Brazil Award

The coordination of WEPs Award Brazil announced, on Thursday (27), the list of 32 large, medium and small businesses that are finalists of the first edition of the initiative. Winners' names will be announced next Monday (31), at 7.30pm, in a ceremony at Teatro Positivo in Curitiba.

The award was created by Itaipu and partners for recognizing institutions that promote a culture of gender equality in their organizational environments.

There are 17 large companies at final stage: Abril Comunicações S/A, Agrale S.A, Braskem S.A, Companhia Hidro Elétrica do São Francisco – Chesf, Dudalina, Eletrobras Amazonas Energia, Furnas Centrais Elétricas S/A, Itaú Unibanco S/A, Kimberly-Clark Brasil, KPMG Auditores Independentes, Masisa do Brasil Ltda, Petrobras Distribuidora S.A, Positivo Informática S/A, PricewaterhouseCoopers Auditores Independentes, Renault do Brasil S/A, Romagnole Produtos Elétricos S.A and Whirlpool S.A.

Medium sized are 10 competitors: Apetit Serviços de Alimentação, Barion Indústria e Comércio de Alimentos SA, Cahetel-TG Comércio de Alimentos Ltda, Competence Comunicação e Marketing, Corumbá Concessões S.A, Cruz Vermelha Brasileira Filial do Estado do Paraná, DataCoper Software Ltda, Fundação Copel de Previdência e Assistência Social, Home Care Cene Hospitallar and Tecnisys Informática e Assessoria.

Small and micro companies that are competing are five in total: Create Gestão Ltda, DMA Treinamentos, Desenvolvimento Humano e Representações Comerciais Ltda, Ecofábrica Indústria e Comércio de Produtos Eco, Feito Brasil Indústria de Produtos Artesanais Ltda, Kûmpaia di Carmem Promoção and Divulgação Ltda.

The Award is promoted by Itaipu Binacional, Portal Tempo de Mulher and Espaço das Mulheres Executivas do Paraná (MEX-PR), with partnership of several companies and institutions. The initiative has the seal of UN Global Compact and UN Women, creators of WEPs.

Award Solemnity

Will be attending the Award ceremony: special Advisor UN Global Compact, Fred Dubee; Brazilian Network Global Compact chairman, Jorge Soto; UN Women Representative in Brazil, Nadine Gasman; Global Reporting Initiative (GRI) presidente in Brazil, Glauca Térrero; Jardim Botânico do Rio de Janeiro Research Institute president, Samyra Crespo; Planeta Sustentável director, Caco de Paula, and journalist and businesswoman Ana Paula Padrão.

What is it?

The WEPs Award WEPs Brazil seeks to promote Gender Equality culture amongst Brazilian companies and is based on the Women's Empowerment Principles- WEPs.

Award and experience

In 2013, Itaipu received the *WEPs Leadership Awards*, that encouraged the company to create the WEPs Award Brazil 2014, as a way to disseminate Gender Equality culture amongst Brazilian companies of all sizes. Since 2003, Itaipu has had a program specifically works on these matters.

The initiative is recognized by UN Global Compact and UN Women, creators of WEPs.

More information @ www.premiowepsbrasil.org.