The Guiding Principles for Implementation of the UN ‘Protect, Respect and Remedy’ Framework”, reflects the research and consultations led by Professor John Ruggie, the United Nations Special Representative for Business and Human Rights, during the past six (6) years, and brings significant attention to the issue of human rights within the context of transnational and corporate laws.

Grounded in (i) the State’s primary role of protection of the human rights, (ii) the corporate responsibility to respect human rights, and (iii) the promotion of a greater access for victims to effective judicial and non-judicial remedies, the Guiding Principles launches certain principles which are intended to confer practicality to the promotion and implementation of its guidelines. Rather than building new international law obligations, the Guiding Principles integrate existing standards and practices within a single, coherent and comprehensive template, with the purpose of being universally applicable and yet feasible.

Worthy of note is the extensive consultation process underlining the Guiding Principles, which involved in depth analysis and discussions with leading corporate law firms in several jurisdictions, all of which obviously being keenly aware of the legal and practical concerns of agents in each respective jurisdiction.

In our view, the Guiding Principles are to a relevant extent already reflected in certain fundamental principles of Brazilian corporate law, and increased awareness thereof by the Brazilian legal and corporate communities should be a welcome development, in line with the recent efforts of Brazilian companies to become increasingly competitive in the international markets.