

Recognizing Innovation in Practice



Treetech has placed first in the state phase of the Sesi Quality at Work Award 2010 contest. Participating in the micro and small business (up to 99 collaborators) in the innovation category, Treetech has been recognized for its Innovation in Practice work system, finishing in first place among the São Paulo companies.

The Quality at Work Sesi Award (PSQT) is a public recognition of Brazilian industrial companies for their differentiated managing practices and for their acknowledgment of their collaborators' work. A pioneer in the sector, this award's purpose is to inspire employees and employers to exercise citizenship in work relations, and to stimulate companies to incorporate social responsibility in their strategies, through the dissemination of good practices.

The Innovation in Practice describes Treetech's core values since its creation and posterior improvement for its whole history of more than 18 years in the electric sector. Treetech focuses on evolutive innovation - continuous improvement of its products - as much as on radical innovation - development of new products. Combining strategic focus and flexibility, academic knowledge with scholarships for master and doctoral degree programs, agreements with universities and research institutes focusing on innovation, new technologies, materials and processes, Treetech has developed an ambidextrous capability to find solutions for the innovation dilemma and to keep moving on to develop new technologies that deliver unique benefits to the clients.

This 14th edition of the PSQT innovates in relation to previous ones because it recognizes the best business practices concerning the assessment areas of the work sustainability Sesi model, which are:

- organizational culture;
- personnel management;
- education and development;
- safe and healthy work environment;
- innovation;
- social and environmental development.

Seventy eight companies from São Paulo competed in this phase of the contest, and the ones that placed first in each State will take part in the National competition, in which 18 winners will be chosen. The awards will be handed out at the end of March 2011, and the other phases will take place simultaneously.

To learn about Treetech's Innovation follow this link:

<http://www.treetech.com.br/en/innovation.php>