Sustainable Development Goals in Conselho Regional de Administração - CRA-RN (Brazil): the Promotion of Manager's New Consciousness and Values

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Abstract
This research is related with exam of the experience of Management Regional Council of Rio Grande do Norte State in Brazil (Conselho Regional de Administração do Rio Grande do Norte – CRA-RN), in terms of adoption of Sustainable Development Goals. Examining the practice of CRA-RN can be seen many initiatives related to promote education and a culture for Sustainable Development.

1 Introduction
In Brazil, the Conselho regional (Regional Council) works as an analogue organization compared to American BAR Association (ABA) and the American Institute of CPA. It is considered that the presence of administrators in many different kinds of organizations represents great impact in society in terms of providing useful services and products and also a large number of jobs and incomes. From this point, it is considered the importance of Conselho de Administração – to promote the Sustainable Development Goals (SGDs).

During October-December 2016 was developed the methodology of Sustainable Strategic Planning of Conselho Regional de Administração do Rio Grande do Norte (CRA-RN).
In the next picture can been seen the headquarter of CRA-RN.

![CRA-RN headquarter](image.jpg)

Figure 1. Conselho Regional de Administração do Rio Grande do Norte – CRA-RN headquarter

In the next topic is presented the Sustainable Development Goals (SDG) considered by Conselho Regional de Administração do Rio Grande do Norte – CRA-RN headquarter to consider practical actions to be developed.
2 The Sustainable Development Goals

According United Nations (2017), those are the Sustainable Development Goals to be achieved:
Goal 1. End poverty in all its forms everywhere;
Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture;
Goal 3. Ensure healthy lives and promote well-being for all at all ages;
Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;
Goal 5. Achieve gender equality and empower all women and girls;
Goal 6. Ensure availability and sustainable management of water and sanitation for all;
Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all;
Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;
Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation;
Goal 10. Reduce inequality within and among countries;
Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable;
Goal 12. Ensure sustainable consumption and production patterns;
Goal 13. Take urgent action to combat climate change and its impacts;
Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development;
Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss;
Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels;
Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

The synthesis of the previous goals can be perceived in the next Figure.

Figure 2. Sustainable Development Goals.

In the following topic is presented the methodology adopted for this research.
3 Methodology
It is considered this current research a case study.

The essence of a case study, the central tendency among all types of case study, is that it tries to illuminate a decision or set of decisions: why they were taken, how they were implemented, and with what result. (Schramm, 1971).

The case study inquiry, according to Yin (1994),
- copes with the technically distinctive situation in which there will be many more variables of interest than data points, and as one result;
- on multiple sources of evidence, with data needing to converge in a triangulating fashion, and as another result;
- benefits from the prior development of theoretical propositions to guide data collection and analysis.

Actions related to the Sustainable Development Objectives developed by the Regional Board of Administration of Rio Grande do Norte were registered in the next topic.

4 Results
In January 2017, in the activity of elaboration of the Sustainable Strategic Planning of Conselho Regional de Administração do Rio Grande do Norte (CRA-RN), was considered the Sustainable Development Goals (SGD).

4.1 Indicators of environmental sustainability
The CRA-RN adopted the following indicators of environmental sustainability:
1 - Management of solid waste and promotion of recycling;
2 - Control / reduction of water pollution;
3 - Air pollution control / reduction;
4 - Control / reduction of energy consumption / energy efficiency.

4.1.1 - Management of solid waste and promotion of recycling
The management of solid waste and promotion of recycling presents relation with the SDG 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss.
Solid waste management and recycling promotion are related to the Goal 15 - Life on Earth. The Solid Waste Management and Recycling Program in the CRA-RN helps to think about responsible consumption actions and the correct disposal of waste in the CRA-RN.
During the activity of elaboration of the Sustainable Strategic Planning (SSP), it was discussed with the possible collaborators actions to be developed to reduce the impact of the CRA-RN on the environment, mainly with regard to the generation of waste. Some possible actions envisaged by counselors, employees and administrators were:
- Disposal of waste;
- Use of mugs;
- Guidelines for avoiding printing;
- Reuse of drafts;
- Environmental endormarketing campaign;
- Use of recycled paper.

Another possible initiative to be undertaken by CRA-RN in the context of Goal 15 is actions for planting seedlings and promoting reforestation.
4.1.2 Control / reduction of water pollution
Related to Water Pollution, the CRA-RN promoted the Sustainability Forum, in its edition held on June 15, 2017, at the Party Room at Condomínio Residencial Maria Olga in Natal when the Sustainable Development Goal 14: Life Below Water was discussed. The theme Life Below Water has a special importance for the city of Natal, since the capital of Rio Grande do Norte State is on the coast and many of the activities developed have an environmental impact on the Atlantic Ocean. It is pertinent then questioning: is the preservation of the oceans the responsibility of administrators and other professionals? What are the most prominent themes to be discussed in the context of a better coexistence with the environment.

The event had as its first moment a walk when waste was collected on the beach of Areia Preta Beach, as known Miami Beach because the presence US Army during the Second World War.

The following image illustrates the group meeting before the walk to waste collection.

Figure 3. Group that participated in the walk

The next Figure registers the act of waste collection.

Figure 4. Group collecting the waste in the Miami Beach (Areia Preta – Natal)

About 200 kg of waste were collected during the walk, with more than 40 people participating, from children to adults.
Then the group went to the leisure area of the Condomínio Maria Olga where a breakfast took place and the Sustainability Forum was held on the topic of Life on Water. The following is an exhibition by Professor Julio Rezende.

Figure 5. Presentation of Julio Rezende

Professor Julio Rezende presented the initiatives related to Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development. The presentation by Julio Rezende is an invitation for people to reflect on possible actions that can be developed aimed at reducing the impacts of human action on the environment.

After the introduction made by Professor Julio Rezende regarding aspects related to the necessary actions related to the Sustainable Development Goal 14, Professor Flávio Lima of the State University of Rio Grande do Norte (UERN) and coordinator of the Project Cetaceans of Costa Branca presented the group's actions in the rescue of marine animals, highlighting the impact of pollution on marine life. Professor Flávio Lima is General Coordinator of the Costa Blanca Cetaceans Project and Potiguar Basin Beach Monitoring Project, and Founding Partner of the Center for Environmental Studies and Monitoring (CEMAM). The following images record the realization of Professor Flávio Lima's lecture.

Figure 6. Lecture of professor Flávio Lima

The Project Cetaceans of Costa Branca has been developed actions of research, education and environmental conservation studies in the Costa Blanca region of the State of Rio Grande do Norte since 1998, mainly in the city of Areia Branca. The activities are developed in 14 municipalities, between Caiaçu da Norte (Rio Grande do...
Norte State) and Aquiraz (Ceará State), totaling a coastline of 338 km. During the monitoring of beaches are recorded the occurrences of dead sea turtles, birds, dolphins, whales impacted by solid and liquid waste.

After the event, a questionnaire was applied in order to identify satisfaction with the event. Some results are presented below.

The participants in the walk were informed by invitation done by professors and through Whatsapp.

Everyone who participated in the event agreed that the event was important to promote sustainability learning and provide ecological awareness. 90% fully agreed that the event provided the incentive to update knowledge. 75% fully agreed that the event was important for the integration of different people and groups. 95% considered the event to be excellent for the development of skills in the area of sustainability.

Almost half of the respondents stressed that the walk was important for the development of environmental awareness associated with environmental responsibility and sustainability.

It is also considered important the initiative to show actions that the Conselho Regional de Administração do Rio Grande do Norte – CRA-RN is developing.

Concerning the opinions related to other factors, some other participants related strengths were the following:
- Talk to people on the beach about environmental awareness;
- Integration between participant;
- Commitment;
- Location, allowing a practical action;
- The walk;
- The public connected to different areas and entities (CRA-RN, UFRN, UERN, FAPERN, among others).

4.1.3 - Air pollution control / reduction

Initiatives of air pollution control / reduction is connected with decrease in consumption and less carbon generation, which is related to the following SDG 12: Ensure sustainable consumption and production patterns.

Related with SGD 12, the CRA-RN promotes a Forum of Sustainability at May 17th, 2017 in Universidade Federal do Rio Grande do Norte (UFRN). The Following Figure registers the event.

![Figure 7. Forum of Sustainability](image)

Other possible actions in the area of environmental sustainability to be developed by the CRA-RN are being imagined with the participation of employees, councilors and
administrators. From the realization of the debates it is possible to extract other understandings related to providing experiences of production and responsible consumption related to:
- Incentive to local production;
- Education;
- Actions of entrepreneurship and responsible consumption;
- responsible consumption and management;
- Responsible consumption and technology.

In the CRA-RN, stickers of orientation on responsible consumption were pasted as can be seen in the next Figure.

![Stickers of orientation of the responsible consumption](image)

Figure 8. Stickers of orientation of the responsible consumption

As an example related to the avoid consumption is related to use less disposable plastic cups.

4.1.4 Control / reduction of energy consumption / energy efficiency

With regard to possible actions to support SDG 7: Ensure access to affordable, reliable, sustainable and modern energy for all, the CRA-RN has implemented the following activity: the Energy efficiency Program: turn off monitors; Regulation, sizing, cleaning and maintenance of air conditioning; Installation study of photovoltaic panels; Revision of electrical installations. Regarding clean energy, it is important to promote debates in order to identify how professionals can work in this important work field. This is an area that management professionals should be aware about to develop new skills.

4.2 Indicators of social sustainability

Were considered the following indicators of Social Sustainability:
1 - Publication of sustainability report;
2 - communication;
3 - Education;
4 - Emergency plans for accidents;
5 - External social responsibility programs;
6 - Combating discrimination;
7 - Corporate governance policy and transparency;
8 - Committees with employee participation;
9 - Code of ethics or code of conduct; and
10- Actions focused on the Quality of Life.

Will be discussed more about actions related to SDG 3, 4, 10 and 16.

4.2.1 Actions focused on the Quality of Life
Actions focused on the Quality of Life, which are related to **SDG 3: Ensure healthy lives and promote well-being for all at all ages**. Public health initiatives are important, as well as debates that favor the definition of guidelines for the strengthening of this area, also understood as an important field of action of the professional of administration that identifies opportunities of intervention and improvement of the way in which the public management in Health occurs, thus the operationalization of this public policy.

With Goal 3, it is important the CRA-RN promotes debates on Quality of Life. One of these actions is the celebration of the Day of the Administrator, which is where several actions focused on the quality of life.

It is the responsibility of the management professional to collaborate in the dissemination of the quality of life theme.

The CRA-RN operates the Occupational Health Medical Control Program. The project is an initiative of the Asso Engineering and Occupational Medicine. The initiative involves the management of various medical examinations aimed at worker health.

Through the project seeks to mitigate possible environmental risks such as noise, vibrations, radiations, abnormal pressures extreme temperatures; Lighting and humidity. It seeks to combat chemical hazards such as dust, and gases and vapors emanating from chemicals.

Biological risks are possible: microorganisms, such as viruses, parasites, bacteria, fungi, among others.

The Occupational Health Medical Control Program also involves quality of life actions such as to combat Repetitive Strain Injury (RSI).

4.2.2 Actions of Education
Investment in education is related to **SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**. The CRA-RN has carried out several initiatives related to education, such as the Fourth of Knowledge, debates and the forums of Sustainability, entrepreneurship and public management. In the next Figure can be seen the Forum of Economic Development and Entrepreneurship in Mossoró.
4.2.3 Combating discrimination

The combat of discrimination is related to SDG 5: Achieve gender equality and empower all women and girls. In this field, one of the actions aimed at combating the inequalities developed by the CRA-RN was celebrate the International Women’s Day. On March 8, the CRA-RN surprised women on International Women’s Day. The professionals of Administration that looked for the headquarters of the CRA-RN in Marth 8th were received with red roses. The action is part of the CRA-RN tribute to women for the International Women’s Day. Administrator Aldilene Julião da Silva Rodrigues was one of the honorees. She highlighted the importance of the gesture, which brings a little joy, in a day that was created in honor of women who strive for better working conditions and salary. For Aldilene, it was great to be welcomed with a rose, while many people do not receive good care when looking for an institution. “I was very happy with this small but significant tribute. It made my day happier,” She said.

Figure 10. Celebration of the International Women’s Day
Source: FACEBOOK (2017).

The CRA-RN female employees were also honored with a rose button. This, among other actions, in support of Goal 5 are pertinent to being imagined in the context of organizational actions and public policies. The CRA-RN, in consonance with the Federal Council of Administration (CFA), organized the 1st National Forum of Women Administrators that took place on September 12 and 13, 2017 at the headquarters of the CFA. The forum addressed the challenges of contemporary women in the world of work, discussed the Brazilian social and constitutional reality in relation to women’s work, addressing leveling and the process of labor equality between men and women, consolidating labor spaces between men and women. The project also aims to increase the representation of women in the parliamentary to build public policies.

4.2.4 Publication of sustainability report

The publication of sustainability report is associated to SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. The publication of a
sustainability report by CRA-RN is an action that has a deep relationship with ODS 16 as it makes its actions transparent. The maintenance of up-to-date tax, labor and social security information is one way of promoting social justice. Among the actions developed, the CRA-RN stands out monthly to meet the demands of updated fiscal information with the Federal Administration Council (CFA), presenting all indicators monthly demanded.

4.3 Indicators of environmental sustainability
We considered indicators of Economic Sustainability:
1. Cost reduction;
2. Quality management, productive efficiency;
3. Solvency (compliance with economic criteria such as account credibility, profitability, availability of resources);
4. Prospection of new markets and areas of activity;
5. Improvement of infrastructure (physical facilities, materials and equipment) and technologies;
6. Follow-up of public notices to promote innovation and design and submission of projects;
7. Incentive and investment in innovative projects (new products, services and organizational processes), which is related to SGD 9;
8. Cooperation with other companies and organizations representing business representation, which is related to SGD 17; and

The interest of CRA-RN for new areas of activities and markets is associated with Sustainable Development Goals 8 and 10. Associated to SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all, the CRA-RN promoted a Forum of Economic Development and Entrepreneurship in the city of Mossoró (July 19th, 1917), as can be seen in the next Figure.

Figure 11. The Forum of Economic Development and Entrepreneurship in Mossoró

In the event were discussed the role of business incubators and science parks to create a new economy based in Information and Communication Technologies companies.
Interpreting the SDG 10: Reduce inequality within and among countries, it is noted that one of the actions that can be promoted to reduce the differences between the countries is the development of cooperation actions such as participation in international technical visits in order to identify opportunities that can be replicated in Brazil. Some regional boards of administration such as the CRA-SC have developed actions in this direction. The CRA-RN plans an international technical mission for the year 2018. It is considered that the development of internationalization actions are very important for the development of skills among management professionals, as well as for companies to identify opportunities for action in new markets.

Conclusion
The actions developed by CRA-RN were identified as an example to promote consciousness and values among managers in Brazil. The actions developed were also perceived very innovative, as the promotion of Forums of sustainability, public management; and development and entrepreneurship. The aim of seeking to understand how the CRA-RN would collaborate in achieve the SGD was a great challenge supported by a technical background when was consulted the United Nations guidelines to be undertaken by the organizations. However, it is possible to perceive an innovation content in the proposals that have been presented here, thus serving as inspiration for other organizations to learn from the present reports, imagining also other initiatives to be developed. It is thus considered that an important multiplicative effect is achieved.

References


