

# Corporate Responsibility

Annual Report

# 2023

Di Blasi, Parente & Asociados

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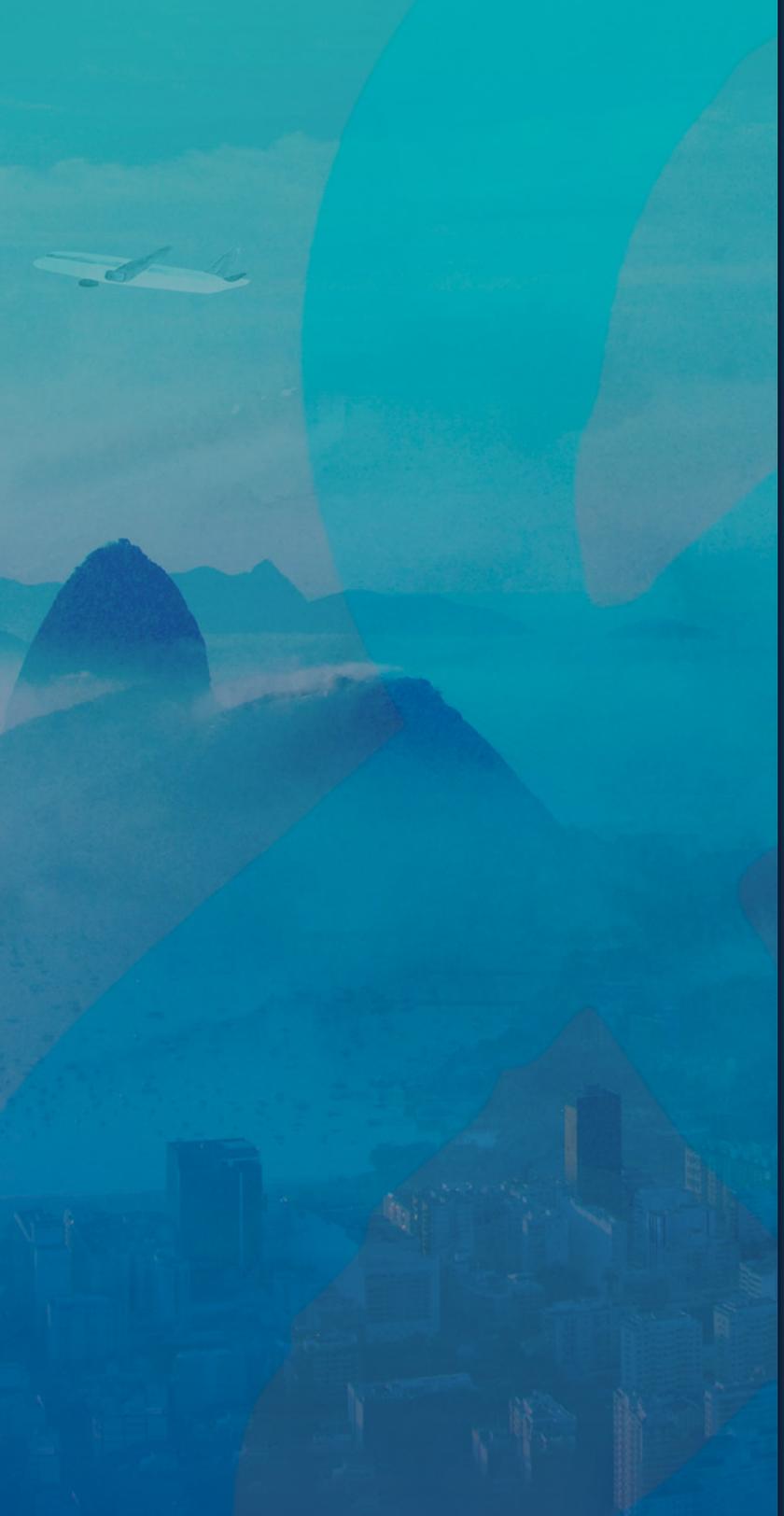
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# Di Blasi, Parente & Associados

We are a firm with over **35 years** of experience in the fields of **Intellectual Property** and **Institutional and Government Relations**, with significant expertise in both national and international markets.

**We protect innovate.  
We innovate to protect.**

# Our vision for the future

The guiding principles and values of our firm reflect our sustainability culture, and we acknowledge that the ESG agenda (Environmental, Social, and Governance) is crucial for realizing our commitment to being an upright and efficient firm for the improvement of society.

## 1 Innovative solutions

We invest to meet the needs of our clients with innovative solutions and cutting-edge technology.

## 3 High sustainable performance

We have a culture oriented towards client satisfaction with personalized deliveries.

## 2 Collaboration and co-creation

Our ecosystem is driven by co-creation, creativity and entrepreneurship.

## 4 Our differential

Proud to have a lifestyle based on balance, creating an atmosphere that inspires everyone around us.



Fueled by this eager, we work every day, guided by our values, acting ethically, and striving for excellence in the provision of our services.



# Our journey to ESG

ESG is an English abbreviation that stands for Environmental, Social, and Governance. These elements represent the crucial practices of a company in the environmental, social, and governance domains, playing a significant role in sustainable advancement.

**It is worth noting that sustainability goes beyond mere environmental considerations, also encompassing social and ethical commitments.**

To achieve exemplary socio-environmental governance, grounded in the principles and practices of ESG, it is imperative that corporate processes and practices align with the UN's '2030 Agenda.' This agenda is encapsulated by the 17 Sustainable Development Goals (SDGs), whose purpose is to guide the building of a more inclusive, sustainable, and equitable world, as well as drive global sustainable growth by the year 2030.

## The SDGs prioritized by us are:



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



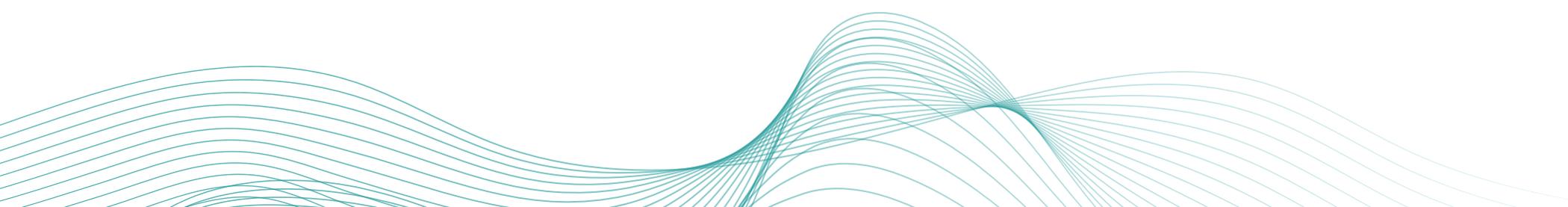
Reduce inequality within and among countries.



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.



Strengthen the means of implementation and revitalize the global partnership for sustainable development.



# Our journey to ESG

We commit to a constant trajectory of transformation, seeking to maximize the positive impacts of our actions for all stakeholders, including employees, clients, partners, suppliers, society, and the environment.

In 2022, we initiated an internal mapping to identify our strengths, gaps, and synergies in the ESG context. With the aim of effectively sharing our progress, we invite you to explore our practices in the environmental, social, and governance pillars.





# ESG

In the ESG acronym, the letter '**E**' stands for '**environmental**.'

In this pillar, you will find the main initiatives of the firm to manage the impacts of its activities on natural resources, aiming to prevent and reduce harm, as well as promote sustainable practices.

# On the road to sustainability

We have adopted a comprehensive approach in pursuit of more sustainable practices in our workplace. Among the initiatives, we highlight:

## **Sustainable disposal of technological equipment**

We send our IT equipment to certified companies, ensuring safe disposal, responsible recycling, and the conscious reintegration of obsolete assets.

## **Water efficiency**

In our bathrooms, we have implemented faucets with automatic locks, an effective measure to prevent water wastage and promote conscious use of this vital resource.

## **Cloud Storage**

We have opted to replace physical files with cloud storage, optimizing processes, space, and reducing the consumption of paper, ink, and printers.



# On the road to sustainability

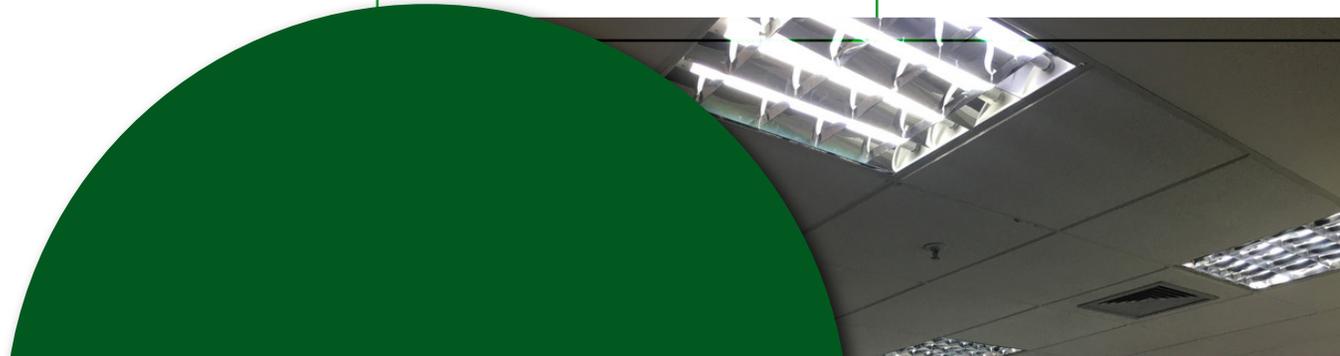
## Green office

We introduced the 'Lacre Amigo' campaign, an initiative to collect bottle caps and pull tabs for proper recycling, contributing to the reduction of improper disposal of these materials.

Committed to energy efficiency, we have adopted LED bulbs, providing more light with lower energy consumption, resulting in significant savings and a reduction in carbon emissions.

We have implemented the practice of reusing trash bags from workstations, minimizing risks and environmental impacts associated with excessive disposal.

We replaced disposable cups with 100% sustainable and biodegradable options, promoting the reduction of environmental impact caused by non-sustainable materials.





# ESG

In the ESG acronym, the letter '**S**' stands for '**social**.'

In this pillar, you will see how our firm has been working to care for people and maintain more humanized, collaborative, and engaged relationships.

# Culture

We are committed to our employees and stakeholders, defining initiatives and voluntary actions for the well-being and development of society and the environment with ethical and moral guidance.

Our contribution to social responsibility began in early 2019, and since then, the firm has strengthened its role as a social agent, increasingly deepening its relationship with non-governmental institutions that have significant impacts on society.

Adoption of hybrid work for greater flexibility, productivity, and improved quality of life for employees.

Annual agenda that strengthens the employer brand, encompassing strategic actions involving organizational values, policies, behaviors, and practices that reflect our culture.



## Di Blasi, Parente Institute

Di Blasi, Parente Institute is a private non-profit civil entity with the aim of fostering, promoting, and conducting educational and cultural activities in the field of intellectual property, competition law, compliance, franchising, government relations, and public policies of any nature.

To achieve the purposes established in its statute, the Institute organizes various symposiums, conferences, lectures, courses, and other events. Thus, we are confident that our activities contribute to the promotion of an educational and

cultural environment in Brazil – knowledge and information increasingly demanded in the workplace.

Large events are also held with experts in their respective fields, aiming to provide widespread, unrestricted, and accessible knowledge to all!

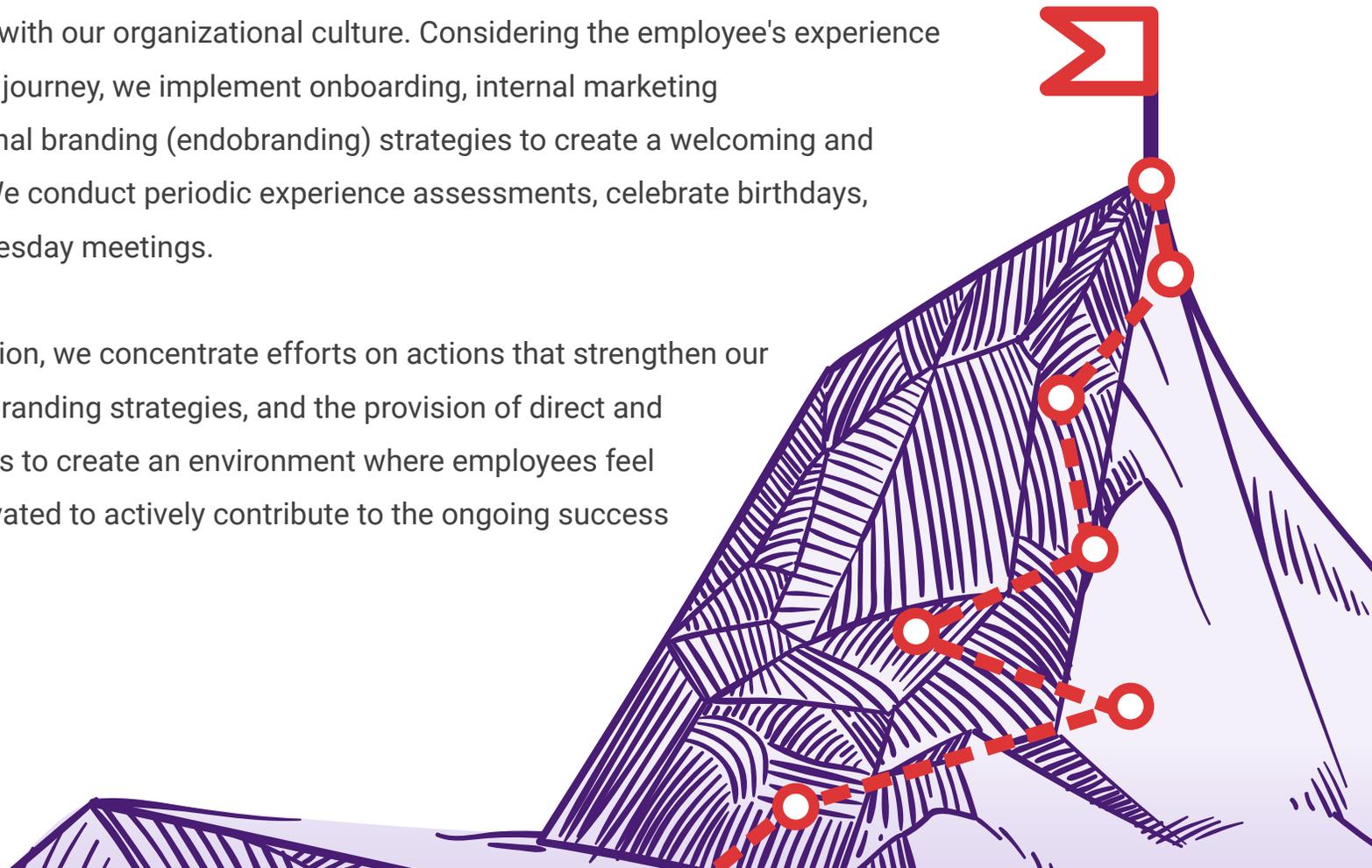


# Employee experience

We promote a work environment where professionals can achieve their full potential. This journey spans from initial integration, through continuous development, to recognition and reward for exceptional performance. We provide learning opportunities, constructive feedback, and an inclusive environment, aiming not only for professional growth but also for employee well-being and satisfaction.

The first step is talent selection, with the goal of identifying and attracting professionals with the skills, experience, and alignment with our organizational culture. Considering the employee's experience from the beginning of their journey, we implement onboarding, internal marketing (endomarketing), and internal branding (endobranding) strategies to create a welcoming and humanized environment. We conduct periodic experience assessments, celebrate birthdays, and organize weekly Wednesday meetings.

Regarding employee retention, we concentrate efforts on actions that strengthen our internal culture, employer branding strategies, and the provision of direct and indirect benefits. Our goal is to create an environment where employees feel valued, engaged, and motivated to actively contribute to the ongoing success of our firm.



# Employee experience

## Internal marketing and endomarketing

We aim to ensure alignment among our employees by promoting integrated communication, fostering engagement, humanizing the employer brand, and delivering results.

Our internal communication channels include: Email marketing, corporate WhatsApp, Bulletin Board, Teams, and DBPATalks.



## 'DBPA Multipliers' Program

Knowledge Management Promotion programs, legitimizing the development and sharing of knowledge among employees. We encourage a collaborative environment of development and appreciation, where the 'multipliers' are internal professionals who assist in knowledge management. In addition to sharing the knowledge they possess, they can act as mentors to colleagues, facilitating and accelerating the internal training and development process.

# Well-being programs

## Body and mental health

Promoting the health and well-being of our team, our firm has implemented programs and actions such as: Mindfulness; Shiatsu & Quickbambu; Occupational Ergonomics; Health Week; Lectures with nutritionists and psychologists. In addition to these, we create and share various educational content related to physical, mental, and emotional health.



## Women Empowered

A program aimed at encouraging participative and constructive dialogue about femininity, encompassing aspects of culture, uniqueness, performance, overcoming challenges, and transformation, whether on a personal, social, and/or professional level. It highlights different experiences and voices of women.

# Certifications



## Great Place to Work - GPTW

For the 3rd consecutive year, we have been recognized as one of the best places to work.



## Women in Law Mentoring Brazil

We received the WLB-BR seal for participating in the 3rd edition of the gender diversity survey, which recognizes firms that empower and inspire female leadership in the legal environment.



## Análise Advocacia

We received the Análise Advocacia seal for participating in the diversity and inclusion survey, recognizing firms that promote and inspire the creation of an increasingly diverse and inclusive environment.

# Social responsibility

Caring for the society in which we live is everyone's responsibility. We foster social actions that benefit not only society but also our employees and our firm. We believe that collective participation in social projects stimulates the spirit of solidarity, empathy, and collaboration—values that we cherish for teamwork.

## Ledores Legais

Established in 2019, this initiative is part of the efforts of Di Blasi, Parente & Associados to provide knowledge about laws and topics related to intellectual property for visually impaired individuals. It is available in podcast format.



# Social responsibility

We are partners with institutions that carry out impactful social work for society.



Created in 1991 GRAACC is a non-profit institution with the aim of ensuring that children with cancer have the right to all chances of cure with quality of life.



INCLUIR

The institute has been active for over 20 years in Rio de Janeiro and throughout Brazil with social projects to promote the inclusion and social participation of people with disabilities through education, sports, and culture.



*Exercite a solidariedade*

For 28 years, the institute has been promoting human development through private social investment and project management, inspiring the practice of solidarity. Annually, it invests in projects and campaigns related to education, citizenship, income generation, and community development.



Non-profit institute, serious and committed, aiming to transform the world through actions and citizenship.



Guerreiros da Amazônia is a social project that promotes environmental education for children in a playful way through comic books.

## PARATODOS

Understanding that the first step for effective change is knowledge, PARATODOS focuses on sensitizing as many people as possible about the universe of disability and bringing the subject into everyone's daily lives.



One by One's mission is to provide social inclusion for families with children with physical, motor, or neurological disabilities and in social vulnerability.

## Pro Bono Actions

We have established ourselves in providing services free of charge, on an occasional and supportive basis, to non-profit institutions and their beneficiaries, whenever they lack resources to hire a professional.

Our activities revolve around supporting and providing intellectual property services, protecting the intangible assets of these companies.

### **GRAACC**

Adolescent and Child Cancer Support Group (GRAACC). Established in 1991, GRAACC is a non-profit institution with the aim of ensuring that children with cancer have the right to all chances of cure with quality of life.

### **PARATODOS**

Understanding that the first step for effective change is knowledge, PARATODOS focuses on sensitizing as many people as possible about the universe of disability and bringing the subject into everyone's daily lives.

### **GUERREIROS DA AMAZÔNIA**

A social project that promotes environmental education for children in a playful way through comic books. The initiative uses storytelling and animation to highlight the importance of contact with nature and establish the environmental awareness of children.



## Donations and Sponsorships

Activities revolve around volunteer **actions, donations, and financial contributions** to the maintenance and development of ongoing social projects and actions in these institutions.

In total, nine social responsibility actions were carried out during the year 2022 to November 2023, engaging with seven different non-governmental institutions, **impacting the audience in the context of social vulnerability.**

### INSTITUTO DA CRIANÇA

A social manager that sponsors projects in institutions in Rio de Janeiro and São Paulo, as well as educational and community development projects.

### INSTITUTO INCLUIR

The Institute has been active for over 20 years in Rio de Janeiro and throughout Brazil with social projects to promote the inclusion and social participation of people with disabilities through education, sports, and culture.

### RIO ECO PETS

Aiming to promote the care of animals in vulnerable situations and environmental preservation, our voluntary and non-profit initiative collects plastic caps and aluminum tabs. The collected materials are sold for recycling, and the proceeds are directed to shelters and animal protectors registered by the institute.

## Computers donations

Taking the initiative, we created a campaign to donate technological materials in collaboration with a partner institute.

**In total, 7 institutions were impacted, receiving 14 desktops and 74 monitors.**

### Faixa Preta de Jesus



## SOS Rain Campaign

With the purpose of helping the victims of the heavy rains that impacted Rio de Janeiro in early 2022, the firm, in partnership with the Instituto da Criança and 12 other private organizations, promoted the collection of essential items for the affected families.

**1.000 families benefited from essential items.**

### Instituto da Criança



# Ledores Legais

In a country with more than 6 million visually impaired individuals, the use of forms and tools that assist and promote accessibility for greater social inclusion becomes necessary. Ledores Legais (in English, Legal Readers) provides knowledge about laws and topics related to intellectual property for visually impaired individuals.

**5** audio description publications, resulting in the publication of **100** articles, in addition to having 1 podcast on Spotify.



Locução: Daniela Côlta

"9.609/98 - 01 - Introdução"	
1. "9.609/98 - 01 - Introdução"	1:13
2. "9.609/98 - 02 - Artigo 1 ao artigo 03"	6:47
3. "9.609/98 - 03 - Artigo 04 ao artigo 08"	6:17
4. "9.609/98 - 04 - Artigo 09 ao artigo 13"	6:48
5. "9.609/98 - 05 - Artigo 14, 4º parágrafo ao artigo 16"	2:32
6. "9.609/98 - 06 - Artigo 14 ao 3º parágrafo"	1:13

## Computers donations

In partnership with the Instituto da Criança, the firm made donations of office supplies to the Women's Movement institution that works in defense of the rights of children, adolescents, youth, women, and the elderly, especially those who are victims of gender or domestic violence or living with HIV/AIDS.

In total, **37 items** were donated to the institute.

**Movimento de Mulheres**

## 'Lacre Amigo' Campaign

Our firm took the initiative to promote the collection of plastic caps and aluminum tabs with Rio Eco Pets, contributing to conscious consumption and impacting the Environmental pillar.

**12,8 kg** of plastic caps were collected, in addition to collecting **2 kg** of aluminum rings.

**Rio Eco Pets**

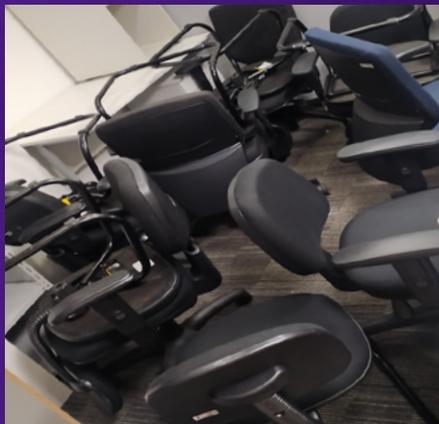


## Office Supplies Donation

We made donations of office supplies to the institutions mapped by the partner institute.

**33 items donated.**

### Instituto da Criança

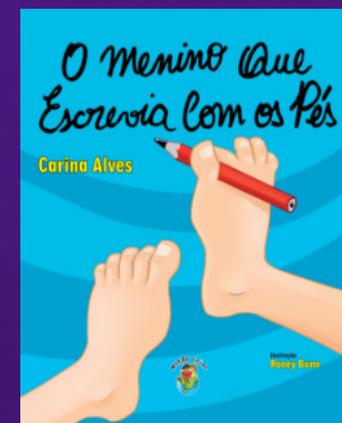


## Accessible Literature Project

In celebration of the firm's 35th anniversary, we joined forces with the Instituto da Criança and donated 20 thousand reais, aiming to boost the inclusive reading project for children and people with disabilities.

In total, **20 thousand reais** were donated to contribute to the expansion of the project.

### Instituto Incluir



## Participation in the I.P. in Schools Program

An initiative of the Di Blasi, Parente Institute with the Brazilian Patent and Trademark Office to promote and foster knowledge about Intellectual Property for children in a playful and palatable way in schools throughout Brazil, addressing topics such as diversity, inclusion, the environment, and others. The project has other supporting institutions, with the firm's Institutional and Government Relations team leading the way.

## 'O Encanto da PI: Propriedade Intelectual para Meninas STEAM'

(in English: The Enchantment of IP: Intellectual Property for the STEAM Girls)

**Instituto Nacional da Propriedade Industrial BPTO's channel on YouTube**



## Children's Day Campaign

Collective donation of school supplies for the integrated network of the Instituto da Criança, Instituto Trilho - through the Pre-School Cantinho Feliz project, to promote equality and stimulate child development, with the aim of creating a positive and lasting impact on the lives of the benefiting children and involved communities.

Pre-School Cantinho Feliz serves 100 children aged 2 to 6 years old, from various communities in the Santa Teresa neighborhood, Rio de Janeiro.

**138 school supplies** collected for collective use.

**Instituto Trilho**

## Book Donation Campaign

In celebration of World Book Day, we promoted an internal campaign to collect books for institutions working with children and adolescents, with the Instituto da Criança as a partner.

**204 books** collected from all literary genres.





# ESG

In the ESG acronym, the letter '**G**' stands for the word '**governance**.'

In this pillar, you will see how DBPA promotes ethical governance contributing to the sustainability of our business.

# Corporate governance

The DBPA board of directors is composed of the Founding Partners and the Executive Board. Our corporate responsibility includes:

## Strategic Planning

The development and implementation of strategies to achieve excellence in results. The process is designed and led by leadership, involving the definition of goals and indicators, decision-making, mobilization, and effective actions to accomplish the proposed objectives with a focus on corporate success.

## Compliance

We grow a culture of integrity through the prevention, identification, and response to risks of ethical violations, including communication and the provision of the compliance code.

## Code of Ethics and Conduct and Internal Regulations

A document that gathers all the rules to be followed by all employees, establishing standards of behavior and ways of acting in accordance with the mission, values, and objectives of the firm. It is made available to all employees upon entry.

## Ethics committee

To build a more integral and healthy work and business environment, we have an Ethics Committee that evaluates cases of Code of Ethics violations. Secrecy and confidentiality are the main premises of all investigations conducted.



# Corporate governance

## Career management

Our Career Management encompasses a set of strategies for attraction and retention practices, aiming at the development and advancement of employees. This approach is guided by the Compensation and Appreciation policy, considering the pillars of aligning the existing salary structure based on job description, competencies, and complexity of roles. This practice is implemented through the Compensation and Appreciation Policy, integrated with the annual performance evaluation.

## Data protection and privacy

We operate in alignment with the General Data Protection Law (LGPD) and our Privacy Policy. We have a specialized team that provides consultancy and guidance to our employees from all areas regarding the conduct of processes. Additionally, we assist clients and partners who have questions about personal data protection and privacy.

## Benefits management

Our benefits management provides a comprehensive package of direct and indirect benefits to our employees, supported by a set of mechanisms aligned with the vision of DBPA.



# Our proposed practices

Strengthen the ESG culture centered on DBPA corporate practices, reshaping, innovating, proposing new solutions, and behaviors.

Improvement in Compensation and Financial Rewards practices as a strategy for attraction and retention, enhancing and adding competitive value to DBPA.

Adoption of competitive benefits as a new bonus plan – variable compensation, private pension, reward plans, and awards.

## DBPA & ESG

In a dynamic and interconnected market, we recognize that fostering ESG practices is crucial for the growth and sustainability of our firm.

Over the next few years, we reaffirm our commitment to reinforcing good practices and encouraging the adoption of new governmental and socio-environmental initiatives to generate positive impacts on society.

***Certainly, the journey ahead will present many challenges.  
The path is long and must be continuous.***

We are significant agents of transformation, and together, we will continue to build a world that is more just, inclusive, sustainable, and integral.



WE PROTECT INNOVATION.  
WE INNOVATE TO PROTECT.

Di Blasi,  
Parente &  
Associados