

TABLE I Interview Topic Guide

Business leaders
1. Get to know them
- How long have you been in this position at the company?
- Could you tell me briefly about your main responsibilities in the company?
- Would you say the company was already active in the area of sustainability/CSR when you entered? Do you believe that you have intensified the sustainability agenda?
2. CSR
- Do you think that pursuing CSR practices or having sustainability as one of the missions is important?
- If yes, why do you think it is important that the vision of sustainability be incorporated into your organization?
- What are your main motivations for supporting CSR in your organization? What motivates you to support CSR in your company?
3. Leadership
- What is most gratifying about your work?
- What are your priorities as a leader?
- If you had to evaluate your peers (business leaders of Brazilian companies with whom you have contact) on the subject of CSR, what would you say?
- How do you see your role in supporting sustainability?
4. Brazil's particularities
- What does the future prepare for companies in Brazil?
- What are the priorities / challenges for the sustainability agenda in the private sector?

TABLE II Interviewees profile

Citation Reference	Interviewee's Position	Company's Sector and Description
P1	Co-Chairman of the Board of the Directors and Founder	Brazilian cosmetic company

P2	Chief Executive Officer	Brazilian company of electric energy generation and distribution
P3	President	Brazilian company producer of construction materials
P4	Director of Corporate Affairs	Brazilian cosmetic company
P5	Chief Executive Officer	Brazilian petrochemical company
P6	Chairman of the Board of Directors	Brazilian company of pulp and paper
P7	Global President Director	Brazilian wood products company
P8	President	Brazilian cosmetic company
P9	President	Brazilian company of pulp and paper
P10	Member of the Board of Directors	Brazilian paper producer, exporter and recycler
P11	President	Brazilian wood products company
P12	Director of Corporate Affairs	Brazilian company of pulp and paper
P13	President	Brazilian company producer of construction materials
P14	Executive Director	Initiative to encourage companies to adopt social responsibility policies
P15	President	Initiative that promotes sustainable development for companies that operate in Brazil
P16	President	Initiative designed to create an investment environment compatible with sustainable development