



DIVERSIT

BOOKLET



FÁBRICA CARIOCA
DE CATALISADORES



DIVERSITY AND FCC S.A.

FCC S.A is implementing an array of activities to build an inclusive culture!

The Diversity Booklet is meant not only to inform but also to inspire. By learning ahead on the different aspects of diversity, not only we educate ourselves, but we also cultivate empathy, respect and higher collaboration capacity. We invite you to explore this vast universe of experiences and perspectives, to build a fairer and more friendly workplace ambience for everyone.

WHAT DO WE EXPECT FROM YOU

Openness to the New:

Be available to learn about different cultures, experiences and perspectives. Keep your mind open to understand and respect the various forms of being and living.

Inclusion Promotion:

Actively contribute to create an ambience of inclusive work, where all feel valued and respected.

Empathetic Listening:

Practice active and empathetic listening, trying to understand the experiences and challenges of others without preconceived judgement.

Combat bias:

Defy discriminatory attitudes and behaviors in a constructive and respectful way, promoting an organizational culture that rejects any form of discrimination.

Continuous Self-development:

Commit yourself with your own personal and professional development as regards diversity, actively participating in training sessions, workshops and other learning opportunities.



WHAT IS DIVERSITY?

Diversity is an expression synonym to difference, discord and multiplicity. Thus, it has two main meanings:

1 - Characteristic of what is different, not similar.

Ex.: Diversity of opinion.

2. Multiple and plural set.

Ex.: Diversity of flora.

Thus, the word “diversity” relates to differences and plurality, that is, all that escapes from a “single”, “alike” model.

ASPECTS OF DIVERSITY

Human diversity is linked to several aspects, among which it is possible to highlight:

- Gender
- Disability
- Sexual Orientation
- Color
- Ethnicity
- Social Class
- Generation
- Belief/religion
- Body shape
- Country/state of birth
- Other

DIVERSITY IS POSITIVE

Diversity brings countless advantages for societies and work ambiances:

- **Enriches culture;**
- **Provides increased exchange of ideas and experiences;**
- **Boosts innovation and creativity;**
- **Provides more comprehensive solutions for drawbacks, since different perspectives aid in identifying issues that could go unnoticed.**

Besides, diversity promotes a more inclusive and friendly ambience, boosting satisfaction and motivation among people. This, in turn, can result in higher productivity and performance.

By valuing diversity not only community is strengthened, but also social and economic progress is fostered.



BRAZILIAN SOCIETY

Diversity is a basic feature of Brazilian society, reflecting the country's cultural, ethnic and social richness. Having a population of more than 203 million people, Brazil is known by its plurality manifested in a wide array of languages, traditions, beliefs and artistic expressions, rendering Brazil a cultural melting pot.

GENDER

51,5%
women

48,5%
men



Source: IBGE, Demographic Census, 2022.



ETHNICITY/RACE

around
45,3%
brown

around
43,5%
white

around
10,2%
black

around
0,6%
indigenous
people

around
0,4%
asian

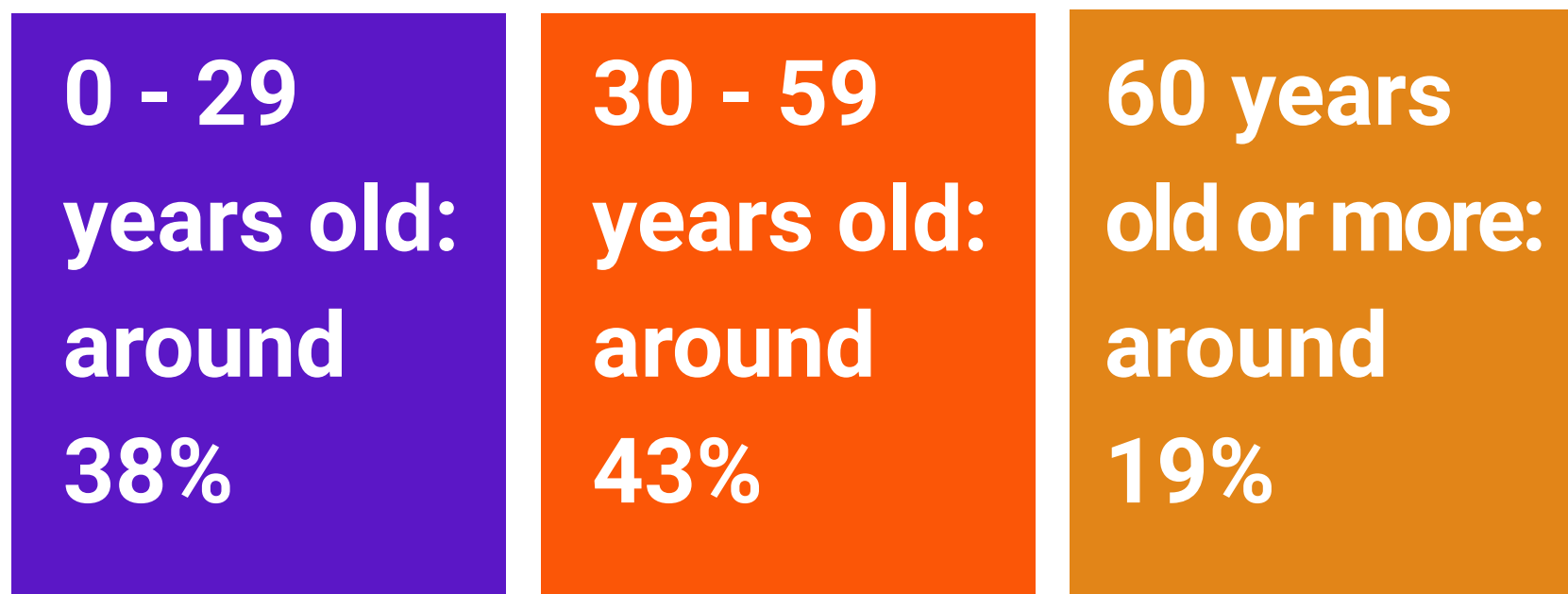
55,5%

of black and brown
make the group of
black persons.

Source: IBGE, Demographic Census, 2022.

BRAZILIAN SOCIETY

POPULATION AGE



Source: IBGE, Demographic Census, 2022.



SEXUAL ORIENTATION

No official, comprehensive information is available on sexual orientation in the IBGE Census, estimates suggest that LGBTQIAPN+ population represents around 10% of the population, but this figure can vary.

Source: Research “What the LGBTQIA+ population thinks on rights”, performed by different organizations.

PERSONS WITH DISABILITIES

Nearly 9% of the Brazilian population considers having some kind of disability.

Source: Continuous Pnad 2022.



These data are based on the most recent available information and can be updated with new census or surveys. The next IBGE Demographic Census is planned to occur in 2032.

INCLUSION AND AFFIRMATIVE ACTIONS

As you could observe in the previous topic, Brazilian society is very diverse, however several groups are sub-represented when the work market, access to education, financial status, presence in spheres of influence, among others, is observed.

For example, in spite of the fact that women (51%) and black persons (55%) are majority in society, this same proportion is not seen in businesses leadership, political sphere, in the universities. And this proportion is still lower for persons with disabilities.

It is this change in scenario that affirmative actions intend to aid to correct, providing strategies such as quotas in universities and public tender, selective processes for businesses exclusive for sub-represented groups, to enable the Brazilian population diversity to be represented in all social spheres.



Affirmative actions are a means and not an end. They are a tool and not the whole project. They identify the persons in situation of exclusion and try to bring them back to places which they do not occupy or where they are poorly represented.

Affirmative actions accelerate results and place in the management field what is not going to be solved “naturally” except after decades or centuries, since there are structures and power relations that render difficult or hinder that persons of minoritized groups grow socially and economically, perpetuating inequalities.

INCLUSION AND AFFIRMATIVE ACTIONS

Below are some concepts important to know to deepen your knowledge on diversity and inclusion:

EXCLUSION

A person or group of persons is not represented or inserted in any social group.

SEGREGATION

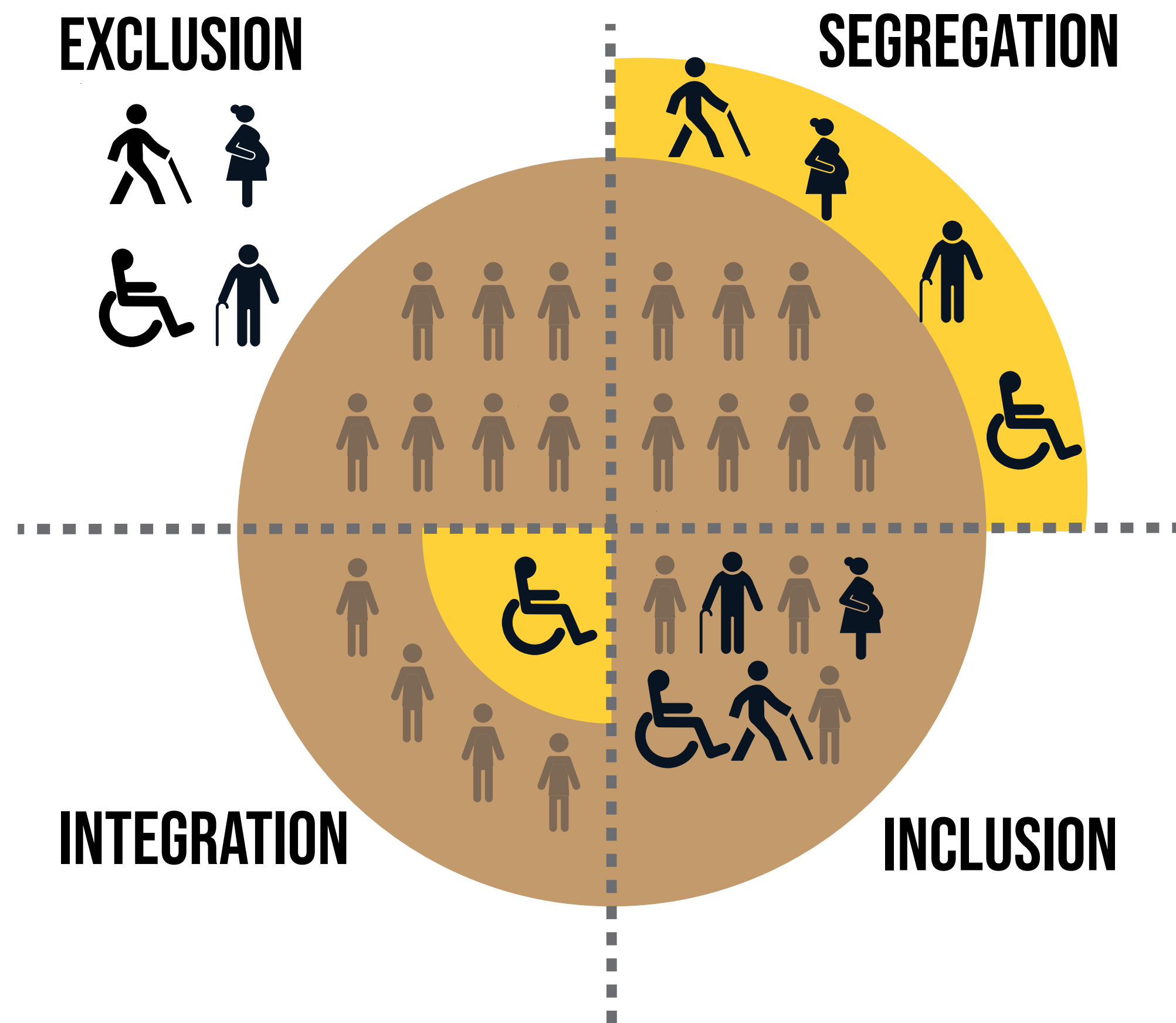
A person or group of persons only has its representativity or insertion in groups with the same characteristics.

INTEGRATION

A person or group of persons is represented or inserted in social groups, but keeps on being segregated in groups with the same characteristics.

INCLUSION

A person or group of persons is represented or inserted in social groups and is duly acknowledged in an equalitarian way.



EQUITY

This is the acknowledgement of each person rights, complying with justice according to each one needs. Therefore, the rule is adapted to a specific case in order to render it more equitable.

INCLUSION AND AFFIRMATIVE ACTIONS



STEREOTYPE

It is the preconceived, standardized and generalized concept or image established by the common sense, without deep knowledge on something or somebody. The stereotype is mainly used to define and limit persons as to appearance, naturality and behavior.



PREJUDICES

These are based on superficial, depreciating generalizations (stereotypes) of others, that generally have physical and cultural characteristics arbitrarily considered as inferior. Some of the main effects of the prejudices are: discrimination, marginalization, exclusion, segregation, oppression, intolerance and violence (physical and subjective).





INCLUSION AND AFFIRMATIVE ACTIONS MINORITIZED, UNDER-REPRESENTED GROUPS OR MINORITIES

These are populations who, due to social, political, economic and cultural factors find themselves in a position of disadvantage or marginalization within a society, even being in larger number. These disadvantages can be manifested in terms of insufficient representation, limited access to resources and opportunities, systematic discrimination and lack of voice or influence on decisions affecting their lives.

There are several under-represented groups and only a few will be cited: women, black persons*, indigenous people, Persons with Disability (PwD), the LGBTQIAPN+ community, economically vulnerable persons, among others.

* According to IBGE, brown and black people make the black people set.



PILLARS OF DIVERSITY

RACE/ETHNICITY

Race on its own is a concept to distinguish people of certain socially significant physical features such as for example, skin color. It is important to understand the concept of race rather as a concept of social construction than one associated to biology. According to the IBGE census today in Brazil there are five races socially defined: black, brown, indigenous, yellow and white.

Groups of individuals having common features – such as culture, language, dialect, behaviors, traditions and customs – are those that make up the ethnicities. As society becomes more and more global, several ethnic groups become closer, sharing a same territory and incorporating into their lives the culture of several peoples, rendering society more heterogeneous.

RACISM

Racism is a systematic way of race-based discrimination, manifesting through conscious or unconscious practices resulting in disadvantages or privileges for individuals, depending on their ethnic-racial group. It results from a segregationist thought which promotes the idea of superiority of one race on another.

INSTITUTIONAL RACISM

Refers to practices, policies and guidelines within institutions (such as government, businesses, schools and justice systems) resulting in racial inequalities and perpetuating racial discrimination. This kind of racism is less on individual attitudes and more on how the structures and systems keep certain racial groups privileges while others are marginalized.

Example: Inequalities in Condemnations – More severe prison sentences for people belonging to racial minorities as compared to white people for similar crimes, reflecting on the profile of incarcerated people. According to the Public Security Brazilian Yearbook published in 2023, in 2005, 58.4% of the total prison population was black; in 2022, this percentile was 68.2%, the higher of the historical series.

PILLARS OF DIVERSITY

STRUCTURAL RACISM

Refers to forms where social, economic and political systems perpetuate racial inequality, being wider and deeper than institutional racism. It is deeply linked to our country history and derives from colonialism, slavery and segregation imposed to black people. Structural racism operates at multiple levels of Society, affecting education, health, justice, housing and economy simultaneously and is sustained throughout generations, creating and perpetuating racial inequalities that become 'normal' or invisible to most people.

Example: Unequal access to Quality of Housing – Communities and racial minorities neighborhoods have many times less access to housing of quality, fair public services (schools, daycare, hospitals) and economic opportunities.

CULTURAL RACISM

It refers to discrimination and prejudice based on the perception that a culture is superior to another one. It occurs when there is devaluation or ridicularization of cultural elements of certain groups, such as language, clothing, traditions, music, religion and art.

Example: Religious discrimination – Because of our colonization in Brazil we have Christianity as the religion with the higher number of adepts; in this way, catholic and protestant religions tend to be viewed as "superior" relative to religions of African origin.

RECREATIONAL RACISM

Related to the use of racial stereotypes, jokes, comments and discriminatory behaviors under the justification of being just "jokes" or "fun". In spite of being frequently justified as inoffensive or without any evil intention, these actions perpetuate prejudices, strengthen negative stereotypes and cause significant damage to people and target groups, besides contributing to racism normalization and social acceptance.

Example: Racism disguised as compliments - Such as compliment someone as being an "exception" to his race. "in spite of being black you are very handsome". Or when people imitate apes willing to offend black people by animalizing them.



BEHAVIORS TO CHANGE NOW

**“I’M NOT
RACIST BECAUSE
I HAVE BLACK
FRIENDS, MY
COMPANION IS
BLACK,
I ATTEND AFRO
PARTIES.”**

This statement presumes that our personal associations magically free us from our racist conditioning. That is, that the level of intimacy with non-white cultures and persons renders someone anti-racist.

**“I DON’T SEE
COLOR,
I SEE PEOPLE.”**

This statement cancels the cultural values, expectations and life experiences of non-white people. Even if a white person ignores the “color” of someone, society does not do it. By saying that she does not see “color”, a white person is also saying that she does not see her white status, thus denying her own privileges.

**“TODAY
EVERYTHING IS
RACISM, OMG ...”**

Racism has always existed; the difference is that nowadays people are taking more striking positions against attitudes that before were minimized and/or interpreted as humor.



BEHAVIORS TO CHANGE NOW

**“ANYONE CAN BE
SUCCESSFUL,
IT’S A MATTER OF
STRONG WILL.”**

The belief in the meritocracy ideology is based on the negation of the impact both of oppression and privilege on the chance of being successful, as if all people had the same opportunities.

**“IN SPITE
OF BEING WHITE
I AM A VICTIM
OF RACISM,
AS A CHILD I WAS
CALLED ‘HONKIE’.”**

Has being a white person already hindered you to access any ambience? Has being white caused anyone to put doubt on your intellectual capacity? Has being white already caused you to be followed by the Security agent in a shopping because you looked as a “suspect” person? Racism and prejudice are two completely distinct things. Racism is a power system that deprives non-white people of having socially equitable rights.



UNDERSTANDING THE REFUGE CONDITION

You should be following in the media the increased number of refugees all over the world in the last few years and we've been seeing a great number of people arriving in Brazil in a refuge condition. However, in Brazil there is still a lot of disinformation amidst the Brazilian population when it comes to refugees.

ACNUR – The UNO Agency for Refugees – has as a mission to protect refugees and promote durable solutions to their problems. Every year the “Global Trends” report is published, informing that forced displacement affects more than 1% of humankind (one in every 97 persons), and an increasingly lower number of persons forced to flee succeeds in returning to their homes.

Up to the end of 2023, more than 117 million people remained displaced by force caused by persecution, conflicts, violence, human rights violations and events that seriously damage the public order. And of these, the number of refugee children correspond to 40% of the total (nearly 47 million), of which tens of thousands are unaccompanied.

One of the most recurring doubts is the difference between refugees and immigrants. But we will help you understand the meaning of the two expressions.

XENOPHOBIA

Xenophobia is fear, aversion or deep lack of sympathy towards foreigners; lack of confidence and prejudice related to people who come from outside their country having different culture, habits, ethnicities or religion. Basically, it is a kind of prejudice against who was born in a different place. In Brazil it can also be applied to people who come from different states, after all we are a country of 26 states and one Federal District with millions of people with different cultures, accents, religions and habits.

Example: Hate speech – speeches that lead to violence or discriminate people based on their origin.



REFUGEES

These are people obliged to leave their country since their lives or integrity were at risk for reasons related to race, religion, nationality, belonging to a certain social group or political opinion, as well as due to serious and generalized human rights violation and armed conflicts. They cannot return to their country of origin because they cannot rely on protection by the state. In Brazil, the implementation of refugees protection is defined by the 9.474/97 Act (Brazilian refuge Law).

IMMIGRANT

These are people who voluntarily moved seeking better conditions of life, generally economic; they can return to their country of origin without any risks and rely on State protection.



BEHAVIORS TO CHANGE NOW

“THESE REFUGEES COME TO BRAZIL AND TAKE OUR JOBS.”

There are much more Brazilian persons expatriated (who left the country to live and work abroad) than refugees in Brazil. Not counting that refugees many times fill gaps in the work market, contributing for the country economic growth and diversity. Many are entrepreneurs, creating new businesses and jobs, both for other refugees and the Brazilian population.

GENDER

Gender is a concept that goes beyond biological features and encompasses social, cultural and personal aspects of identity. Gender identity refers to the way a person identifies herself internally and how he or she wants other people to acknowledge he or she. This can or not correspond to the birth biological sex.

Gender can be masculine, feminine, a combination between masculine and feminine, fluid or none. It is important to respect the name and the way each person chooses to identify herself or himself, acknowledging diversity and individuality of each gender experience.

CONCEPTS

CIS

We call cisgender the persons who acknowledge themselves with the gender assigned to them at birth.

TRANS

On the other hand transgender are people who do not acknowledge themselves with the gender assigned to them at birth.

TRAVESTY

This is a person assigned as a man at birth, but who bears a feminine gender identity. In this way, the correct way of saying is “travesty” in the feminine. The expression is also a social political identity in Latin American countries, thus acknowledging the complexity and richness these people experience, as well as their contribution to the fight for human rights and social justice.

QUEER

An umbrella term for all the LGBTQIAPN+ population since it represents exactly the non-conformity with gender and sexuality regulations.



CONCEPTS

INTERSEX

It is an expression used to describe persons who are born with sexual characteristics (genitals, gonads, hormone levels, chromosomes) that do not fit in the typical binary definitions of masculine and feminine. This can include a combination of masculine and feminine biological characteristics or the presence of characteristics which are not clearly masculine or feminine. The expression “hermaphrodite” for example, is considered outdated and offensive.

AGENDER

Agender persons do not identify themselves with any gender stereotype. In general, the agender individuals rather identify themselves as individuals or persons, and not gender, simply denying any gender identity. Many agender people prefer to be referred to by neutral pronouns. In any case always ask people how they like to be addressed to and which pronoun use when referring to them.

NON-BINARY

Non-binary gender is an umbrella term used to describe gender identities that do not fit into the conventional categories of masculine and feminine. Non-binary people can identify themselves with a gender which is between masculine and feminine genders, with both genders or with any of them.





BEHAVIORS TO CHANGE NOW

**“I DON’T
UNDERSTAND
VERY WELL,
IF YOU ARE NON-BINARY
WHY DO YOU RESEMBLE
MORE TO A MAN
(OR TO A WOMAN)? “**

The way a person expresses herself physically is not always linked to the gender. Outfits and behaviors are most of times designed to the binary, feminine and masculine genders, so as to characterize them. In the same way that calling in the feminine or masculine a non-binary person, by judging that the appearance is more inclined to one gender or the other, there is an unconscious attempt to render binary the non-binary. Do not label people based on how they look.

**“YOU EVEN
LOOK LIKE
A TRUE
MAN/
WOMAN”**

This is a transphobic speech which considers only cis people as legitimately men or women.

**“DID YOU UNDERGO
SURGERY?”**

No one should ask how is the genital of people. This is a private issue. A genital does not define the gender of anyone and it is not a rule that transgender persons undergo re-assignment surgery. Do not ask such a question in case you are not intimate with the person.



BEHAVIORS TO CHANGE NOW

**“THIS GUY IS ‘GAY’,
‘FAGGOT’, ‘BUTCH’,
‘TRAVECO’, ETC”**

Do not swear at someone or use the expressions above in a pejorative way.



**“WHAT IS YOUR
‘TRUE’ NAME?”**

When meeting a transgender person or travesty, do not ask about the dead name. The person name is the one she informed at the introduction. Your curiosity can be offensive and harm someone. When in doubt, do not ask a trans person something that you wouldn't ask to a cis person.



SEXUAL ORIENTATION

Sexual orientation refers to which genders a person is attracted, either physically, romantically and/or emotionally or even the absence of any of these feelings.

The expression sexual orientation is considered more adequate than sexual option or sexual preference since “option” indicates that a person could have chosen his form of desire. Modern psychology, in spite of not having a consensus related to what explains exactly someone’s sexuality, states that sexual orientation is not a choice and cannot be changed through therapies or other interventions.

ASEXUAL

people who do not feel any sexual attraction, or rare and specific moments of sexual attraction. Please note that asexuality is not the same as celibate (deliberate abstinence of sexual activity).

HETEROSEXUAL

persons who are affectively or sexually attracted by the opposed gender.

DEMISEXUAL

people who feel sexual attraction only when there is involvement or emotional or affective connection.

HOMOSSEXUAL

affective or sexual attraction by the same gender, such as gays and lesbians.

BISEXUAL

affective or sexual attraction by more than one gender. It does not necessarily mean attraction by men and women and does not always refer to simultaneous attractions.



PANSEXUAL

affective or sexual attraction by all genders.



BEHAVIORS TO CHANGE NOW

“I HAVE NO PREJUDICE; I HAVE EVEN GAY FRIENDS.”

Being friends with non-heterosexual people does not make a person less biased. Using as a base people of his own relationships group is using a private experience to justify a biased generalist opinion.

DON'T MAKE NOR TOLERATE JOKES OR BIASED COMMENTS.

Jokes and comments which are offensive and demotivate LGBTQIAPN+ collaborators, besides lacking respect and being inhuman, constitute a crime by Law.

**“HOW DO YOU MAKE SEX?”/
“WHAT YOU MAKE IS NOT REAL SEX.”**

People's sexual life is a private issue, so this kind of question is a huge lack of respect.

DO NOT FORCE ANYONE TO “COMING OUT”.

No one “must”, “needs” or “wants” publicly assume himself or herself, because this is a very private issue – it relates to the person herself only. If the person has reserves related to sexual orientation, respect his/her decision.



BEHAVIORS TO CHANGE NOW

DO NOT CALL UNDECIDED A BISEXUAL PERSON.

Bisexuality is a valid, legitimate sexual orientation, where a person is attracted by more than one gender. This does not imply lack of clarity or indecision on his/her sexual orientation.

DO NOT ASK WHO IS THE MAN OR THE WOMAN OF THE RELATIONSHIP.

Such questions are inappropriate and reinforce gender stereotypes and presume that all the relations should follow a heteronormative model, where there is a masculine role and a feminine role.

RESPECT PUBLIC DISPLAY OF AFFECTION.

Everyone, no matter their sexual orientation or gender identity, have the right to express their affection in public. To respect such demonstrations is to acknowledge equality and legitimacy of all relationships.

PERSONS WITH DISABILITIES (PWD)

According to the Brazilian Law on Inclusion of Persons with Disabilities, a person with disability has a long-term impediment, of either physical, mental, intellectual or sensorial nature, which, by interaction with one or more barriers, can obstruct his/her full and effective participation in society in equal conditions with all other persons.

A disability can be congenial (at birth) or acquired (at any stage of life) and the causes, various: lack of information during pregnancy, degenerative illnesses or not, medical errors, traffic or domestic accidents, urban violence, among others.

PERSONS WITH DISABILITY IN THE BUSINESSES

It is true that up to now many companies engage persons with disability only to comply with the inclusion quota, provided by Law 8,123 of 1991. The sad Brazilian reality shows that besides the companies that choose to pay fines for not complying with it, there are others that enroll persons with disabilities who require lower adaptation efforts and practical resources at the company and further, there are cases where the companies pay PwDs for not working, requiring their presence at inspection days only.





PERSONS WITH DISABILITY IN THE BUSINESSES

This series of absurd facts evidence that many organizations hire persons with disability only as an obligation and do not envisage it as an opportunity to build a more diverse environment. This fact is due to prejudice, lack of knowledge and lack of interest from the companies in knowing the specificities of each disability, deconstructing stereotypes and learning how to deal with human diversity.

Besides complying with the Quotas Law, companies should be truly engaged in persons with disability inclusion, providing them all they need to perform adequately and treating them with respect. To this end, one should be available to learn with whom lives such reality and try to be informed on the matter.

CAPACITISM

This is the term used to express discrimination and prejudice against persons with disability, where it is supposed that persons without disability are superior. Prejudice can manifest in various ways, including negative attitudes, social exclusion, physical and systemic barriers, and lack of access to equal opportunities.



BEHAVIORS TO CHANGE NOW

PERSONS WITH DISABILITY DATE AND MARRY.

Don't be surprised when seeing PwDs in affective relationships. They also fall in love, love and make sex.

PERSONS WITH DISABILITY HAVE THE RIGHT TO LIVE TO THE FULL.

It's sheer capacitism when you think or speak: "Oh my God, what a life lesson, what breakthrough!" when seeing a PwD who is trying to live her life just as you do. '

DO NOT USE CAPACITISTIC TERMS AND EXPRESSIONS:

- Pretending dementia;
- Lazy;
- Lame;
- Among the blinds the one-eye man is king;
- As lost as a blind man in a shooting;

ASK BEFORE HELPING.

In case you would like to help someone with disability, always ask first IF she needs help and HOW you can do it.



BEHAVIORS TO CHANGE NOW

“JOHN HAS A DISABILITY.”

Do not speak like that. The correct term is person with disability since the person is a person over all, and the disability does not impair all that she is and does.

“SHE IS NORMAL.”

Usual speech to refer to a person without disability. It suggests that persons with disability are not normal or do not correspond to a desirable standard. As relates to disability, there are two kinds of persons: persons with disability and persons without disability.

DO NOT TREAT YOUNGSTERS OR ADULTS WITH INTELLECTUAL DISABILITY AS IF THEY WERE CHILDREN.

Do not have childish attitudes and talks, nor make unnecessary compliments in the diminutive (“cute”, “fluffy”, “beautiful” etc.). Treat the person in accordance with the life stage she is: child, adolescent, adult.

LET’S HAVE A CHAT?

Try to keep the same eye level than the wheelchair person or being of low height in case of longer talks, rendering the interaction more comfortable.



BEHAVIORS TO CHANGE NOW

A WHEEL CHAIR IS NOT A TOY.

For wheelchair users, do not seize nor touch the wheelchair. It is part of the person body space. To bend on or lean back is the same that bend or lean back on the person. Do not move the wheelchair without first asking permission to the person. Remember that the wheelchair enables the person to move, therefore it is a crucial, important object for his/her autonomy and should be treated as such.

ARCHITECTURAL ACCESSIBILITY FOR AMBIENTS

You certainly have already seen accessibility items in companies and streets, for example ramps, handrails, adapted bathrooms, sidewalks and free from obstacles ways, among others. But have you already thought of accessibility when you rent, buy or build a property?

We tend to think it over only when need appears, but at any time it is possible we have to host a friend or family with disability at home, we can have a child requiring accessibility or even us can have reduced mobility by accident or at an old age.

Life expectancy of the Brazilian population has increased a lot in the last decades and the trend is that it will further increase. It is important to consider it also when acquiring and renting properties, such as for example, larger aisles, comfortable washrooms and without traffic impediments, wide doors and access ramps among others.



AGE

Age diversity in the work market is essential to develop a balanced, innovative and productive environment. The presence of people of different ages enables exchange of knowledge, experiences and perspectives, enriching the decision-making process. However, age prejudice is a significant challenge, manifesting itself both against younger people and older ones.

Age bias or ageism are terms utilized to depict discrimination based on age, fueled by stereotypes and prejudices that harm people and businesses in a world where there is still a huge number of young people while at the same time getting old quickly.

Younger people frequently face stereotypes of inexperience and immaturity, being regarded as less capable of assuming important responsibilities. This can limit their opportunities of growth and acknowledgment. On the other hand, older professionals are many times victim of prejudices that label them as outdated or less able to adapt to new technologies, which can lead to exclusion or undervaluation in the work environment.

Overcoming these prejudices requires change in mentality, valuing the unique contributions of each age range and promoting an inclusive environment where talent and competence are acknowledged no matter the age. Age diversity not only strengthens teams, but also reflects commitment with equality and justice at the work place.





BEHAVIORS TO CHANGE NOW

“IT’S PAST TIME TO RETIRE.”

This devaluates the contribution that older professionals can still provide, besides ignoring the right to choose when and how leave the work market.

“PEOPLE OF YOUR AGE DO NOT UNDERSTAND THE NEW TRENDS.”

It generalizes age-based competence, ignoring that older professionals keep updated and are able to offer valuable perspectives on new trends.

“TODAY’S YOUNG PEOPLE ARE SPOILED AND IGNORE WHAT IS HARD WORK.”

This kind of comment perpetuates stereotypes and does not consider younger people effort and ability to adapt, while many times facing unique challenges in the modern work market.

“YOU HAVE NO LONGER THE ENERGY TO FOLLOW THE RHYTHM.”

This speech does not consider the experience and efficiency that more experienced professionals can bring, besides ignoring that energy and enthusiasm can manifest in several forms.



BEHAVIORS TO CHANGE NOW

**“TODAY’S YOUNG
PEOPLE ARE NOT
COMMITTED WITH
THEIR JOB.”**

This speech negatively generalizes, ignoring that most of younger people are dedicated, innovative and willing to contribute significantly for the organization.

**“YOUNG PEOPLE DO
NOT HAVE THE SAME
WORK ETHICS THAT
WE HAD.”**

This supposes that the work ethics is a matter of generation, ignoring that priorities and work ways can change, but commitment should be equally strong.



SOCIAL CLASS

Social class is a category which groups people having similar social economic characteristics. Social classes influence access to opportunities and resources, and affect the way people live, work and interact in society.

Social class divisions can vary according to the context, but generally include:



HIGH CLASS

Characterized by high income, professional prestige and high education level. People of this class have frequently access to huge resources and influence policies and economic decisions.

MIDDLE CLASS

Includes professionals and workers with variable education levels and moderate earnings. Middle Class can be subdivided into upper middle class and low middle class, depending on income and status.

LOW CLASS

Characterized by low earnings and less economic stability. Frequently, people of this class face difficulties to provide for basic needs and have less access to resources and opportunities.

WORKING CLASS

Made by people with less qualified occupations and lower earnings. This class can face more economic difficulties and lower access to opportunities.

RELATIONSHIP WITH INEQUALITY

The relationship between social class and inequality is significant:

Economic Inequality: differences in income and richness between social classes create disparities in standard of living, access to goods and services and social mobility opportunities.

Education Inequality: access to education of quality can be restricted for lower social classes, perpetuating poverty cycles and limiting advancement opportunities.

Inequality in the Work Market: occupations and jobs vary in prestige and wages, affecting the quality of life and career opportunities for different classes.

Social and Cultural Inequality: class differences influence access to contact networks, participation in cultural activities and capacity of influencing political and social decisions.

These inequalities contribute to the perpetuation of disparities between classes and affect well-being, opportunities and people's social mobility.

SOCIAL PREJUDICE

Social class prejudice relates to purchase power, access to income, social position, education level, standard of living, etc.

Social prejudice is configured as the idea that economically more affluent classes (millionaire persons, rich, upper middle class) are superior or deserve more rights and respect than others with less resources (middle class, low middle class, poor, miserable), income being their social position determining factor, and in this way, of class prejudice.



BEHAVIORS TO CHANGE NOW

“RESPECT AND CORDIALITY.”

Do not discriminate the way of speaking, express, dress of someone who did not have the same opportunities than you.

“THAT SOUNDS SO CHEAP!”

This expression reduces the value of something on the basis of perception that it is associated to poverty. It ignores people’s dignity and can strengthen negative stereotypes on poverty. Especially in such an unequal country as Brazil, where the social economic situation of people is in direct relationship with opportunities and privileges which are not equal for all.

DO NOT TREAT PEOPLE AS BEING INVISIBLE.

Treating lower social classes people as being invisible is a serious and harmful issue that contributes to social inequality perpetuation and vulnerable groups marginalization. Acknowledging visibility and dignity of people is crucial in promoting a fairer and more inclusive society.

ACADEMIC CAREER.

Discriminating someone based on the origin of the institution can create barriers and stigmatize people that, independently where they studied, can have precious contributions and significant capacities. Respect and inclusion should be based on professional competences and on people’s character, not on the attended institution.



BEHAVIORS TO CHANGE NOW

“HE LIVES IN THE LAND THAT TIME FORGOT.”

Do not consider the place where people live as worse only because you did not come from there or do not live there.

“THAT AREA IS ONLY FOR THOSE WHO HAVE MONEY.”

This expression reinforces division among different social classes and contributes to segregation, promoting the idea that certain areas or opportunities are exclusive for those who have more resources.

“MAKE BETTER EFFORTS TO CHANGE YOUR LIFE.”

This expression ignores the structural and systemic barriers that many people face, and suggests that poverty is the exclusive result of lack of personal effort, instead of considering opportunities limited by external features.



BELIEF/ RELIGION

Diversity of beliefs is a fundamental concept in Brazil, a country known for its wide array of traditions and spiritual beliefs. Within the Brazilian context, religious diversity encompasses a rich tapestry of religions, from the more traditional as Catholicism and Protestantism and up to African matrix religions such as *Candomblé* and *Umbanda*, besides Spiritism, oriental religions and philosophies and new forms of spirituality.

Religious diversity refers to coexistence and acknowledgment of multiple beliefs and religious practices in a society. Such diversity not only reflects the several forms to seek the spiritual, but also expresses the cultural plurality and complexity of the religious identities that compose the country. Each tradition contributes with its own stories, rituals and values, enriching the nation's spiritual panorama. Valuing religious diversity is crucial to secure freedom of belief and build a harmonious society.

RELIGIOUS INTOLERANCE

Religious intolerance is the hostility, discrimination or rejection directed to people based on their religious beliefs or the absence of belief. It can be practiced by people or by institutions.

Article 5th of the Constitution provides that “freedom of conscience and of belief is inviolable, the free exercise of religious cults being ensured and, under the terms of the law, the protection of places of worship and their rites being guaranteed.”

Being prone to know and understand other religious practices is one of the more effective ways of eliminating prejudices. Prejudice many times results from ignorance and lack of knowledge, and by opening ourselves to know about beliefs, values and traditions of other religions, we can develop empathy, respect and a wider and inclusive view of the world.

Willingness to learning promotes interreligious dialogue, aids in deconstructing stereotypes and strengthens peaceful living in a diverse society. By seeking to understand the Other, we acknowledge shared humankind and the richness that spiritual diversity brings to human experience. Besides, an attitude of openness not only reduces prejudice but also enriches a person's own perspective and growth.



BEHAVIORS TO CHANGE NOW

“WHOEVER DOES NOT FOLLOW MY RELIGION IS WRONG OR LOST.”

This statement denies the right to diversity of beliefs and creates a spiritual values hierarchy, disregarding the right of every person to his or her own faith.

“RELIGION IS AN INVENTION TO CONTROL PEOPLE.”

This vision ignores the positive role religion can play in someone’s life, including emotional, communitarian and moral support, besides disregarding the real motivations of belief.

“IS ATHEISM JUST A PHASE OR A DEFIANCE?”

Such a speech minimizes seriousness and personal reflection which can lead someone to identify himself as an atheist, treating the absence of belief as a temporary or immature choice.

“SOME RELIGIONS ARE DEVILISH OR DANGEROUS.”

Associating religions to evil or danger ignores the spiritual and cultural richness of some traditions and promotes discrimination and unjustified fear, besides encouraging violence against persons and institutions.



**TO KEEP ON
LEARNING**



Learning about diversity should be continuous and can also be part of leisure activities, either alone, with friends or family. You can thus promote diversity beyond the workplace, sharing what you have been learning and being a social transformation agent.

Get the popcorn ready because we've got your movie recommendations covered!

GENDER

THE SILENCE OF MEN

Documentary that focuses on how gender stereotypes influence the way men deal with their emotions, providing a psychological rigidity that becomes a volcano when associated to the "masculinity commandments".

AVAILABLE ON YOUTUBE.



HIDDEN FIGURES



The film tells the story of three extremely smart and determined women, who faced sexism and racism to become acknowledged for their competence at NASA, the North-American Space Agency.

AVAILABLE ON DISNEY+

LITTLE WOMEN

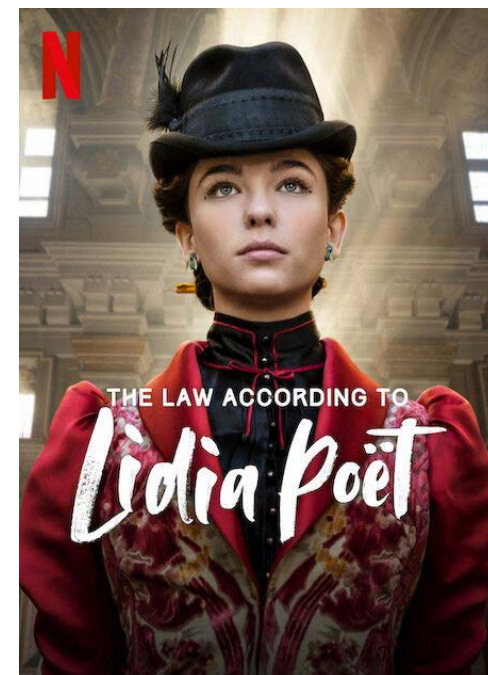
In the new 2019 version, director Greta Gerwig honors the original story but also boosts the narrative with its modern perspective, creating a film that resonates with XXI century women journey. By highlighting the importance of friendship, fraternal love and search for independence, the film transcends time and becomes an original story for all generations.



AVAILABLE ON PRIME VIDEO



GENDER



**AVAILABLE ON
NETFLIX**

LIDIA POËT

This is a biographic film that portrays the life and struggle of the first woman to enroll in the Italian Bar Association, Lidia Poët. The film describes her struggle against gender prejudice in a conservative society, highlighting the challenges she faces when trying to practice legal profession after obtaining her degree in Law.



**AVAILABLE ON
PARAMOUNT,
PRIME VIDEO AND
GLOBOPLAY**

THE HANDMAID'S TALE

The awarded series is a dystopia on a future where women are treated as mere surrogates of the Gilead theocratic state – a nation which has once been the United States



**AVAILABLE ON
YOUTUBE**

TED TALK – WE SHOULD ALL BE FEMINISTS

A lecture by the writer Chimamanda Ngozi Adichie who started a new, worldwide debate on feminism.



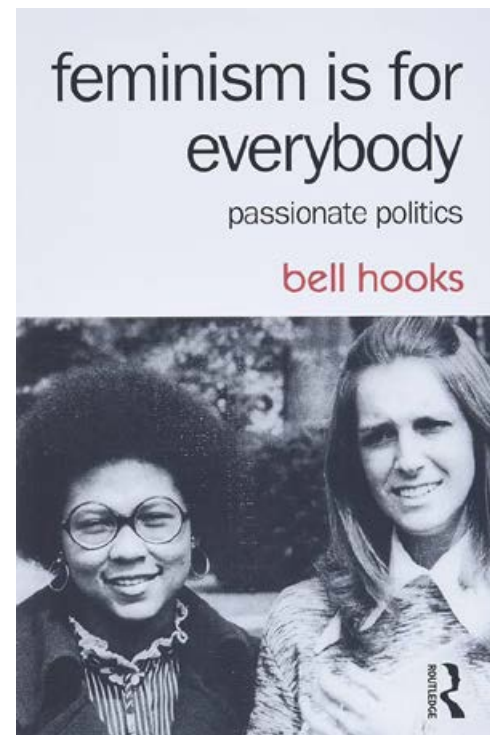
**AVAILABLE ON
PRIME VIDEO AND
HBO MAX**

THE WOMAN KING

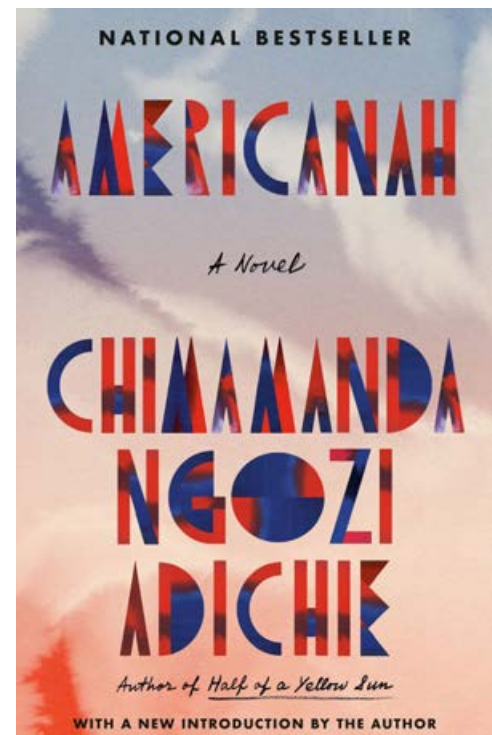
A commander of the Kingdom of Dahomey's army, one of the most powerful places in Africa during the 17th and 19th centuries. During this period, the military group was composed solely of women who, together, fought against French colonizers, rival tribes, and all those who attempted to enslave their people and destroy their lands.



GENDER (BOOKS)



FEMINISM IS FOR EVERYBODY
(BELL HOOKS)



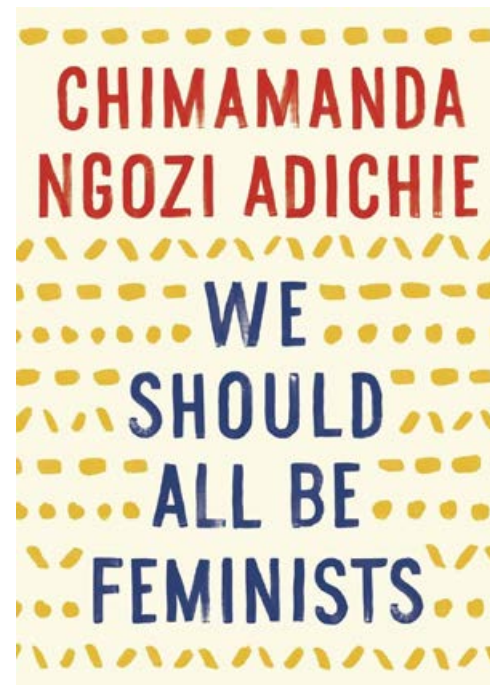
AMERICANAH
(CHIMAMANDA ADICHIE)



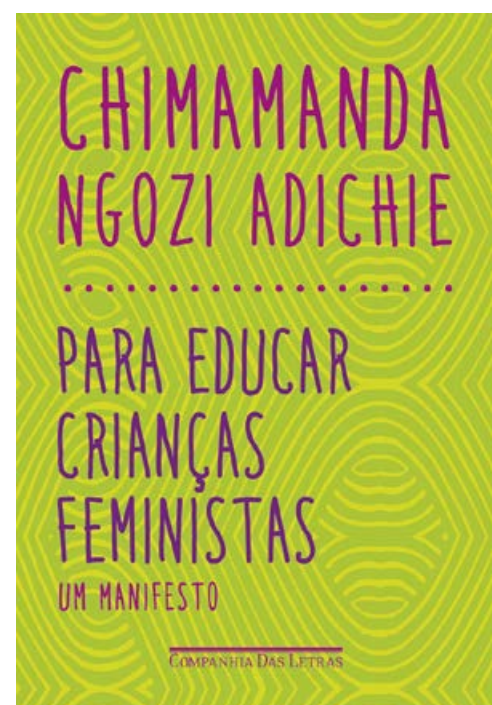
BE A MAN: MASCULINITY UNVEILED
(JJ BOLA)



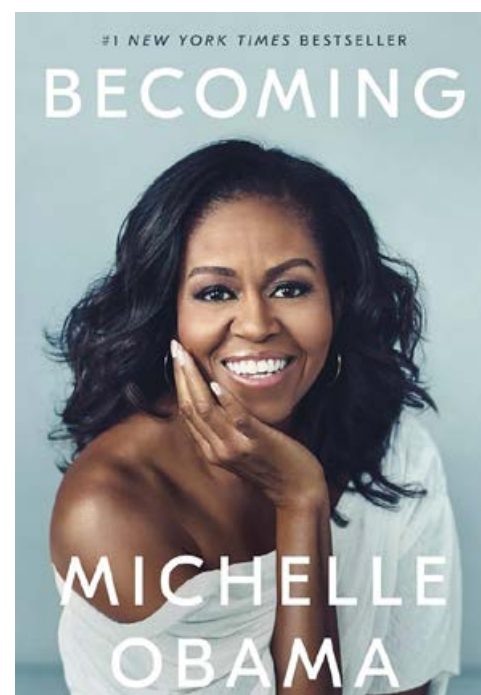
PLURAL FEMINISM
(ORGANIZED BY DJAMILA RIBEIRO)



WE SHOULD ALL BE FEMINISTS
(CHIMAMANDA ADICHIE)



HOW TO RAISE A FEMINIST CHILD
(CHIMAMANDA ADICHIE)



MY STORY
(MICHELLE OBAMA)



THE LOVE SHELF
(VALESKA ZANELLO)

RACE/ETHNICITY

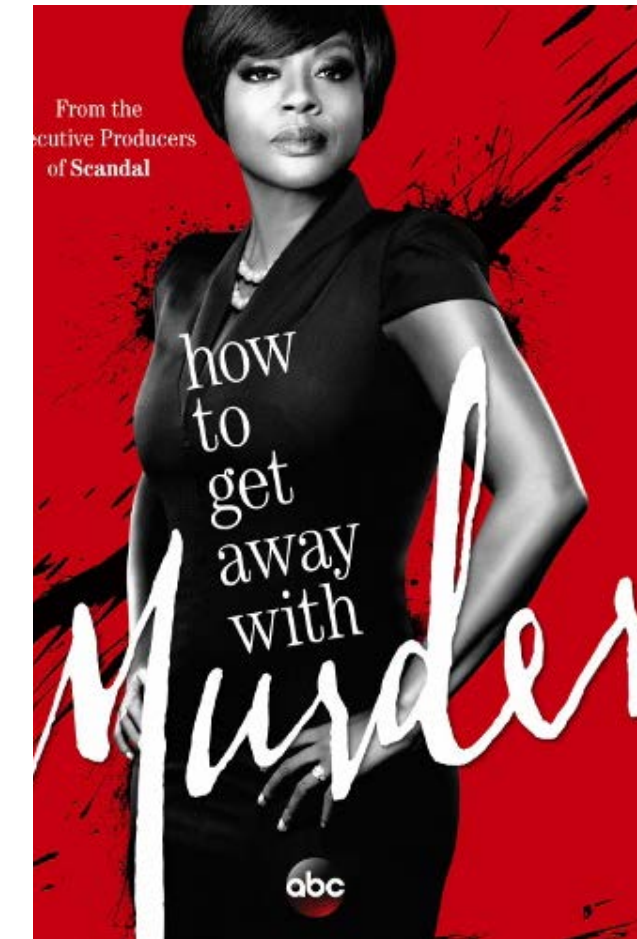


WHEN THEY SEE US

The miniseries remakes a well-known judgement in New York where 5 black adolescents were condemned for a crime they had not committed.

AVAILABLE ON NETFLIX

HOW TO GET AWAY WITH MURDER



The series highlights racial and machismo issues through leading actress Annalise Keating, a successful black woman in a profession dominated by white men. Annalise faces racial and sexism discrimination, dealing with prejudices at work and personal life. She challenges gender norms, being portrayed as a strong, complex and vulnerable character, without conforming to the traditional stereotypes.

AVAILABLE ON NETFLIX



DOCUMENTARY

“BRAZILIAN NEGRITUDES”

A documentary directed by Nataly Neri, is an essential work diving into the various experiences and narratives of black people in Brazil. Not only the film celebrates the country's cultural and ethnic diversity, but also confronts historical inequalities and challenges stereotypes, promoting a critical dialogue on identity, representativity and fights for social justice.

AVAILABLE ON YOUTUBE



RACE/ETHNICITY



AVAILABLE ON NETFLIX

TWO DISTANT STRANGERS

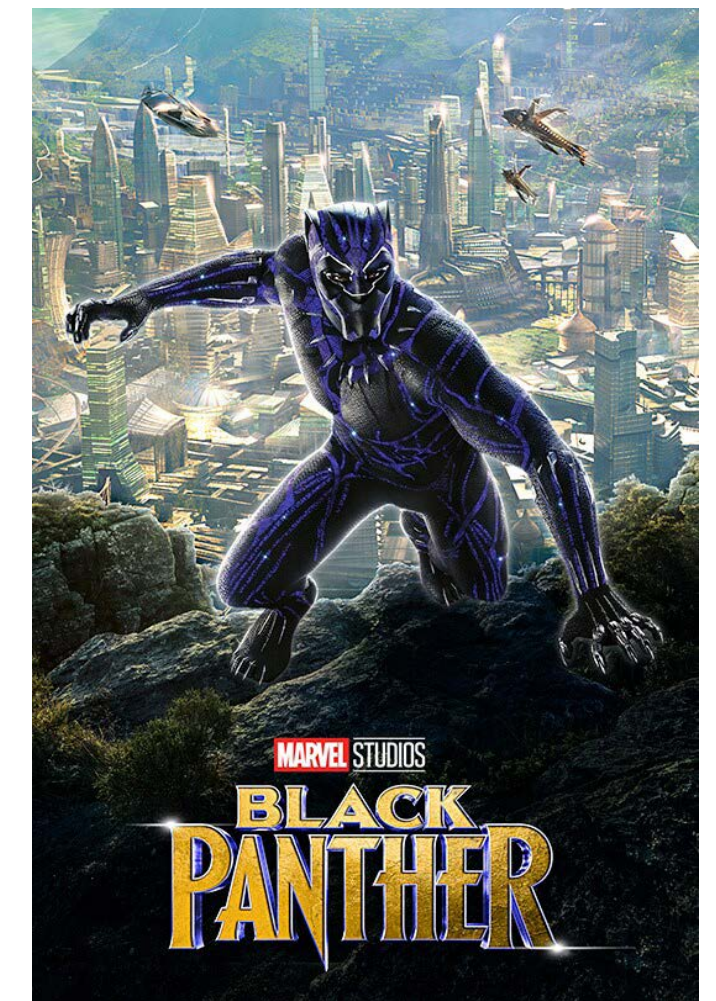
The short film “Two Distant Strangers” is a powerful reflection on structural racism and police violence in the United States. The film follows a distressing, repetitive cycle in the life of a black man who tries to reach home, confronting prejudices and facing life or death situations with the police. With an intense and provocative narrative, the film explores urgent issues of identity, justice and the painful reality of living as a black person in a context of systematic discrimination.



AVAILABLE ON NETFLIX

THE SWIMMERS

Based on a true story, the film tells the inspired journey of Syrian sisters Yusra and Sara Mardini, who flee the Syria civil war in search of safety in Europe. On crossing the Aegean Sea, the boat that carried them starts to sink and the sisters, who were competitive swimmers, get into the water to help saving the other refugees, swimming for hours until reaching the coast. After arriving in Germany, Yusra keeps on following her dream of participating in the Olympics and eventually participated in the Rio de Janeiro 2016 Olympic Games as part of the refugees’ team.

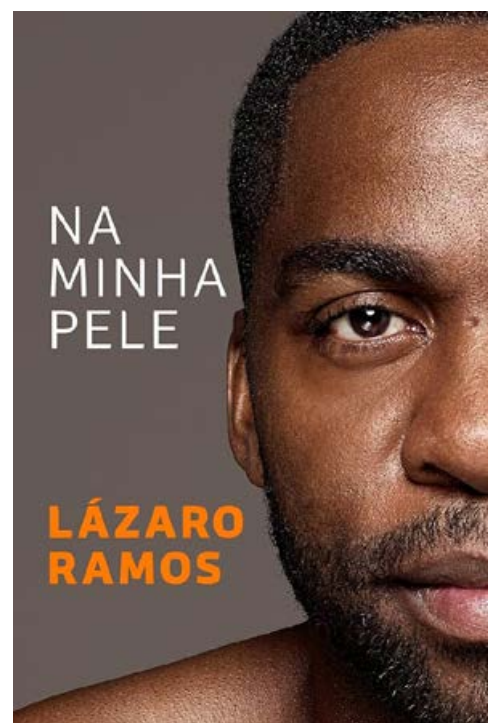


BLACK PANTHER

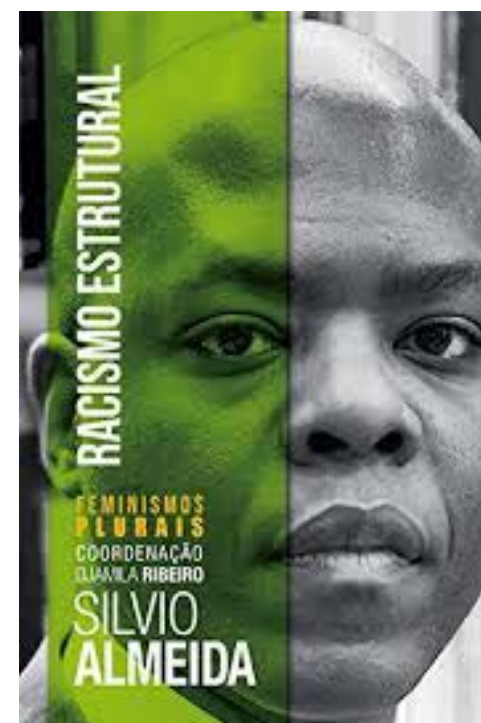
In this Marvel film a fictitious African kingdom is governed by a black super hero, challenging stereotypes and celebrating African culture.

AVAILABLE ON DISNEY+

RACE/ETHNICITY (BOOKS)



ON MY SKIN
(LÁZARO RAMOS)



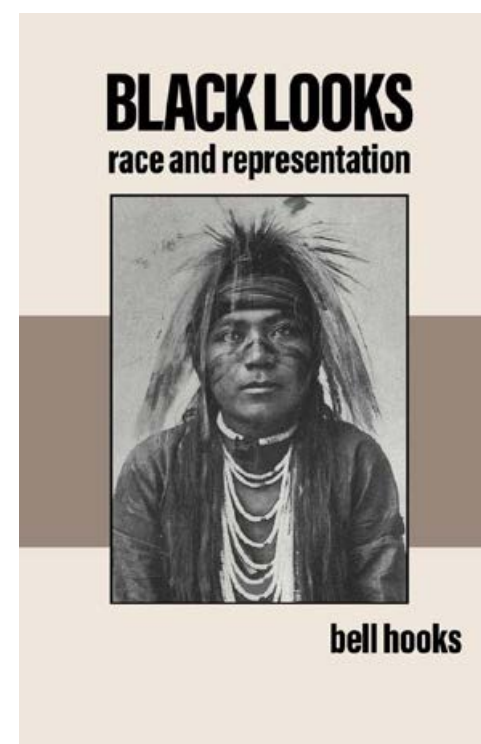
STRUCTURAL RACISM
(SILVIO ALMEIDA)



THE TRASH ROOM
(CAROLINA DE JESUS)



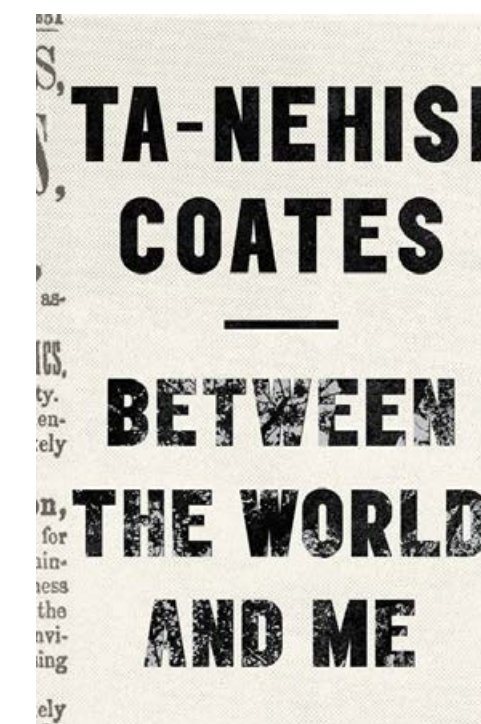
LITTLE ANTIRACIST MANUAL
(DJAMILA RIBEIRO)



BLACK LOOKS – RACE AND REPRESENTATIVITY
(BELL HOOKS)



THE PACT OF WHITENESS
(CIDA BENTO)



BETWEEN THE WORLD AND ME
(TA-NEHSI COATES)



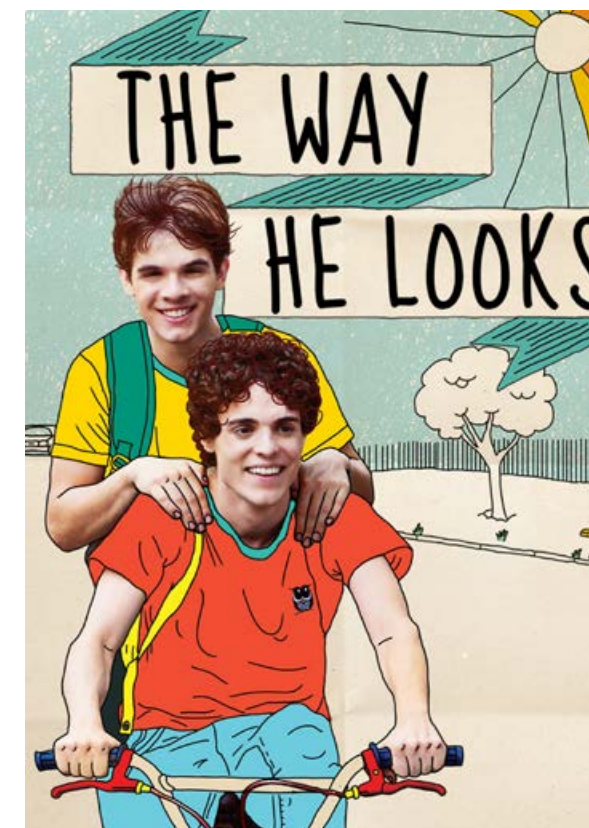
PERSONS WITH DISABILITY



TEMPLE GRANDIN

This is a biographic film that tells the story of an autistic woman who became one of the most influential scientists in the field of cattle handling. She overcomes the challenges linked to autism, developing innovations in the cattle raising that revolutionize animal humanitarian treatment practices. The film highlights her determination, resourcefulness and struggle against social and professional prejudices, providing an inspiring vision on life and the conquests of an extraordinary person.

AVAILABLE ON HBO MAX



THE WAY HE LOOKS

A Brazilian film of 2014 that tells the story of Leonardo, a blind adolescent who seeks independence and deals with the typical adolescence drawbacks, such as autonomy desire and family conflicts. The film focuses on subjects such as inclusion, friendship and the awakening of sexuality in a sensible and touching way, highlighting the self-awareness journey and acceptance of the leading actor.

AVAILABLE ON NETFLIX



BUDDIE

A film showing a story of friendship and dreams of three Down-syndrome young boys who embark into a funny and moving story in Brazil, challenging prejudices and showing that everyone has the right to seek for his own adventures and happiness.

AVAILABLE ON NETFLIX



PERSONS WITH DISABILITY

WONDER

The film tells the story of Auggie Pullman, a boy with a face deformity, who faces challenges when going to school for the first time. The film addresses subjects such as acceptance, friendship and bullying, showing how Auggie and his family struggle with difficulties and prejudices in society. The story is a celebration of the individuality and force of family love.

AVAILABLE ON NETFLIX



AVAILABLE ON NETFLIX

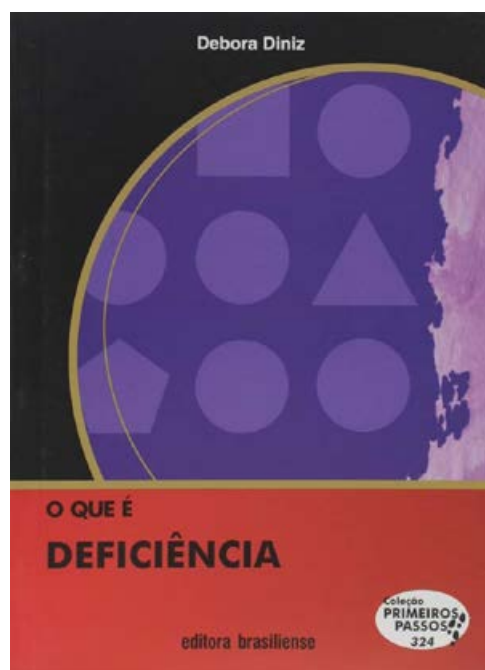


CRIP CAMP: A DISABILITY REVOLUTION

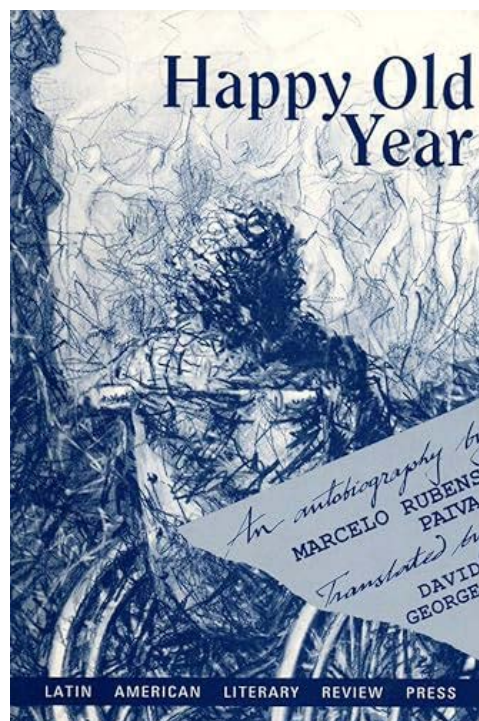
This is a 2020 documentary telling the story of Camp Jened, a summer camp for handicapped adolescents located in Catskills and shows how the transforming experience at the camp inspired many participants to become activists for the persons with disability movement. Among the ex-campers are prominent leaders who played crucial roles in the accessibility and equality struggle, leading to the approval of the American Disability Act (ADA) in 1990.



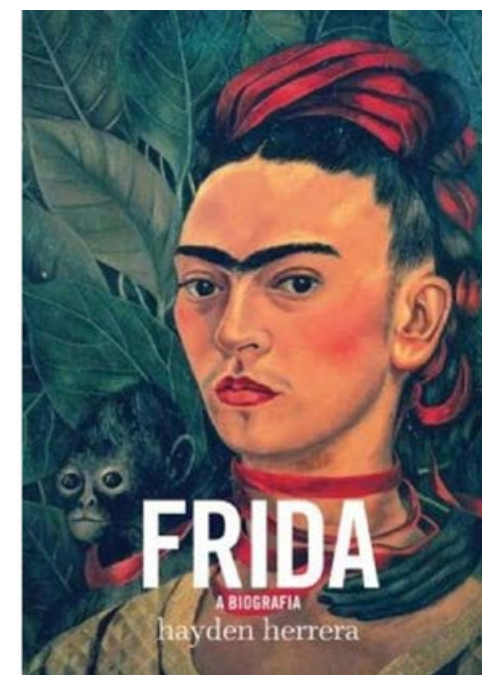
PERSONS WITH DISABILITY (BOOKS)



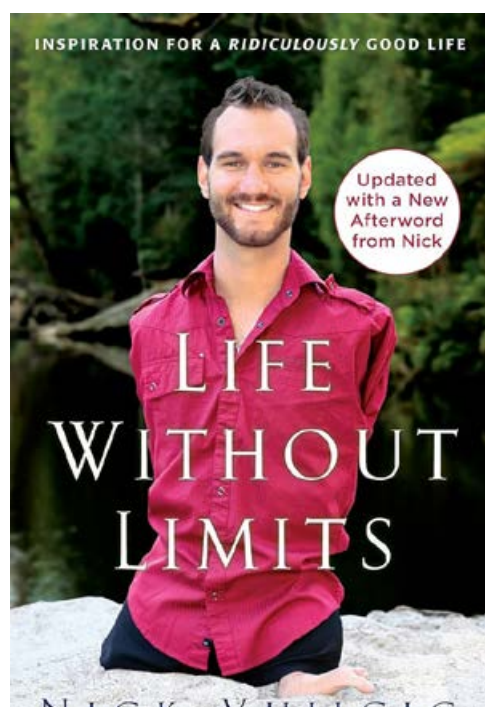
WHAT IS DISABILITY?
(DÉBORA DINIZ)



HAPPY OLD YEAR
(MARCELO RUBENS PAIVA)



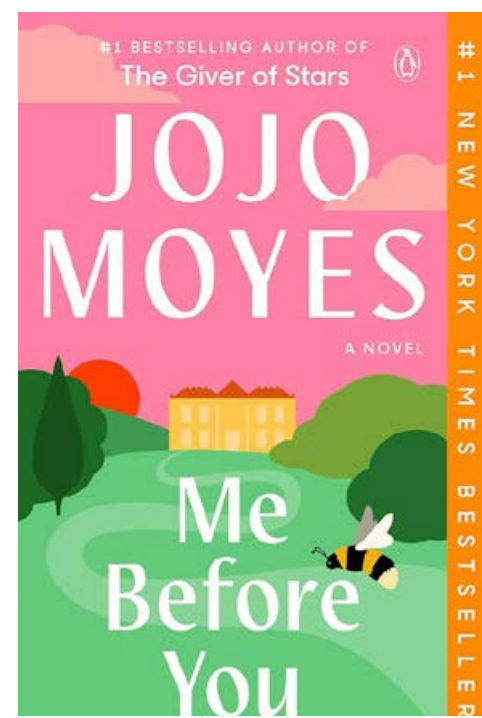
FRIDA – THE BIOGRAPHY
(HAYDEN HERRERA)



LIFE WITHOUT LIMITS
(NICK VUJICIC)



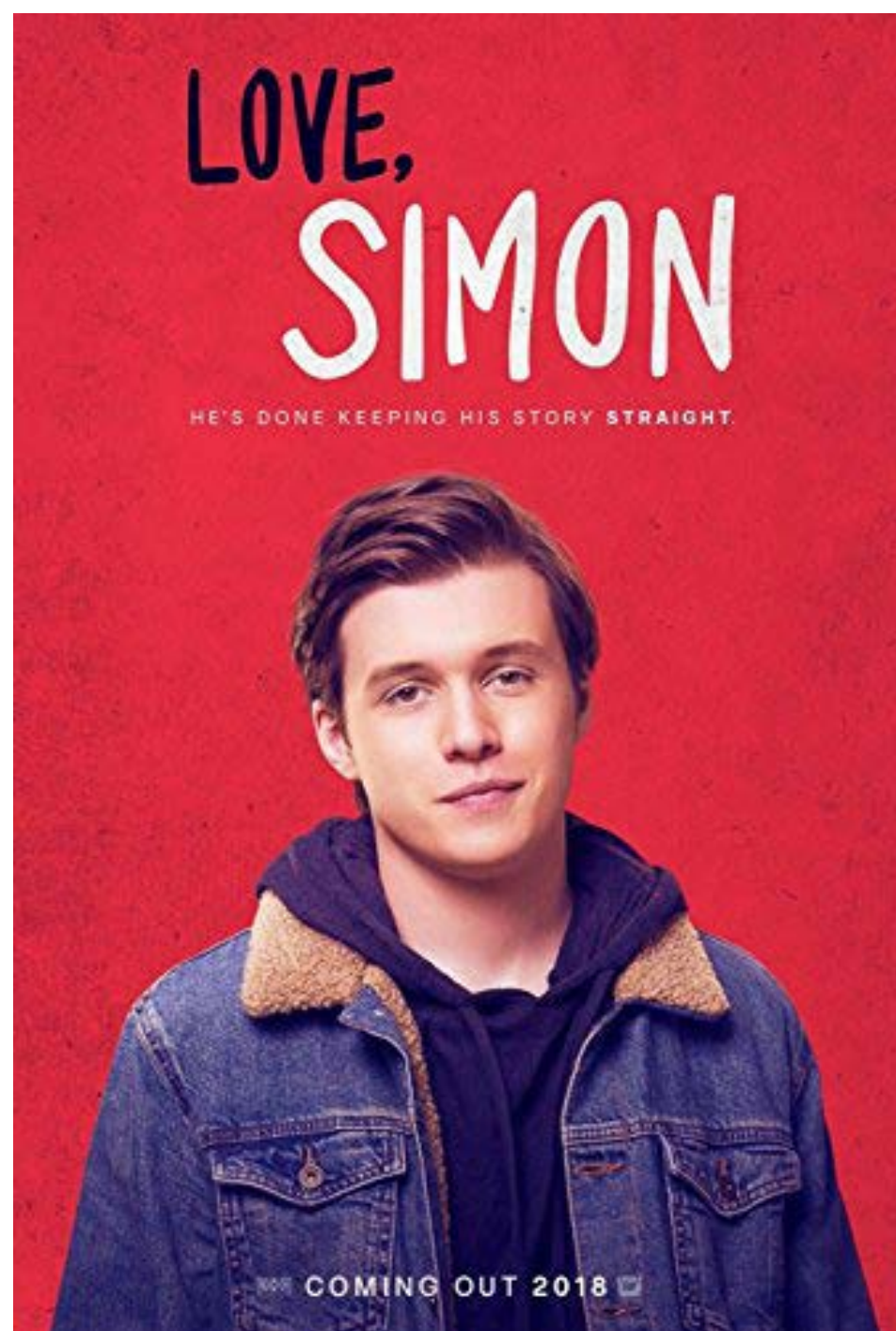
CAPACITISM: THE MYTH OF CAPACITY
(VICTOR DI MARCO)



ME BEFORE YOU
(JOJO MOYES)



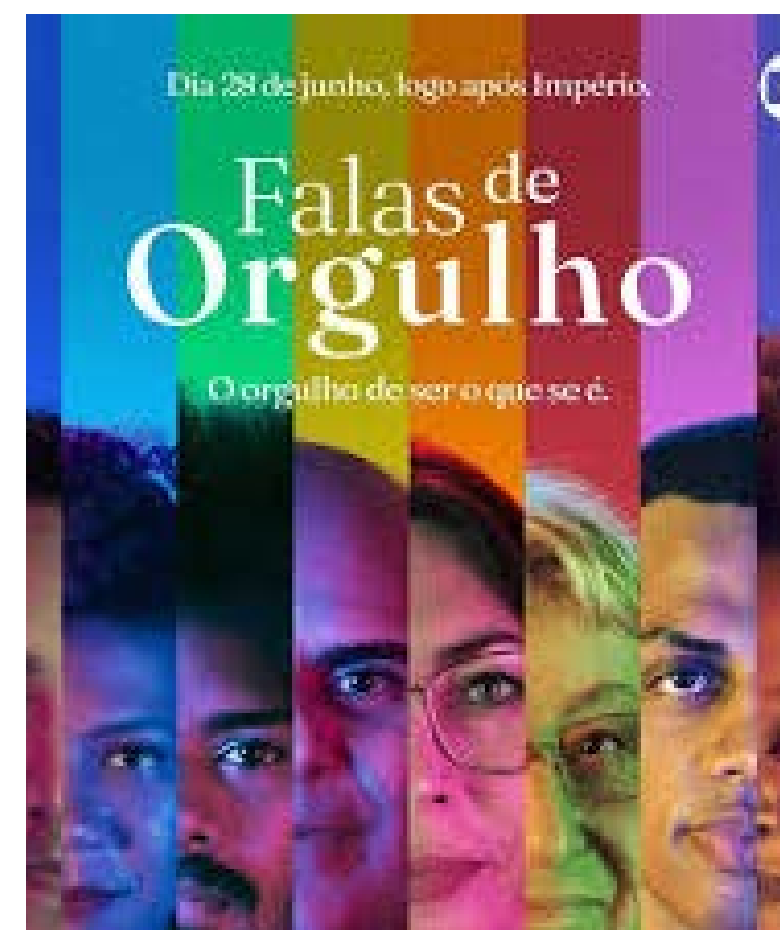
LGBTQIAPN+



LOVE, SIMON

This is a romance comedy addressing acceptance, friendship and the impact of sexual identity in the life of a young man, culminating into a moment of revelation and true love.

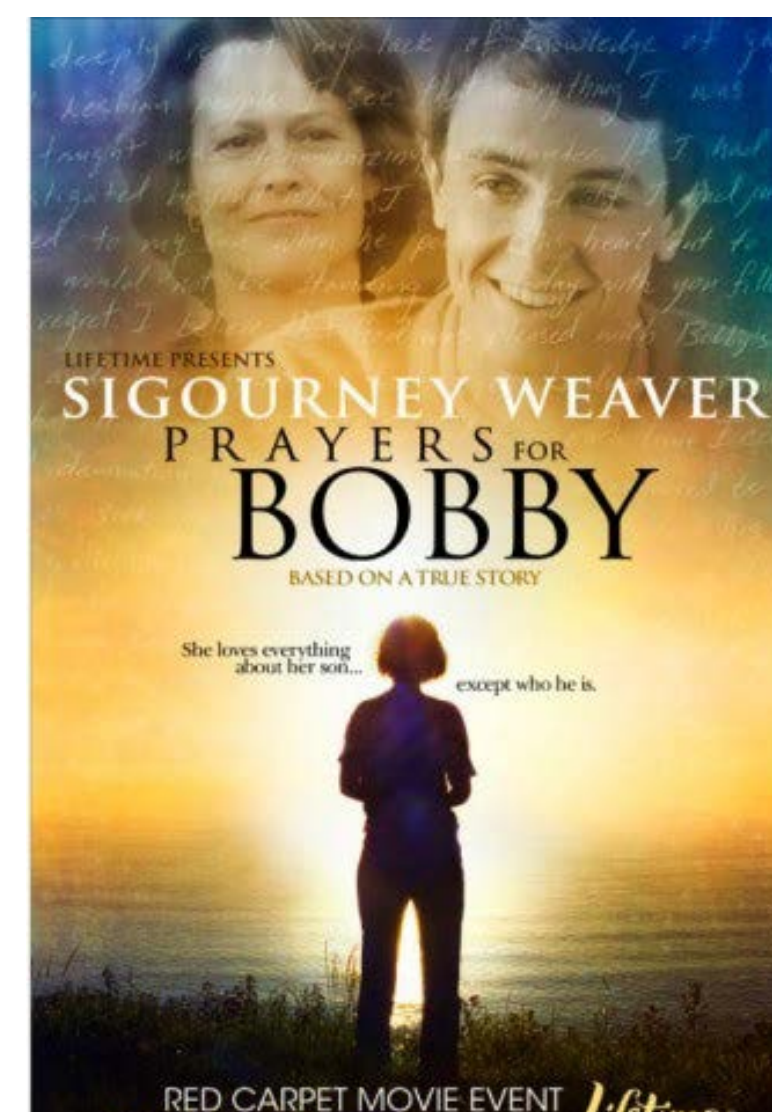
AVAILABLE ON NETFLIX



SPEECHES OF PRIDE

The Brazilian documentary tells the journeys of eight characters of different ages, regions, life paths and religions – and behind, stories of overcoming, prejudice and self-awareness, traversing themes that form the LGBTQIA+ acronym.

AVAILABLE ON GLOBOPLAY



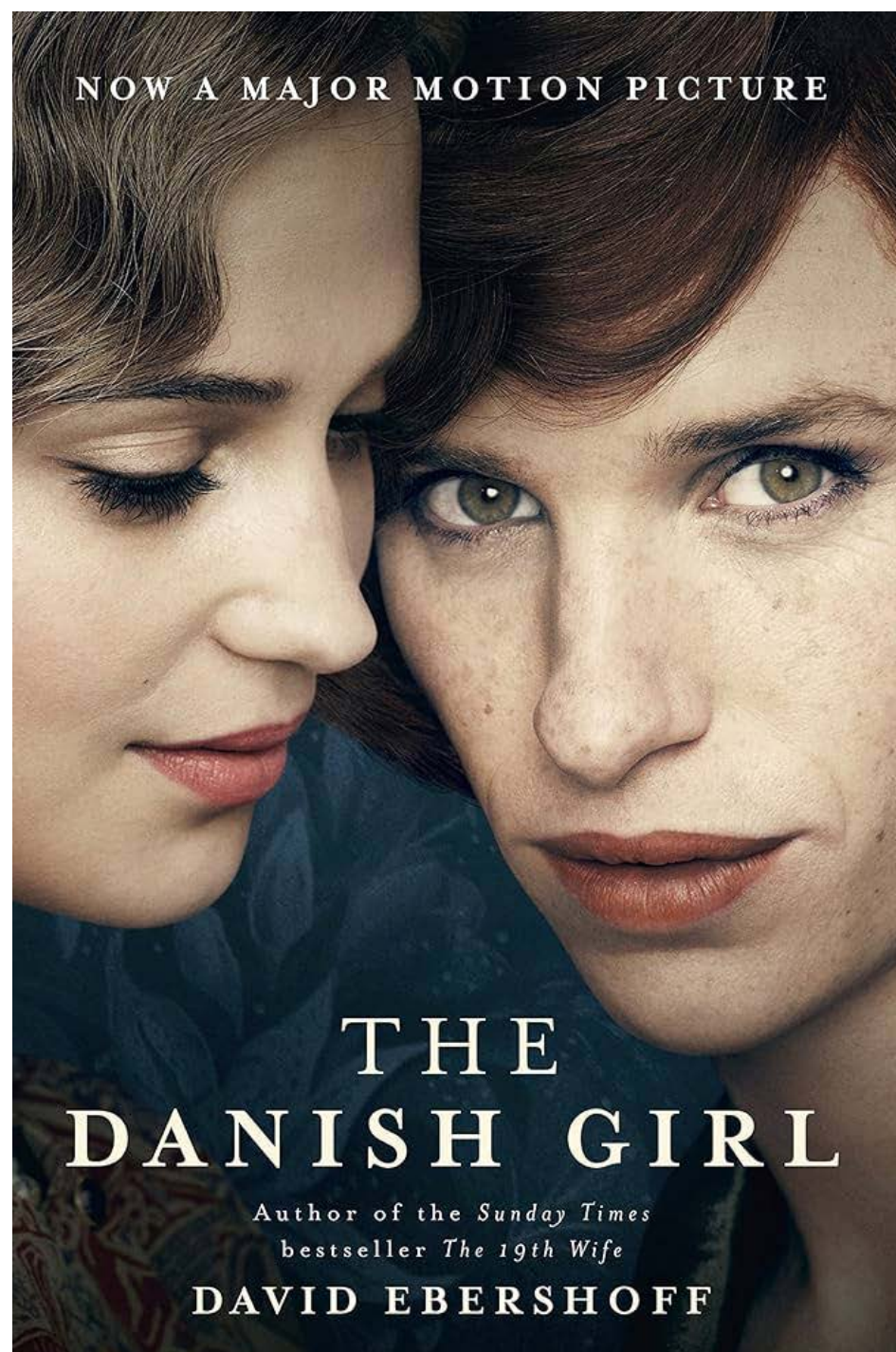
PRAYERS FOR BOBBY

The devout Catholic Mary Griffith tries to “cure” her gay son Bobby, but he ends up taking his own life due to societal pressure. After his death, she becomes an advocate for gay rights.

AVAILABLE ON YOUTUBE



LGBTQIAPN+



THE DANISH GIRL

This is a biographic drama based on Lili Elbe's life story, one of the first persons to undergo sexual reassignment surgery. The story is set in the twenties and addresses love, identity and the search for authenticity, highlighting Lili's challenges and triumphs in her self-awareness journey.

AVAILABLE ON AMAZON PRIME



QUEER EYE BRAZIL

A moving, inspiring reality show where a group of life style specialists help people transform their lives, promoting acceptance and inclusion, highlighting their self-esteem and confidence.

AVAILABLE ON NETFLIX

SEX EDUCATION

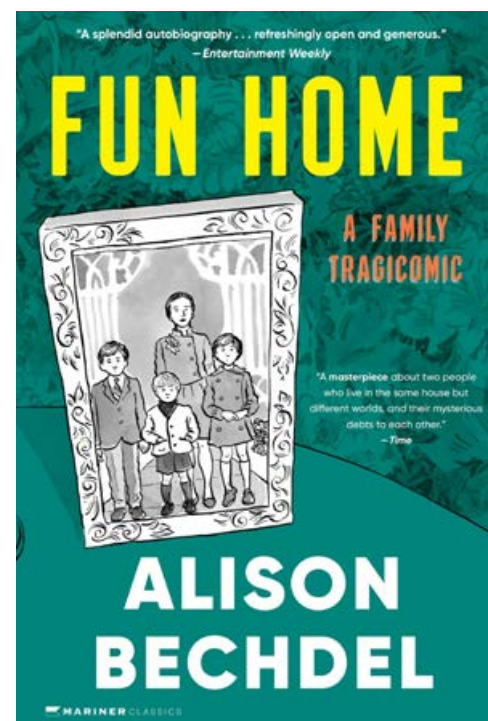


A British dramatic comedy series telling the story of inexperienced Otis who, thanks to his mother, knows everything about sexual counseling. He joins rebel Maeve to open a sexual therapy clinic at school. "Sex Education" is praised for its fine script, well-developed characters and its open and inclusive approach on often considered taboo subjects. The series has been a critical and popular success, celebrated for its capacity to combine comedy and drama while providing an honest, educational vision on adolescent sexuality.

AVAILABLE ON NETFLIX



LGBTQIAPN+ (BOOKS)



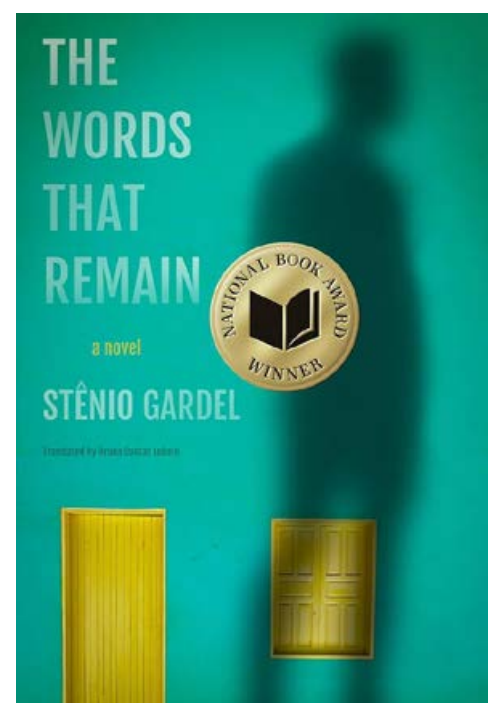
**FUN HOME:
A FAMILY TRAGICOMIC**
(ALISON BECHDEL)



THE RIVER KISS
(STEFANO VOLP)



**RED, WHITE AND ROYAL
BLUE: A NOVEL**
(CASEY MCQUISTON)



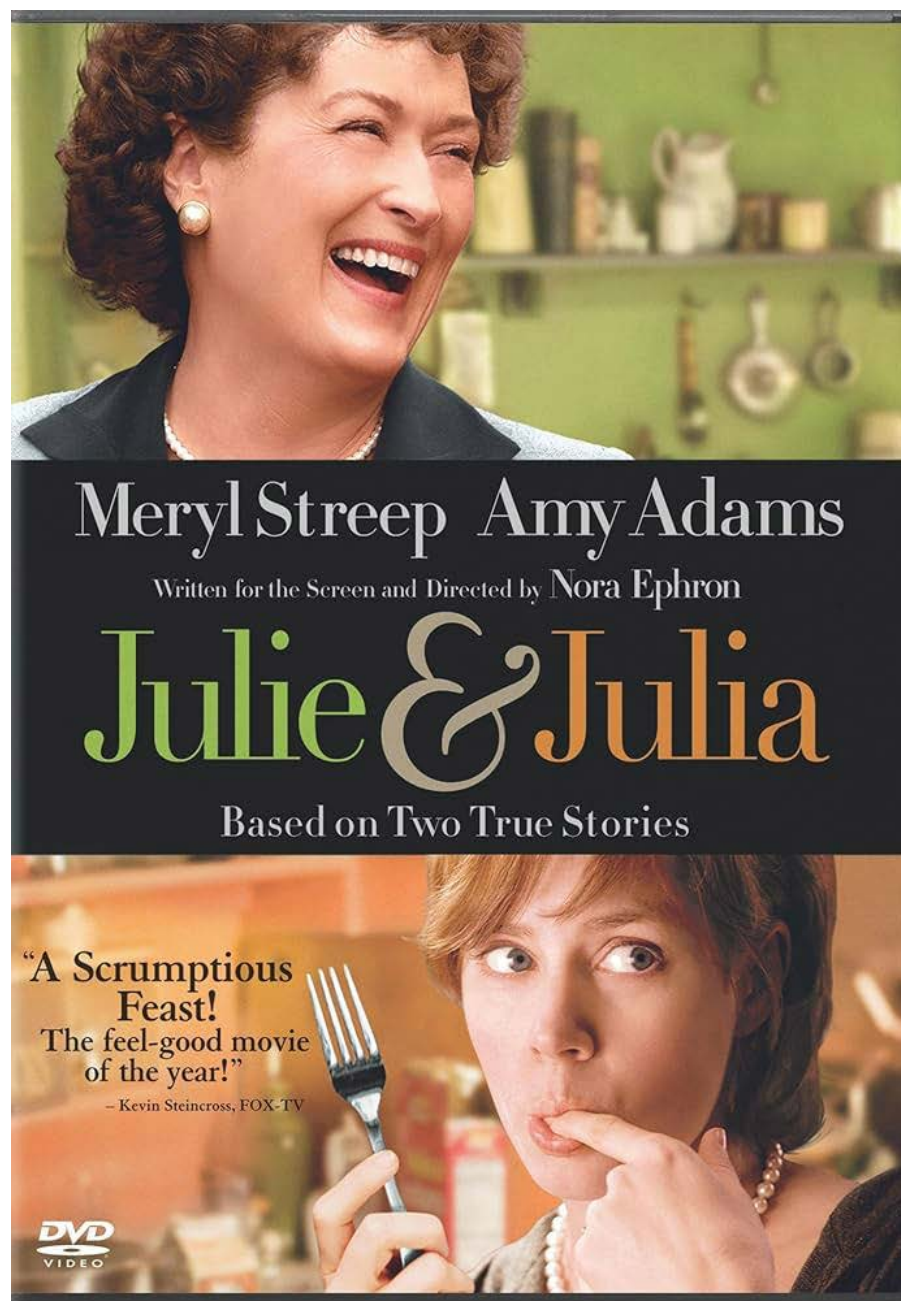
THE WORDS THAT REMAIN
(STENIO GARDEL)



DEBAUCHED IN PARADISE
(JOÃO TREVISAN)



AGEISM



JULIE & JULIA

The film tells the parallel stories of Julia Child (Meryl Streep), a renowned chef who started career later in life, and Julie Powell (Amy Adams), a young woman who tries to follow Julie's steps. The narrative highlights how the professional paths of different generations can intertwine.

AVAILABLE ON HBO+



THE COMPANY MEN

This drama addresses the consequences of mass dismissals in a big company, with focus on different professionals, including older people who struggle to find new opportunities in the work market.

AVAILABLE ON APPLE TV AND AMAZON PRIME



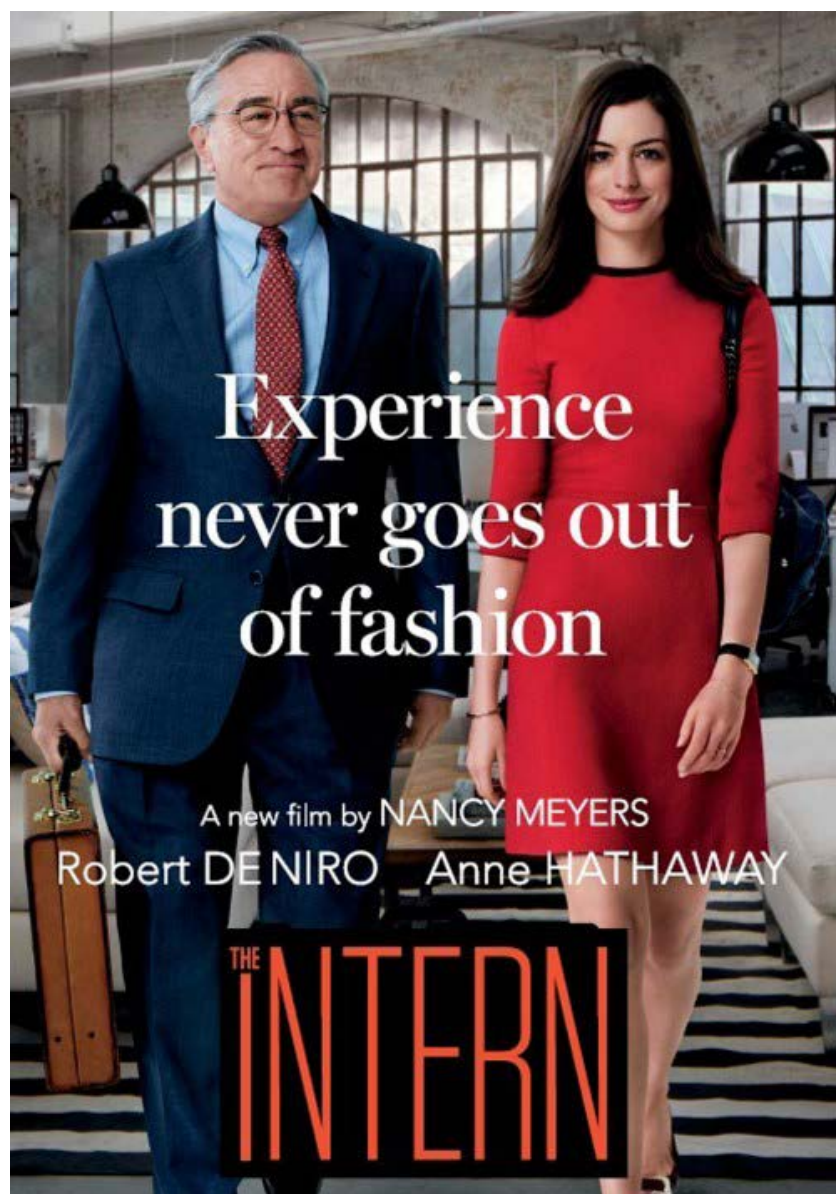
ANNE WITH AN "E"

The successful series on the story of orphan Anne Shirley is a rich exploration of intergenerational relationships, showing how youth and experience can complement and mutually influence.

AVAILABLE ON NETFLIX



AGEISM



THE INTERN

Ben Whittaker, a 70-year old widower decides to return to the work market as senior trainee in a fashion start-up. The film explores the contrast between Ben's knowledge and experience and the energy of the young team, showing how different generations can learn one with the other.

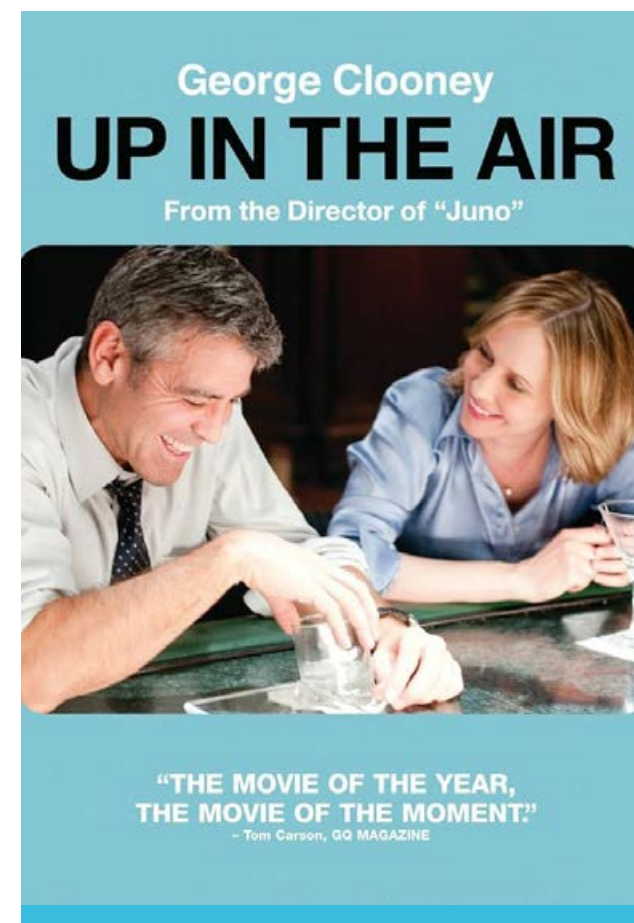
AVAILABLE ON
NETFLIX AND AMAZON PRIME



UP – HIGH ADVENTURES

A Pixar animation that follows the journey of Carl Fredricksen, an old widower, and Russel, a young scout, in an uncommon adventure. The film shows how people of different ages can form deep, significant bonds.

AVAILABLE ON DISNEY +



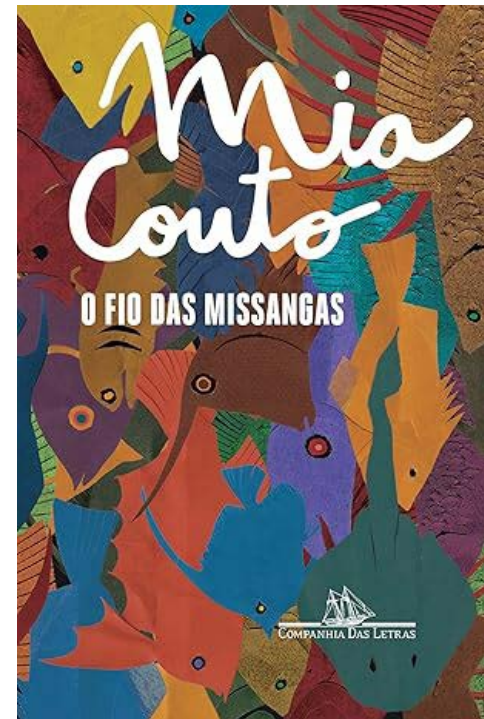
UP IN THE AIR

Ryan Bingham (George Clooney), a professional specialized in dismissals understands its career is jeopardized when young Natalie Keener (Anna Kendrick) suggests a new digital work approach. The film explores the stresses and learnings between different generations at the work place.

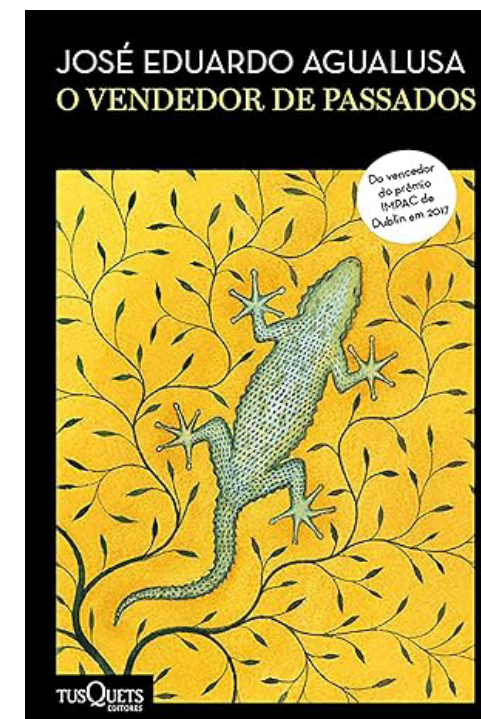
AVAILABLE ON AMAZON PRIME



AGEISM (BOOKS)



THE THREAD OF THE BEADS
(MIA COUTO)

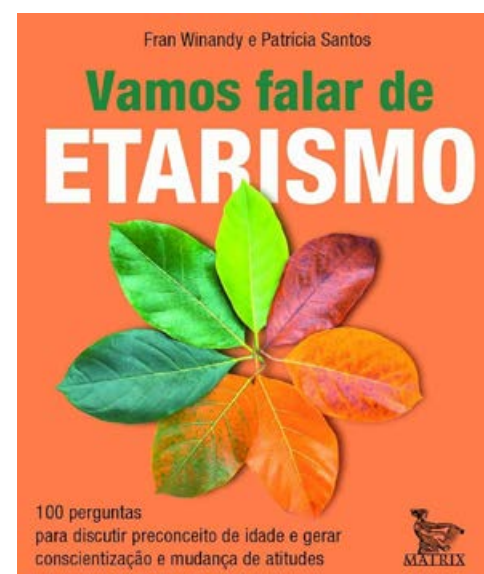


THE SELLER OF PASTS
(JOSÉ EDUARDO AGUALUSA)



OLD IS BEAUTIFUL!
(MIRIAN GOLDENBERG)

Fran Winandy



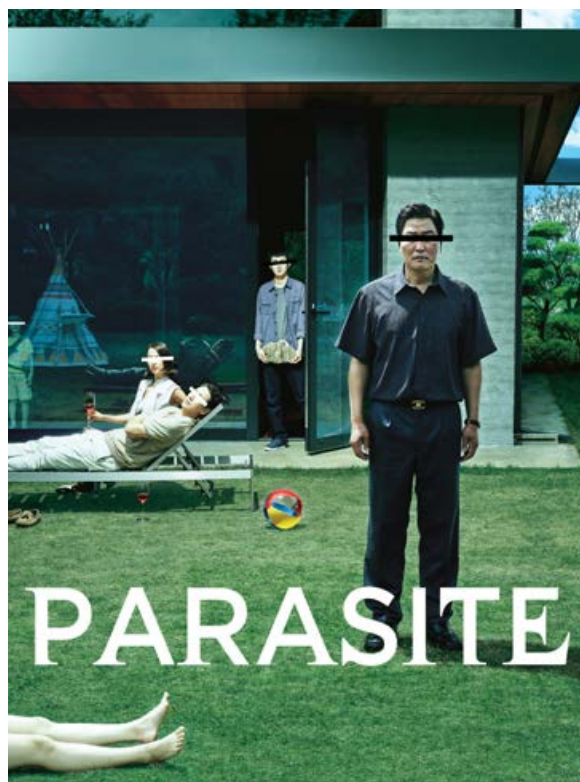
LET'S TALK ABOUT AGEISM
(PATRÍCIA SANTOS)



AGEISM: A NEW NAME FOR AN OLD PREJUDICE
(FRAN WINANDY)



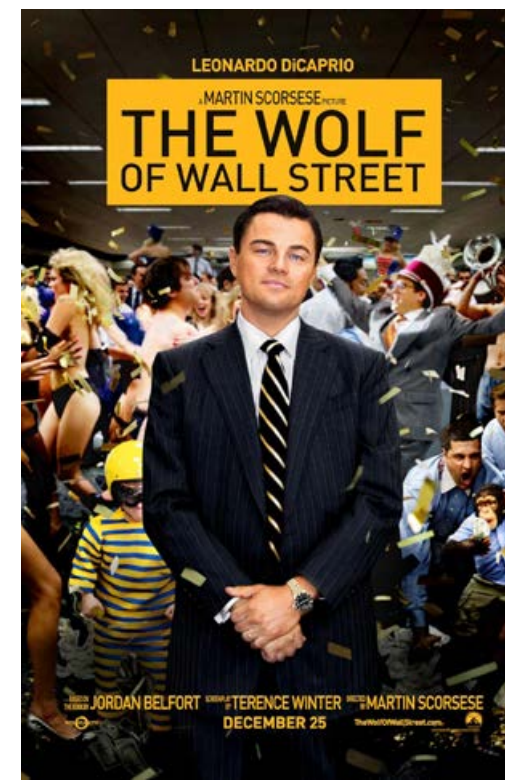
SOCIAL CLASS



PARASITE

Oscar for Best Film where the story of a poor family who infiltrates in the life of a rich family is told, exploring class tension and social inequality.

AVAILABLE ON HBO+



THE WOLF OF WALL STREET

The rise and fall of an ambitious, corrupt broker. The film is a critical vision on capitalism and social inequality.

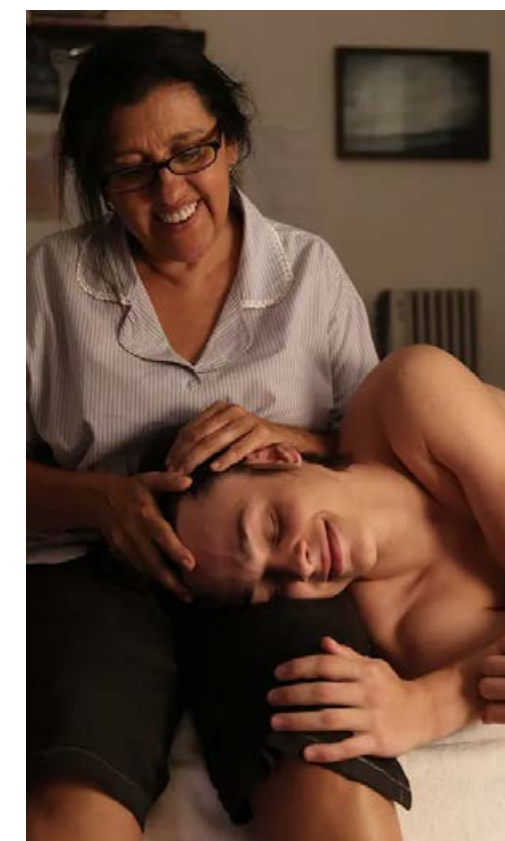
AVAILABLE ON AMAZON PRIME AND HBO+



BACURAU

A thriller exploring subjects of resistance and social injustice in a small community of the Brazilian North-East backland.

AVAILABLE ON AMAZON PRIME AND HBO+



THE SECOND MOTHER

The story of a maid who faces social inequality and lack of rights when moving to a rich family home and the conflicts that arise when her daughter comes to live with her to take the same entrance exams as her employer's son.

AVAILABLE ON AMAZON PRIME AND NETFLIX



SOCIAL CLASS

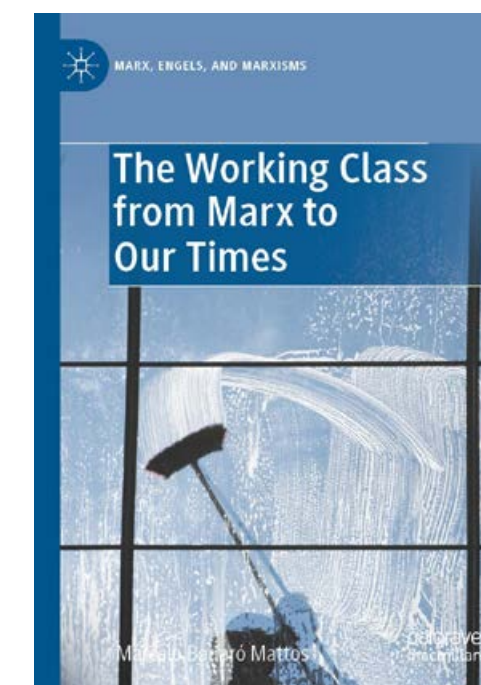
(BOOKS)



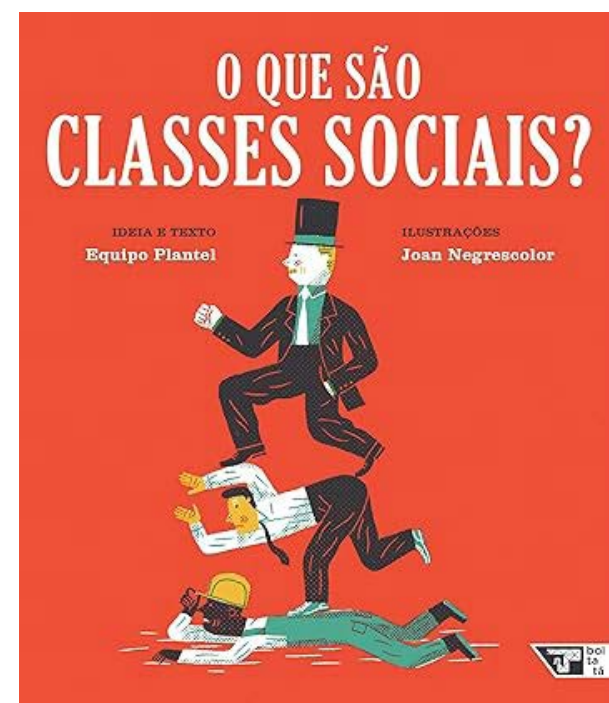
INEQUALITY & PATHWAYS TO A FAIRER SOCIETY (EDUARDO MOREIRA)



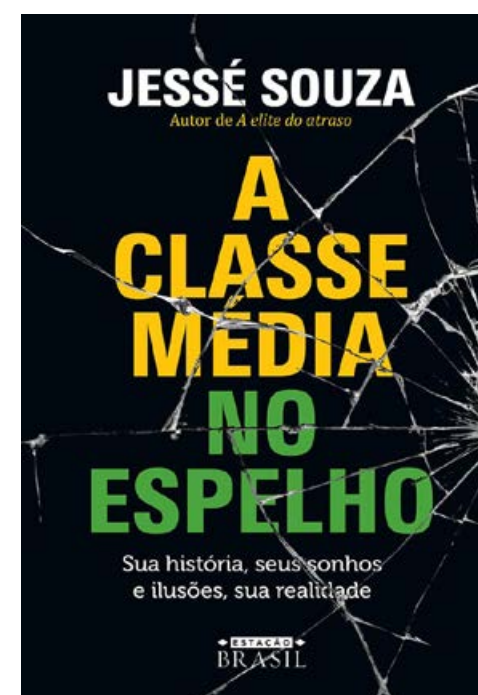
INEQUALITY AND THE SOCIAL ISSUE (ROBERT CASTEL)



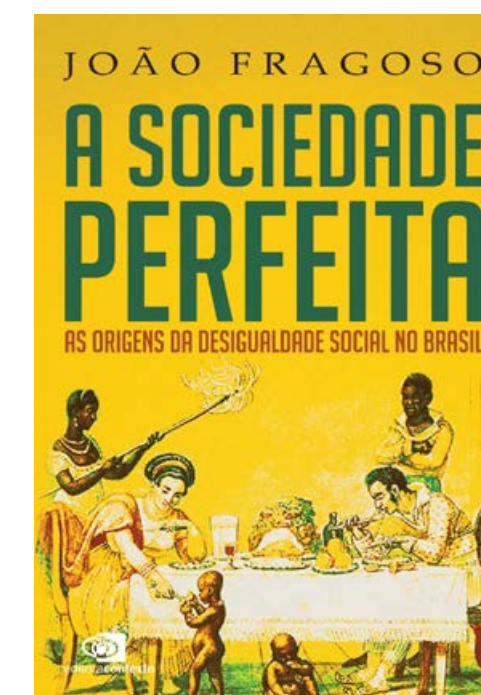
THE WORKING CLASS (MARCELO BADARÓ MATTOS)



WHAT ARE SOCIAL CLASSES? (EQUIPO PLANTEL)



THE MIDDLE CLASS IN THE MIRROR: ITS HISTORY, ITS DREAMS AND ILLUSIONS, ITS REALITY (JESSÉ DE SOUZA)



THE PERFECT SOCIETY - THE ORIGINS OF SOCIAL INEQUALITY IN BRAZIL (JOÃO FRAGOSO)



BELIEF/RELIGION



O JUÍZO

A supernatural suspense where the conflict between indigenous and African traditions and intolerance is explored.

AVAILABLE ON
GLOBOPLAY



THE SHACK

The story follows Mack Phillips, a man tormented by a family tragedy: the kidnapping and murder of his youngest daughter, Missy. Devastated by grief and guilt, Mack receives a mysterious letter apparently written by God, inviting him to return to the shack where crime evidence had been found.

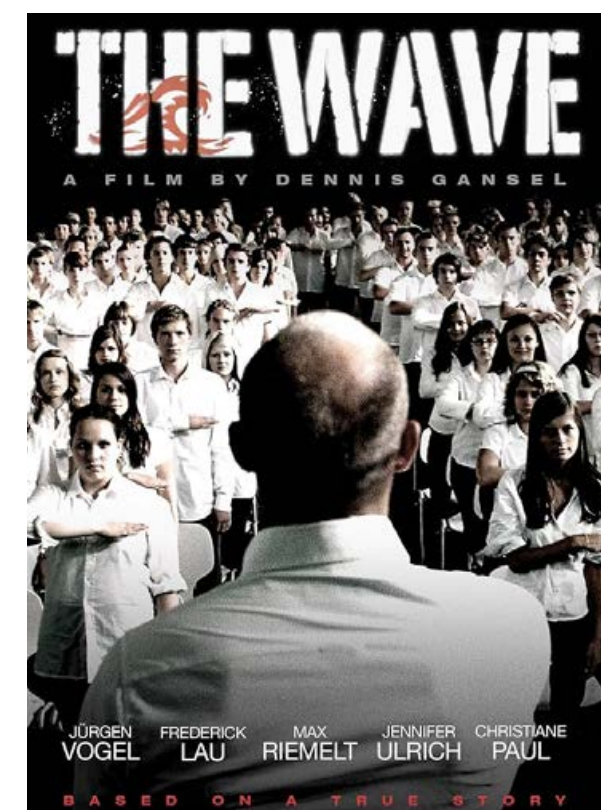
AVAILABLE ON
AMAZON PRIME



THE PLATFORM

In a vertical prison, prisoners face food scarcity and question the nature of morality and belief.

AVAILABLE ON
NETFLIX



THE WAVE

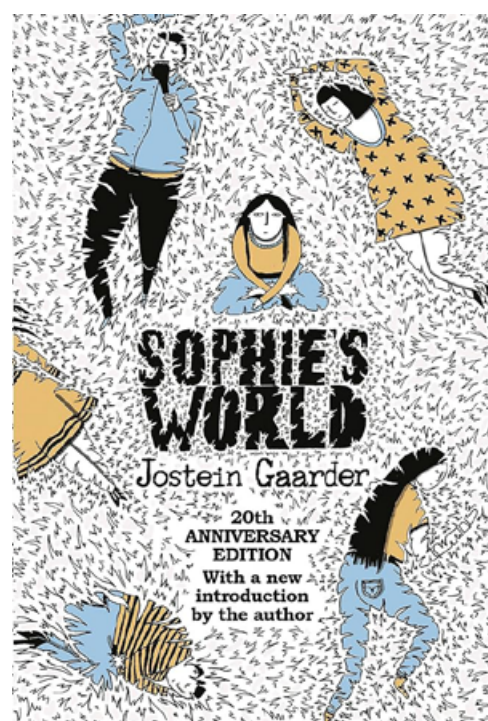
A teacher makes a class experiment that quickly gets out of control, showing how fanaticism can build.

AVAILABLE ON
PRIME VIDEO

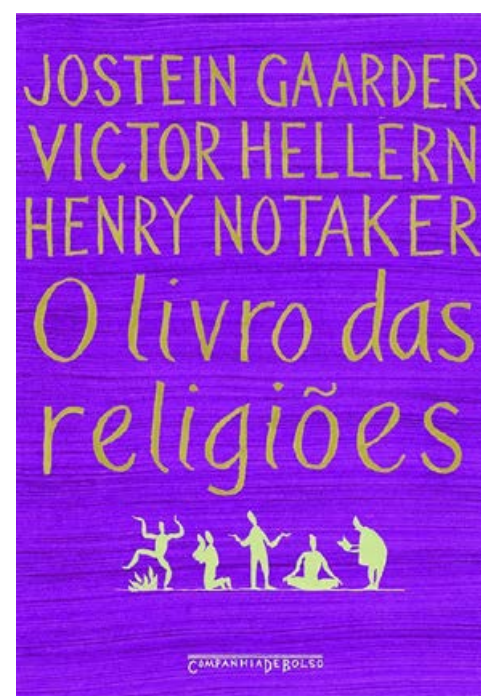


BELIEF/RELIGION

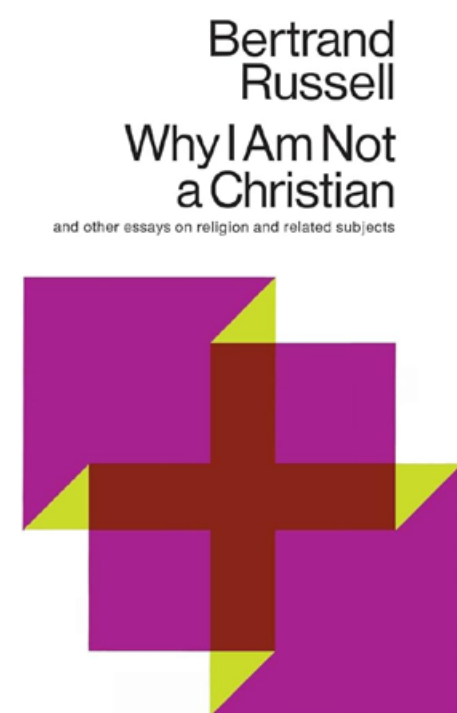
(BOOKS)



SOPHIE'S WORLD
(JOSTEIN GAARDER)



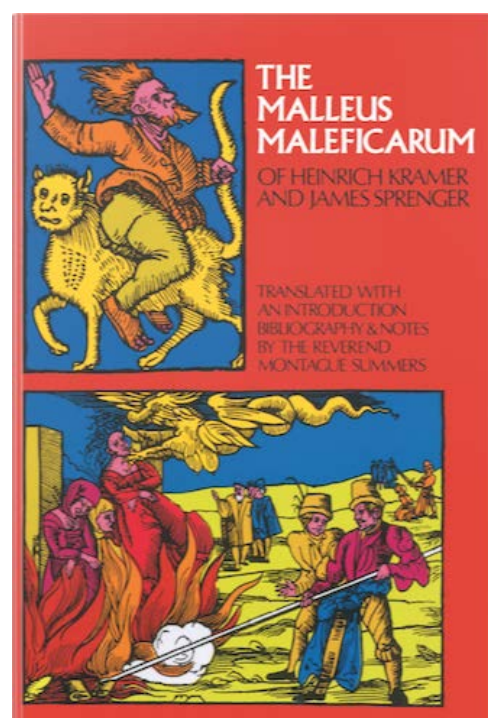
THE WORLD'S RELIGIONS
(JOSTEIN GAARDER, VICTOR HELLERN, HENRY NOTAKER)



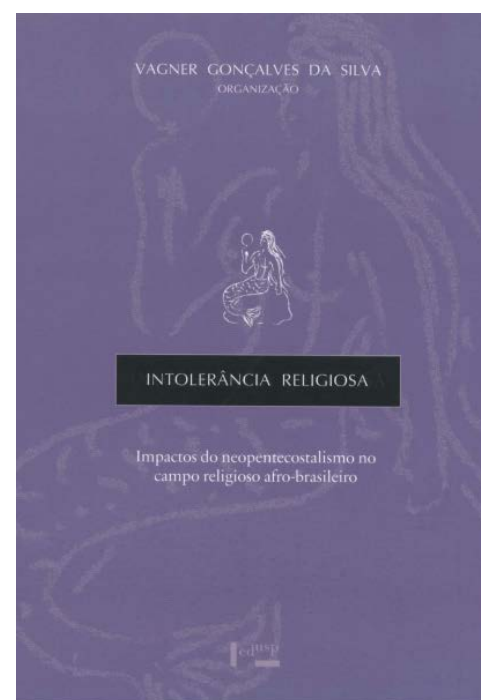
WHY I AM NOT A CHRISTIAN
(BERTRAND RUSSELL)



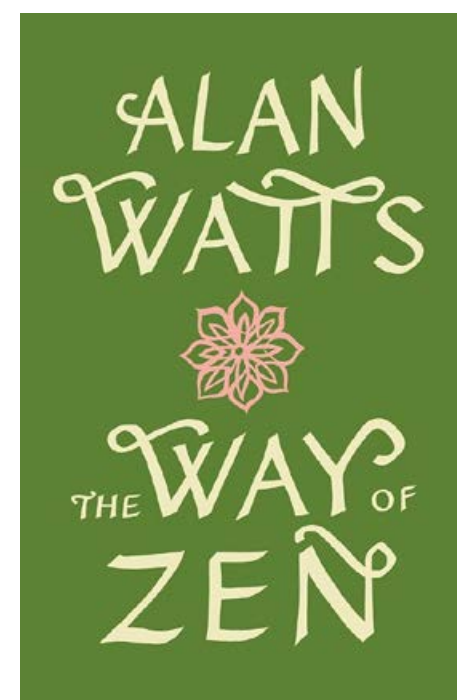
CHRONICLE OF THE INDIGENOUS WORLDVIEW
(YAGUARÊ YAMÃ)



THE WITCH HAMMER
(HEINRICH KRAMER E JAMES SPRENGER)



RELIGIOUS INTOLERANCE IN BRAZIL
(VAGNER GONÇALVES DA SILVA)



THE WAY OF ZEN
(ALAN WATTS)

SO, WE ARE DONE?

No! Diversity is a rather wide concept and it is practically impossible to exhaust it in one single Booklet. As we mentioned in the “Aspects of Diversity” section, it also encompasses religion, educational background, age, social class, life experience, among many others.

We will keep implementing activities and building a culture of inclusion with you to make FCC S.A. more and more diverse and friendly for all.

COMPLAINT CHANNEL

E-mail: canaldedenuncias@fccsa.com.br

Phone number: 0800-9400158

Free call from all over Brazil, from Monday to Friday, from 8 a.m. to 6 p.m. (Brasília Time).

In - person: Schedule a meeting with the Ethics Committee or with the FCC S.A. Board by telephone number +55 (21) 2195-9009.

For more information, visit here:

[https://www.fccsa.com.br/en/who-we-are/
whistleblower-channel/](https://www.fccsa.com.br/en/who-we-are/whistleblower-channel/)



DIVERSIT

BOOKLET



FÁBRICA CARIOCA
DE CATALISADORES