



New opportunities to speak to business leaders in Brazil

The Global Business Initiative on Human Rights (GBI) has been taking advantage of new opportunities to speak to business decision-makers in Brazil, as part of our ongoing work in the country to support efforts to advance corporate respect for human rights.

GBI's CEO Ron Popper was a keynote speaker at a private workshop for 20 CEOs of Brazilian companies on the business and human rights and anti-corruption agendas, organised by the UN Global Compact in Brazil.

“It was a good opportunity to speak about the advantages and value for companies of combining their approaches on the two agendas, while still respecting key differences,” said Ron. “In addition, I highlighted the changing global regulatory framework on business respect for human rights, the implications for Brazilian business resilience, and the need to invest in human rights due diligence. It was also a good opportunity to listen to different perspectives.”

The workshop led to another opportunity for Ron to speak to O Globo, a leading Brazilian daily newspaper, which resulted in a half-page [interview](#) on some of the key human rights issues facing business, such as supply chain due diligence, modern slavery and indigenous peoples' rights, as well as the financial and legal drivers for performing robust human rights and environmental due diligence in operations and value chains.

Meanwhile, GBI has been continuing its regular work on respect for human rights with Brazilian companies and local representatives of GBI members through a series of workshops devoted to key issues facing companies in Brazil.

These workshops – organised in collaboration with the World Business Council for Sustainable Development (WBCSD) and the Conselho Empresarial Brasileiro para o Desenvolvimento Sustentável (CEBDS) – offer a unique opportunity for business practitioners to share practices, approaches and learnings with one another.

GBI Director, Catie Shavin, said: “Opportunities for practical discussions among business are key to accelerating efforts to strengthen human rights risk management among business. While expectations of business are well-established, there's still a lot of work for companies to do to develop ways to meet these expectations. Working together enables much faster progress.”

This year, GBI's work with Brazil-based practitioners focuses on how the rapidly changing legal and policy landscape, particularly in Europe, will affect companies in Brazil, and what can be done to get ready for mandatory due diligence requirements. Practitioners have also been encouraged to discuss how their work has been impacted by the COVID-19 pandemic, and strategies for ensuring that the most vulnerable do not get left behind.

GBI looks forward to continuing its work with business practitioners in Brazil and supporting engagement and collaboration among diverse stakeholders to achieve meaningful outcomes for affected people.