

# O | PERANOTES

PRESENTED BY

CÂMARA DE COMÉRCIO E INDÚSTRIA  
LUSO-BRASILEIRA



**Welcome to OPERA Notes!** It is with great enthusiasm that we welcome you to our show.

Over the past two years, we have teamed up with AMAZING authors to create **OPERA**, a management model that combines leadership, cultural transformation, and ESG practices.

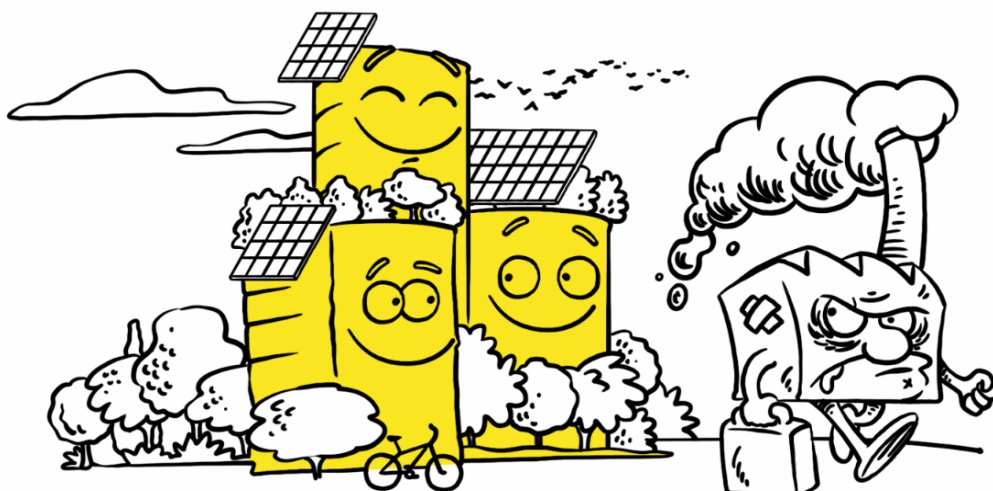
OPERA Notes will bring you the latest trends in leadership, sustainability, organizational culture, and our whereabouts in short and inspiring notes.

**So, find your seat, and feel free to join us for our debut! We'll raise the curtains in 3, 2, 1...**

**Giovana Bratti and Mauro Peres**

## SUSTAINABILITY

### The Sustainable Universe: Jurassic Leaders Keep Out



Some people might curl their lips at the thought of it, but sustainability is here to stay. It's already mandatory in Europe and is widely discussed in Brazil. Sooner or later, those who wish to stay competitive will have to adapt.

**Wondering if we've become big eco-bores?** The answer is no. We don't like anything boring (those participating in our programs can testify). But sustainability goes beyond the environment...

**What is sustainability all about, anyway?** In a nutshell, the UN defines it as meeting our needs today without compromising the needs of tomorrow for future generations. This concept encompasses three pillars: 🌱 environmental, 🤝 social, 🇧🇷 and economic.

For sustainability to gain strength, companies must become committed.

That's why EU members have signed an agreement and adopted the ESG guidelines. By law, their companies will have to adapt **by 2027**.

In July 2023, **Brazil adopted similar rules**. This includes deadlines for companies to adjust to the ESG principles—especially regarding scope 3, which addresses the production chain.

*Can you imagine how this will affect leadership and the business world?*

## ESG, what?

E.S.G. stands for Environmental, Social, and Governance. It's a set of guidelines, a matter of survival in today's market. It includes transparency (which we've been talking about for eight years), corporate responsibility, and efficient leadership (traditional leadership models in sustainability are so over).

✓ **E** is for **Environment**. It's about harmonizing the company with the environment, aiming for a positive existence in the ecosystem.

✓ **S** is for **Social**. It assesses how the company interacts with its employees, stakeholders, and communities.

✓ **G** is for **Governance**. It evaluates how the company is managed and is crucial for its profitability and success.

## Toxic cultures: the enemies of ESG success

Incorporating ESG practices is more than just ticking items off a checklist. This is where we stand tall and raise our flag...

Companies with inadequate leadership structures and teams that are unprepared for culture transformation will find it hard to embrace these principles.

The main starting point is the transformation toward a healthy and well-led organizational culture. Sustainability can be **viable**, **efficient**, and even **profitable** when all stakeholders are involved.

# The Show's New Protagonists



To create a successful performance, we've brought in new standout protagonists. It's with great honor that we present [Charles Tokarski](#), [Alessandra Dabul](#), [Cesar Blanco](#), and [Sávio Meireles](#).

With diverse market expertise, our authors are now joining me and Mauro in our content-creation and corporate training programs in Brazil and Portugal.

The new programs focus on **leadership**, **culture transformation**, and **ESG practices**.

💡 Our goal is to move away from the procedural, from what's boring.

😊 We present the content simply and engagingly.

🌟 Thus, we motivate participants to become protagonists of change in their organizations' day-to-day.

## Our expansion into the European market

We entered the European market with two right feet (*hooray*)! In November 2023, we introduced our new leadership model at the Luso-Brazilian Chamber of Commerce in Lisbon (CCILB) and the Business Institute of Tâmega, in Amarante.

We're opening the doors in our beloved sister land.

## The international ESG transformation project

The Portuguese government requested that CCILB propose solutions to help Portuguese SMEs align with ESG guidelines by 2027.

We gathered prominent entrepreneurs and academics and developed the [ESG Transformation Project](#). It will soon be launched in Brazil and Portugal.

Stay tuned, as this project could be the boost your company needs!

OPERA is leading this major project in partnership with CCILB, [Casa Mendes Gonçalves](#), and other subject matter experts.

#### **Distinguishing features of the project:**

☀️ **Training, acceleration, and community:** the three-pillar structure supports companies from initial training to transitioning into a sustainable culture;

☀️ **Involvement of leading companies:** the knowledge and understanding gained by companies that have already made the transition can help support other organizations and foster innovative solutions;

☀️ **Successful case study:** Casa MG as a real-world example demonstrates how ESG practices can drive positive impact and results;

☀️ **ESG diagnostics:** the application helps companies identify specific areas they need to focus on for successful implementation;

☀️ **Sustainability committee implementation:** the completion project developed by the participant during training offers guidance on how to take the first steps toward ESG;

☀️ **Guided tour and mentorship at Casa MG:** tour of Casa MG with mentoring from its leader, concluding the training.

Want to learn more and elevate your company? [Click here](#).

### **SPOTLIGHT**

## **A Sustainable Company and its *Boxless Leader***



With over **1700 products** and a presence in more than **30 countries**, Casa Mendes Gonçalves is a global leader in sustainability. Under the inspiring leadership of **Carlos Mendes Gonçalves**, the company promotes out-of-the-box thinking, and everyone is encouraged to contribute ideas and opinions.

#### **Casa MG:**

- + is entirely sustainable
- + values innovation
- + promotes active employee participation

Boasting a people-centered culture, Casa MG is highly profitable and successful... and it's just beginning to reap the rewards!

Implementing ESG practices was crucial to the company's success, involving its *colleagues* (as they affectionately call each other) in all company processes and motivating them to contribute to a better world.

Casa MG stands out for its willingness to embrace rapid changes and strong organizational culture, creating a **dynamic, welcoming, and exciting work environment**.

👏 Let's give a round of applause to Casa MG (and to Carlos), which was born in Golegã, Portugal, to produce fig vinegar and is now a global reference 👏

## **GAMES**

### **This Month's Challenge**

Try adopting ESG in your personal life. Take it one step at a time. Choose one of the three pillars to address in your routine.

+ From the E pillar, I no longer use a printer at home, and when I (*reeeeally*) need to print something, I must go to the store. Laziness gets in the way, and my paper waste is reduced.

**What about you?**

## **PRESENTED BY CCILB**

### **The Luso-Brazilian Chamber: A Key Player**

The CCILB is at the forefront of providing entrepreneurs and members with what they need to thrive. With 75 years of experience, the Chamber has inspired and strengthened relations between Portugal and Brazil by providing resources, networking, visibility on ESG, and supporting companies' culture transformation.

***"Why not connect the countries not only through the common Portuguese language but also through economic and sustainability practices?"***

***Otacílio Soares, CCILB President***

OPERA is offering its full support to the Chamber on matters related to culture transformation and ESG in constructing a prosperous and engaged international community.

To learn more, [visit their website](#).



Written by **Giovana Bratti**.

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