



Banco do Brasil

Miami – 2011

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General Manager – Miami Branch





Banco do Brasil

Dez/2010

Assets	R\$ 811.2 billion
Net Income	R\$ 11.7 billion
Loan Portfolio ...	R\$ 388.2 billion
Funding	R\$ 519.0 billion



Customers	54,366,000
Points of service ..	48,344
Branches	5,087
ATM (owned)	44,954
Employees	109,026



Concept of Social-Environmental Responsibility

To have ethic as commitment and respect as attitude in relations with employees, collaborators, suppliers, partners, customers, creditors, shareholders, competitors, community, government and environment





Sustainable Plan – BB Agenda 21



Commitment to a sustainable economic, social and environmental development

Process and Management

Business focusing on Sustainable Development

Private Social Investment



DRS – Regional Sustainable Development

It is a business strategy through which Banco do Brasil seeks to drive sustainable development, by mobilizing the agents of economic, social and political activities in order to support productive activities that are economically feasible, socially fair, and environmentally correct

It is proposed to contribute to:

Employment and income generation

Strengthening family agriculture and urban initiatives

Democratization of access to credit

Strengthening partnerships and cooperative

Seeking solutions induyentes and participatory development



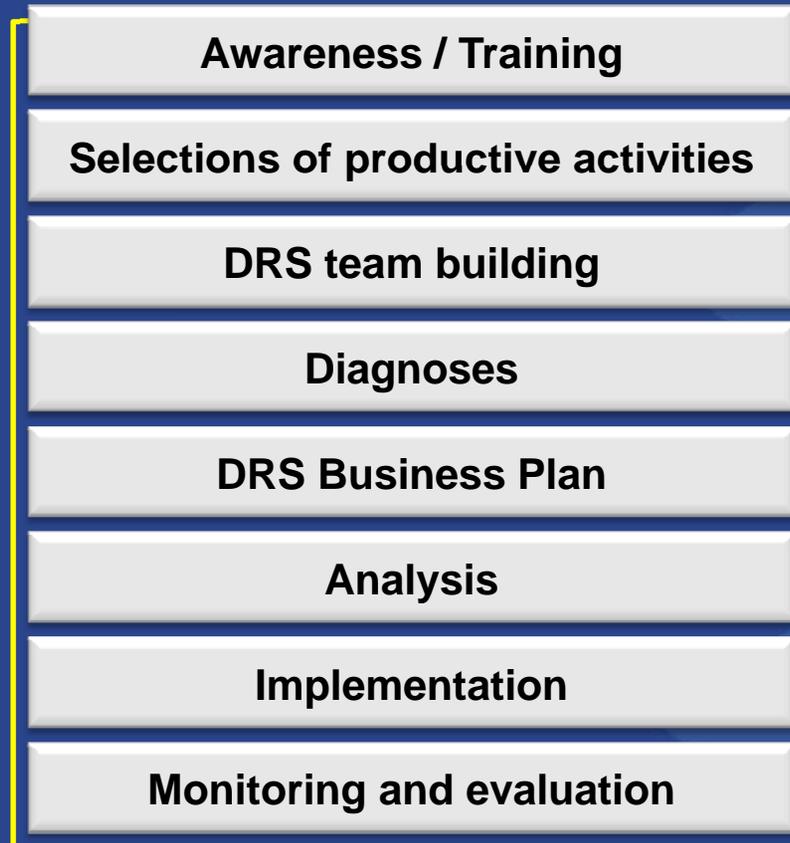
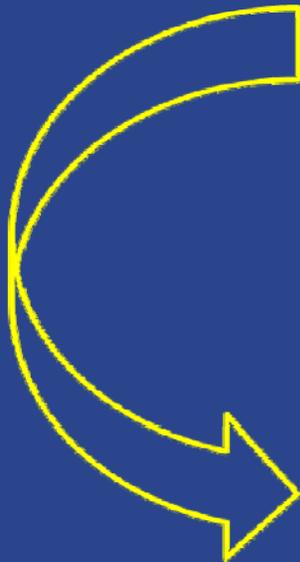
Role of Banco do Brasil

Banco do Brasil operates as a catalyst, fomenting, articulating and mobilizing economic and social agents, for the structuring process of the productive activities developed by mini and small agricultural and urban entrepreneurs, in sustainable businesses

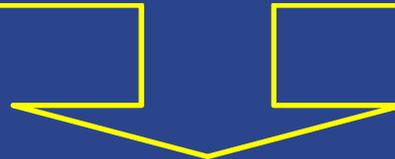


DRS – Methodology

Concerted Actions

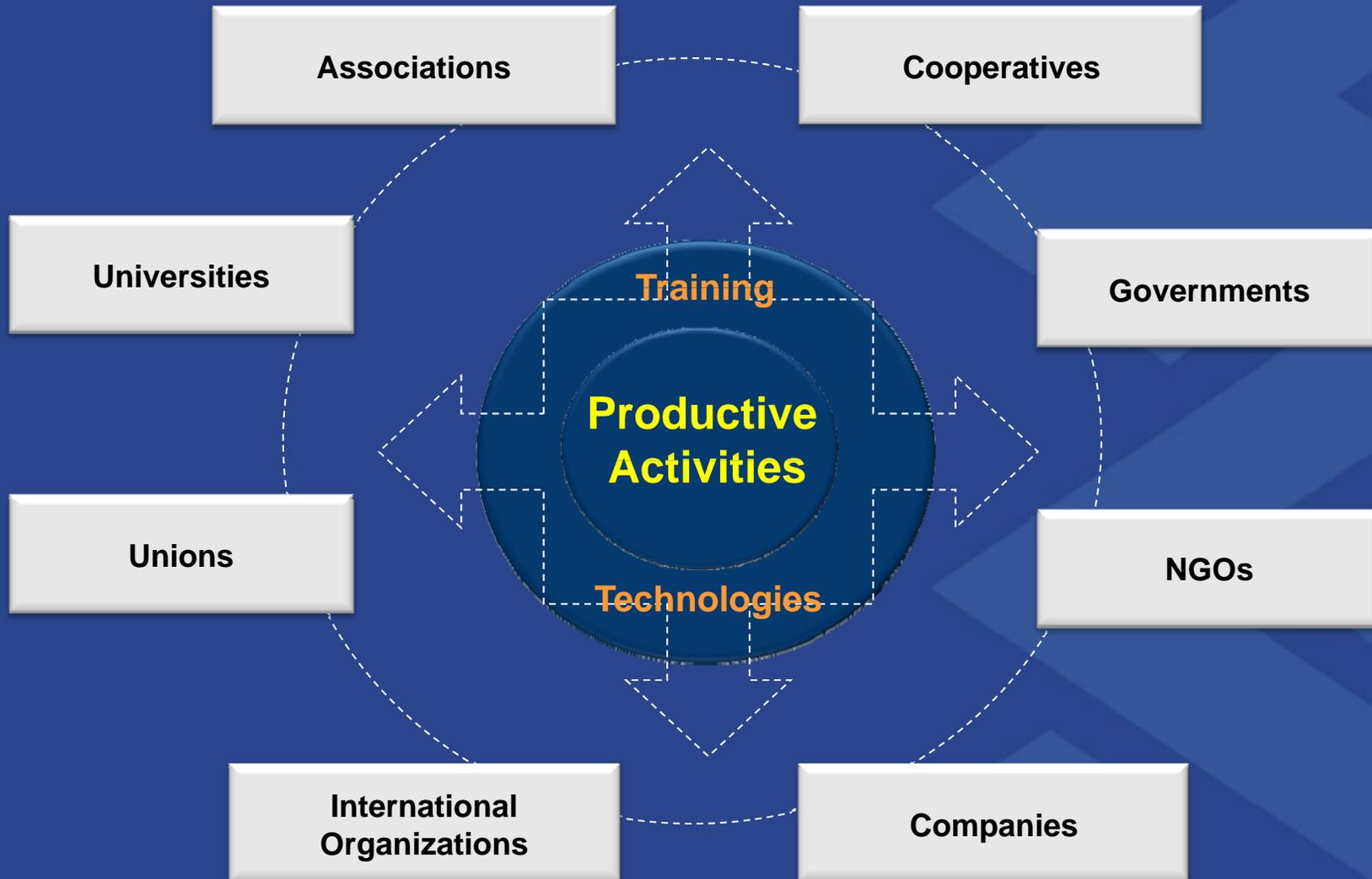


Concerted Actions





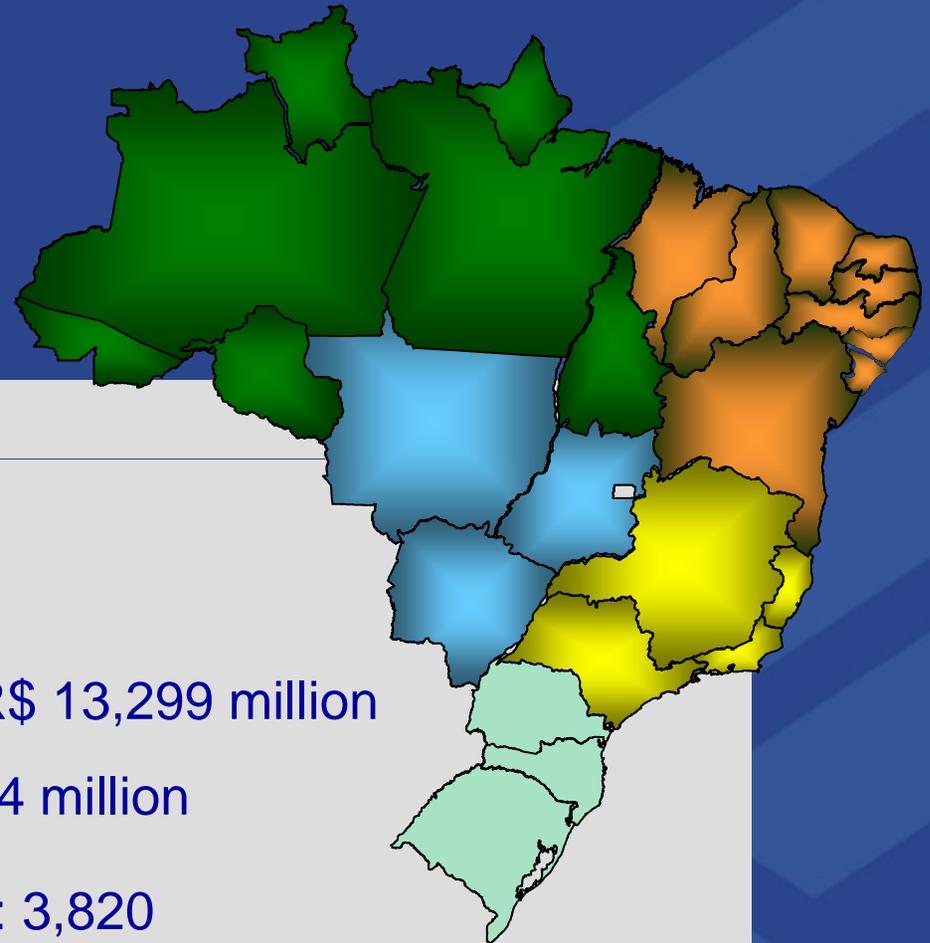
Participatory Vision – “Concerted Action”







DRS – Current numbers



Current numbers

- ✓ DRS – Beneficiaries: 1,167,997
- ✓ DRS – Transactions Concluded: R\$ 13,299 million
- ✓ DRS – Scheduled Loans: R\$ 5,094 million
- ✓ Business Plans in implementation: 3,820
- ✓ Bank Accounts opened in DRS assisted communities: 260,478



Main Productive Chains Supported

Rural Activities – 75%

Sheep industry

Extractive

Fish farming

Oil seeds

Apiculture

Handicrafts

Fruits and
vegetables

Coffee

Manioc (yuca)

Milk

Urban Activities – 25%

Recycling

Urban Street
Markets

Handicrafts

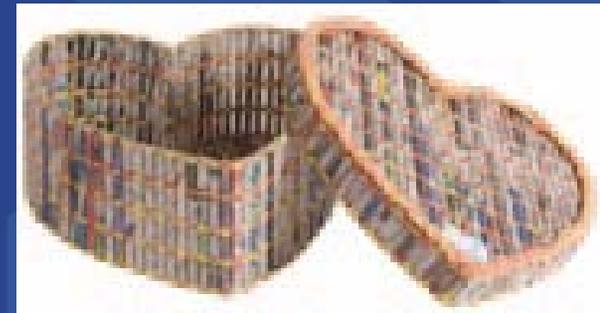
Fruits and
vegeables

Coastal
economy



DRS – Success Stories

Sustainability Store





DRS Clothes – Divinópolis (MG)



- ❖ Comprises 446 small companies and 1,642 beneficiaries
- ❖ Entities: Municipal Chamber of Traders, Chamber of Industries of MG - FIEMG, SENAI, SEBRAE, CEFET, The Foundation for Education from Divinópolis - FUNEDI e City Council of Divinópolis
- ❖ Resources: R\$ 5.9 millions



DRS Cattle Milk – Taquara (RS)



- ❖ Reaches 115 beneficiaries
- ❖ Entities: Rural Workers Union, SEBRAE, Chamber of Industry and Commerce, Cooperative of Milk Producers of Taquara, City Council of Taquara and others
- ❖ Resources: R\$ 3.4 millions



DRS Ceramic Art – Icoaraci (PA)



- ❖ Reaches 222 beneficiaries
- ❖ Entities: Craft Cooperative of Icoaraci, Sociedade Amigos de Icoaraci, Crafts Board of Para State, City Council of Belém, Agencia Distrito de Icoaraci and SEBRAE
- ❖ Resources: R\$ 41 millions



DRS – Ceará-Mirim (RN)

Initial Activity: planting of fruit (papaya)

Diversification: tilapia fish farming, apiculture, cultivation of sunflower (biodiesel) and banana plantation

Covered area:

- ✓ **18 nesting population**
- ✓ **326 beneficiaries**

Entities:

City Council of Ceará-Mirim, 9 producers association, Agencia Reg de Com das Regiões do Mato Grande, DNOCS, Agriculture Department of RN, University of RN, Secretary of Labor and Social Assistance and Emater



Diversification of Activities - Ceará-Mirim (RN)





Thank you!

Banco do Brasil

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