



# Public Private Partnerships on Social Inclusion Policies

## **Challenges and Opportunities**

# Brazil in South America



Population: 184 million

Area: 8,5 million km<sup>2</sup>

26 States plus the Federal District

5.564 municipalities

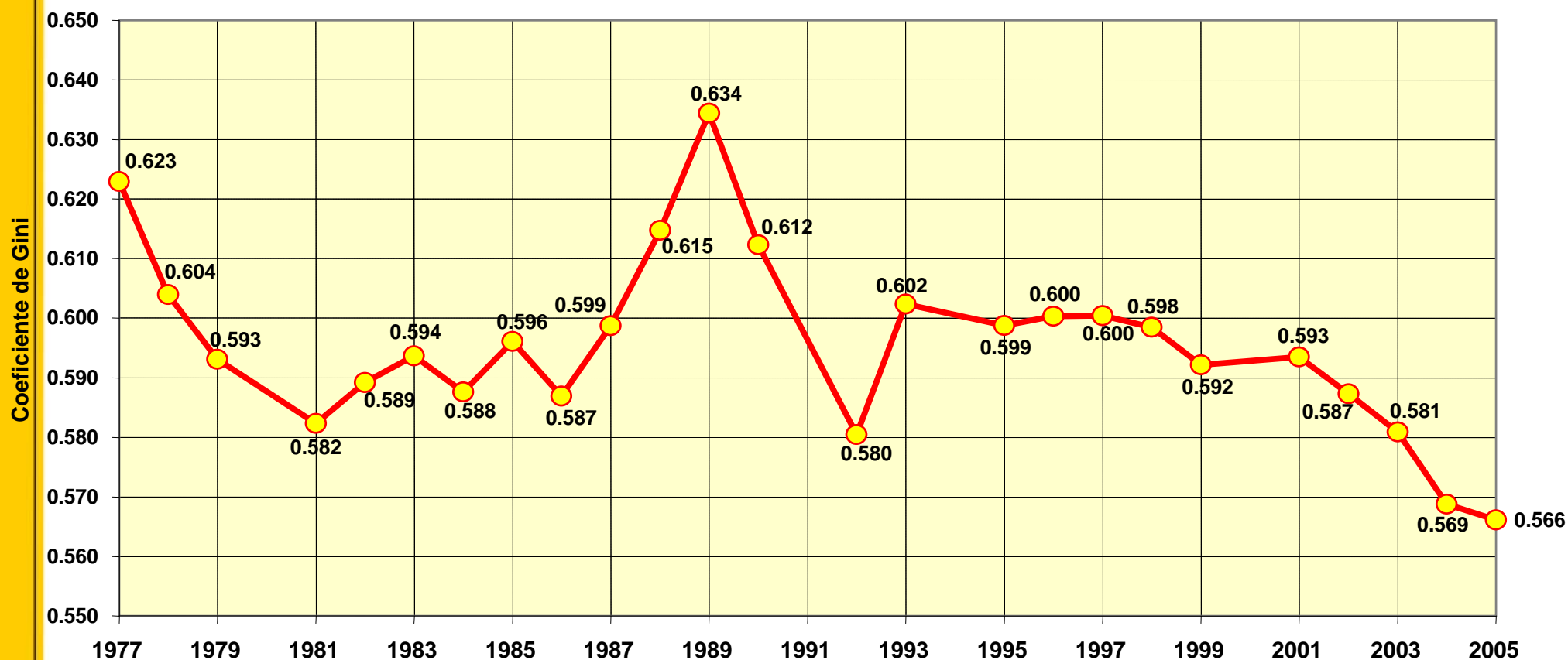
Poverty- stricken population : 44 million (11 million families)

Population in extreme poverty:  
18 million (4,5 million families)



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# Time Evolution of Income Inequality in Brazil (Gini Coefficient)



Fonte: Estimativas produzidas com base na Pesquisa Nacional por Amostra de Domicílios (PNAD) de 1976 a 2005, porém nos anos 1980, 1991, 1994 e 2000 a PNAD não foi a campo.



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# Hunger Zero



Strategy fostered by the Federal Government to guarantee the basic human right to feeding, prioritizing people with hindered access to nutrition.



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# Priority Groups



Street  
Population



Camped  
Population



Maroon  
Communities



Indigenous  
People



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# Social Development and Hunger Combat

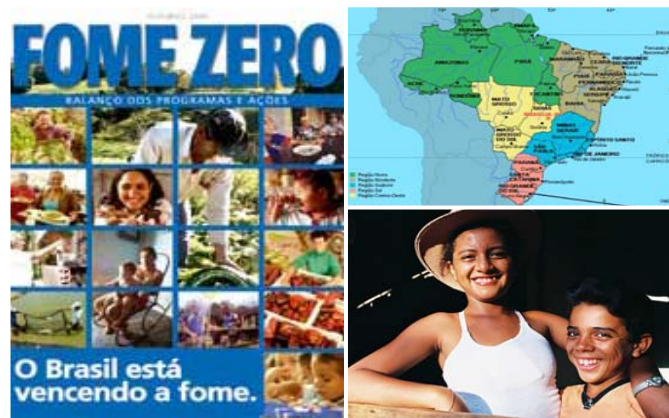


The Ministry of Social Development and Hunger Combat (MDS), created in January 2004, manages 21 programs, services and benefits, attending 57 million people, in all Brazilian municipalities, with the following annual budget statement equivalent in US\$:

2005 - 8,5 billion

2006 - 10,5 billion

2007 - 12,5 billion



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# MDS Activities Focus



MDS is responsible for the implementation of four social policies:

- 1 - Conditional Cash Transfer (11.100 million families)
- 2 - Social Assistance (Throughout 5,564 municipalities)
- 3 - Food and Nutritional Security
- 4 – Social Development (Generation of labor and income)

MDS has also two Secretariats dealing with:

- Information Management
- Partnerships Building

# Partnership Building



- Incentive Social Control;  
Foster social concern in society;
- Create opportunities for citizen and corporate participation;
- Recognize, certify and stimulate social actions;
- Incorporate new ideas and projects from the private sector in public policy;
- Stimulate the strategic allingment among the private sectors with Federal Social public policies.

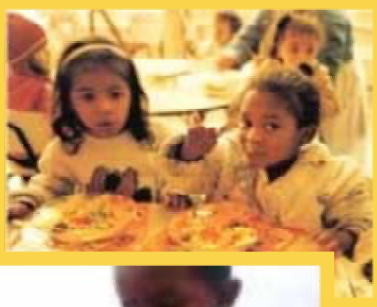


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# Brazilian Corporate Social Action



From 2000 to 2004, corporate social participation increased 10 points, going from 59% to 69%.

In 2004 they invested around US\$ 2,4 billion, what amounts to 0,27% of the GIP.

*Source: IPEA*



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# Main actions undertook by companies in 2004



- Food: 52%
- Social Assistance: 41%
- Health: 24%
- Education: 23%
- Leisure: 19%
- Community Social Development: 18%
- Sports: 15%
- Work Training: 14%
- Culture: 13%
- Public Safety: 7%
- Enviroment: 7%

Source: IPEA



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# Benefitted Public in 2004



- Children: 62%
- The Elderly: 39%
- Community in General: 31%
- Youth: 30%
- Disabled People: 26%
- Adults: 20%
- Serious Illnesses: 17%
- Family: 15%
- Women: 6%



*Source: IPEA*



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## 146 Strategic Partners Certified and 68 with certification in progress

- State Companies: 30
- Private Companies: 50
- International: 10
- Individuals: 01
- NGOs and Class  
syndicates: 55





# Permanent Forum of Partnership Articulation



Forum of articulation between the main private networks of social action already constituted and of strategic MDS partners.

The purpose is of integrating, complementing and aligning social actions with the social development and inclusion policy.



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# Partnerships in rainwater catchment systems



- Brazilian Federal Government – 200.000 units
- Brazilian Federation of Banks (Febraban) - 25.000 units
- National Association of Motorvehicles Manufacturers (Anfavea) and Brazilian Association of Bars and Restaurants (Abrasel) - 9.300 units
- Other partners - 19.000 units

# Supermarkets and the Food Industry



Food: MDS

6.790.000 food baskets -  
2003 to 2006.

US\$ 92 million

Partnerships distribute and  
complement the food  
baskets:

US\$ 5,3 million



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## Popular Restaurants:

- 19 MDS – 2.662.000 meals/month
- 13 Coca Cola – 48.000 meals/month





## Street Scavengers Cooperatives

- 27 cooperatives
- 1350 street scavengers
- 1.100 tons/month



## Urban Biodiesel Trucks laden with frying oil biodiesel



# Phone Central



**Calls:** - 12 million

**E - mails** – 69 thousand

**Value:** US\$ 15,5 million

## **Infrastructure, management, Technology Phone minutes and HR:**

Brasil Telecom \Teleperformance,  
Telemar\Contax, Embrate\Brasil  
Center, Telefônica\Atento, CPqD,  
Telefônica, ACEL – Associação das  
Empresas de Telefonia Celular,  
Claro, Tim and Vivo.





# Petrobras



- Generation of Labor and Income
- US\$ 200 million in 4 year investments
  - 4 million people benefitted



# Pão de Açúcar Supermarkets



- **Faces of Brazil Project** (Projeto Caras do Brasil) – Makes isles available on supermarkets for the sale of several handcrafted products.



- Partnerships against waste.  
**Donation of products** in good conditions of consumption.  
Around 1.200 institutions from 12 states take part in the program.

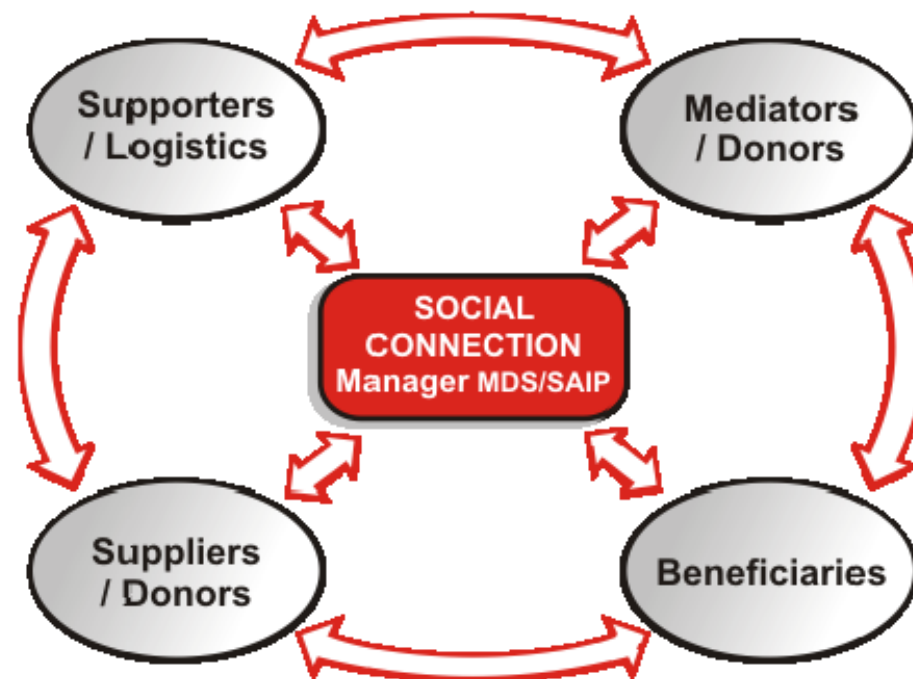




# Social Connection – Donation Management



Identification of Supply and Demand Network as well as distribution of donations to our structuring policies – Solidarity Chain - articulates all the links/actors in order to guarantee that the donations arrive to the more vulnerable families.



# Social Connection – Donation Management



The certification of the social donation of our partners allows the concession of fiscal incentives, such as total withdrawal of some taxes (IPI (Industrial Production) and ICMS (Commerce and Services)).



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# Comparison of received donations



FunCEP (Poverty Eradication Fund) Donations	US\$ 6.748.768
Goods and Values	US\$ 10.758.621
Hunger Zero Central 0800 Services	US\$ 15.221.675
Strategic Partnerships	US\$ 234.975.369
TOTAL	US\$ 270.297.392

# Telecenters



## Telecenter Network of information and Business

4.700 installed units;

A joint effort between the Federal Government MDS, MDIC (Ministry of Development Industry and Foreign Commerce), other government partners and the **Permanent Forum of Small and Micro Businesses.**





## Partners to implement

- **65 donors**
- Business Associations
- NGOs
- Organizations of the Civil Society for the Public Interest (OSCIP)
- Army Units
- Public organs in the three levels: Federal, State and Municipalities



# Social Technology Network



• Foro de los Pro-Rectores de Extensión de las Universidades Públicas Brasileñas;

• Secretaría de Comunicación Institucional de la Secretaría-General de la Presidencia de la República.



INSTITUTO  
**ETHOS**

**SEBRAE**



Over 470 institutions comprise the Social Technology Network, among them: Civil Society Organizations from all regions of Brazil, Universities, the business and public (Federal, State and Municipalities) sectors. Latin-American organizations have also joined the Network.

**“Social Technology includes products, **techniques** or methods, easily copied, developed through the interaction with the community and which represent effective solutions on social transformation.”**



Sustainable agroecological production  
(Produção agroecológica e sustentável - PAIS)



# Social Technology and Local Development



- Low cost
- Easily copied
- Allows for the generation of labor and income
- Promotes social transformation
- The copy of Social Technology hastes the local development processes because it produces solutions to specific problems;
- Stimulates cooperative relations in society and in the productive process;
- Promotes the generation of labor and income

Dique Subterrâneo



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