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## SOCIAL-ENVIRONMENTAL MANAGEMENT CONCEPTS AS APPLIED ON THE AMAZON INTER-OCEANIC HIGHWAY

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### Abstract:

This paper deals with the casual relation between the perceived concept by those dwelling around the inter-oceanic highway and the possible impacts in the Amazon environment. The entire road has been considered as from ports in the south-east of Brazil, on the Atlantic coast to those in Peru, on the Pacific coast. The study was aimed at the social-economic, environmental and cultural pressures in the region from places like Port Velho, Rondonia state capital and Rio Branco, Acre state capital, as far down to the borders with Bolivia and Peru on the Pacific coast. The question to be answered is: What is the concept of social-environmental management of those interested in the inter-oceanic highway? In order to answer this question, we turn to the Contingency Theory with environmental work elements, with the concept supports on social-environmental management and economic development. A method of case study and the proceedings required was adopted. As a result, a study on the surrounding complexity was taken enabling understanding of the perception of actors in the focus group was made up from among those that in some way get involved with the problem at issue. Upon approach, a cross examination was followed up via a WEB Platform. Consequently bringing a n analysis of context from what was noticed among those that responded to the consult, with critics about the conceptual influence of those that are involved in the social-environmental relation; It is presumed that subsidy supports are obtained which are considered valid for management efficiency on social-environmental questions as treated in this universe. Those consulted limited their perception of the object to their own knowledge and the perception of those consulted in this issue was limited to their own thinking, which indicated that they were out of joint with the academic theory. The majority offered asymmetric information, an important fact for the concluded research, adjusting in due time. This is a supporting Master's programme in Administration from the Federal University Foundation of Rondonia to those interested in the Amazon sustainability issues.

### KEYWORDS:

ADMINISTRATION. DEVELOPMENT. SOCIAL-ENVIRONMENTAL MANAGEMENT.  
INTER-OCEANIC HIGHWAY. SUSTAINABILITY .

### 1. FORWARD

This paper aims at the applicability of concepts on the Social-environmental management to the

Inter-oceanic highway issue, with threats to the degradation of the ecosystem and the social-economic impact due to population boom migrating from villages to the road side. Furthermore, there is the possibility of stagnation in basic public services like Education, health and security. However, the hope for progress in the border region is undeniable with modern transport logistics that would expedite international business and enhance the emerging tourism in the north of Brazil.

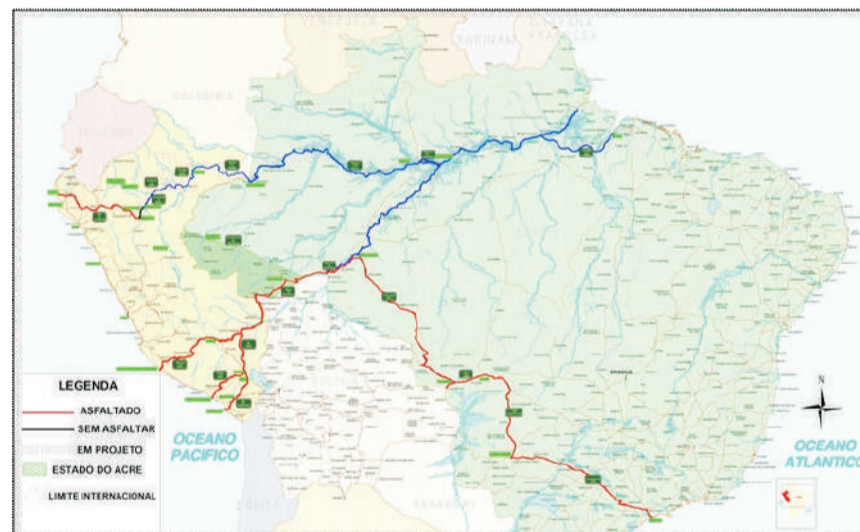
An impelling force of development will certainly be set upon the environmental, economic, social and cultural aspects of the beneficiary countries bearing in mind that this enterprise has come along with hydroelectric plants of Santo André and Jirau, in the state of Roraima, definitely setting up the industrial complex; thus, the highway will be used to out-flow production. Therefore, measuring the level of understanding by the agents involved in business on casual relation based on assertive conception is emergent. And the question to be answered is: What is the perception on the concept of Social-environmental Management of those interested in the Inter-oceanic highway?

To answer the research question an analysis of casual relation was taken as a general objective from social actors consulted in this work. To meet the general objective the following specific objectives were suggested: (1) Analyze answers from those consulted within the Focus Group in this work. (2) Identify the social actors' conceptual influence on social-environmental issues from the opening of the Inter-oceanic highway. (3) the call for subsidy support for the social-environmental efficiency pressure by the building of Inter-oceanic highway.

The Inter-Oceanic highway enables Brazil access to the Pacific coast, by a shorter route regarding international businesses with Asian countries, to Central America west coast and to the United States of America. Brazil, Bolivia and Peru will get the immediate competitive advantages of out-flows of their productions gaining time and cut in expenditures. The three countries have distinguish characteristics and the loss of cultural identity will reflect negatively on the emerging tourism industry, bearing in mind, countries that have undergone similar experiences.

The devastating pressure appears from BR317 highway that connects the cities of Brasília and Epitaciolândia (both Brazilian) to Cobija (Bolivian) requiring studies that may provide necessary regulating measures on connections among these three cities are done by bridges over the River Acre. In Peru, The Pacific Road, as it is also known, initially, is divided in two highways, one leads to the west of Peru, by PE-030 Highway, from Nazca going through Cuzco, right on to the San Juan de Marconi port. The other route goes to southern Peru and subdivides itself into two routes in the region near the famous Lake Titicaca; then goes on through PE-034 to Matarani port and through PE-036 to Ilo Port. This inter-connection is shown in Figure 1 that follows:

Figure 1 –The Peru-Brazil inter-oceanic-highway integration map.



Source: Peru/ministry of transport and communications.

## 2. THEORETICAL AND CONCEPTUAL REVISION

The theoretical revision expatiates on the Contingency theory aiming at the environment work. It holds the border economic development concepts and social-environmental management along with social

responsibility. The introductory collect included the former topic takes one to the approach of Monica Araya, mentioned in DIAS (2011), affirming that economic development participates in a higher relevance to the economic and social-environmental impacts that development can cause, like in the case of the opening of the Pacific route connecting Brazil-Peru. There are hopes for wealth and development and also, the challenge to manage the social-environmental impacts. This new business route attracts investors from various countries like China, Russia, France, Mexico, Chile and Spain to set up their businesses. Thus, Silva (2004) points out the increase of international integration in the Rondonia and Acre states especially to Peru right down to the Matarani and Ilo ports. It will attract substantial investments to Bolivia, especially in the electric-power sector in order to consolidate its industrial progress. However, with strategic planning lacking, Brazil may get only the negative consequences from this highway.

#### 2.1. The Contingency Theory aimed at the Environment.

The Contingency Theory is one of the theories on Administration that, according to CURY (2010) expatiates the unification of various theories, studies, researches under several types of conditions and objectives. It commonly acknowledges that organizations are in fact true systems set up by interdependent parts or sub-systems; any alteration in a part will influence the workings of the whole system. The same author cites Hampton, when the latter brings necessary support to inter-dependency understanding and assists the manager in choosing the form of intervention and resolution in complex administrative problems explaining the existence of functional relation between the environmental conditions and proper administrative techniques, while easy-meeting of objectives with organizational efficiency. Thus, the dimension of the environmental term to which the above-mentioned author referred to covers the physical environment or social where the organization is included and where it is contextualized. It is like one intends to study to understand the surroundings of the inter-oceanic highway now with an organic equipment which implies with casual relation, of physical characteristics as an instrument of social-cultural progress by inducing influences among different nations, social-economic with every pressure that will result from the market intensity, and also social-environmental against transformation that may take place in fragile bioma when affected. That is why this study covers multidisciplinary management in the spontaneous differentiations.

#### 2.2. Economic Development Concepts

Economic development in Souza (2008) is defined by the existence of continuous growth at a higher pace to population growth: it requires changes in structures and improvement of the economic, social and environmental indicators. Thus, there are controversies between the demographic growth and economic development for being distinct in form. If the population increases disproportionately in regards to economic development, there will be less income circulation in the market, resulting in stagnation while proportional growth between economic and demographic results in improved gain, quantity of capital invested and circulating financial flow that induces progress.

Study in Elkington (2004) shows the necessities that pass the economic, social and environmental factors. Likewise, the language used by the International Commission for Environmental and Development in 1991, where the term was coined, became improper for the business field, which rendered the need for other terminologies which may guide the organization to sustainability. The author idealized the Triple Bottom Line, or sustainability tripod. According to him, a sustainable organization is one that internalizes practices for equilibrium between environment and the society pleasing the economic interests of the society without jeopardizing the available natural resources having the feeling of preserving and managing them properly for future use. Thus, if there is not proper social-environmental management, there will be no satisfactory economic development. The environment should not be the sole economic interest, but development is of social-environmental interest.

#### 2.3. Brazil border development.

This study aims at the concept of regional development according to Montibeller-Filho (2001) that defines the sustainability of these models. For this author, sustainable development is the economic model that does not reduce to a simple quantitative growth, but which unites the human relation elements with the natural environment, in order to conciliate the parties as a whole, resulting in the evolution of social-economic and cultural values of individuals included in the process.

The configuration of the Brazil border development scenario has three main points. The north ARCO, covers Amapá, Pará, Amazonas, Roraima and Acre states, the latter being part of this study. The Central ARCO covers Mato Grosso, Mato Grosso do Sul and Rondonia states, the latter also being part of this study. Eventually, the south ARCO covering Paraná, Santa Catarina and Rio Grande do Sul states.

Research at the Ministry of integration revealed a physiognomic profile of the three points. A

common characteristic was found; a wet equatorial-tropical landscape throughout the Oiapoque valley in the Amapá state as far as Mamore valley in Rondonia state. High areas stretch from the Guianá shield into Venezuela producing different sub-regions. The river valleys indicate a specific way of inter-connection of various places as are the Upper Solimões, Juruá and Purus river valleys. Nevertheless the main via is on the Amazon River.

The dimension hereby treated, demands the existence of an inter-modal waterway-highway characteristic for logistic structuring of cargo transport and also for the transit by riparian, indigenous and others that arrived later to build up the pressure on the North ARCO in the Brazilian Amazon. The optimization of factors that should place the natural resources together through sustainability has been losing its capability for lack of notion regarding management of available resources taking into account the initial elements surveyed, this study will translate these obstacles into progress and how they hinder advantages for the Amazon dwellers. The Central ARCO, being a transition between the Amazon and Brazil's south-central has been characterized by the junction of Amazon basin with that of Parana-Paraguay characterized especially by a homogeneous settlement of local production: but the Pantanal in Mato-Grosso stands out for integrated development in tourism. The South ARCO is characterized by social-economic and cultural differentiations coming from Europe, resulting from Italian and German descendents that motivated the development in southern Brazil. The impetus in this case is the Southern Common Market (MERCOSUL), attracting interests not only in the border countries but as well as from neighboring nations.

#### 2.4. Social-environmental Management Concepts

The concept of Social-environmental management appears on a new perspective in which man, motivated by economic growth notices the environmental problems and its damages. According to DIAS (2011) it was the industrial revolution that caused the first impacts in the developed countries, clearly witnessing progress damages to the affected population starting the first studies regarding environmental management. The social-environmental management is a number of concepts involving planning, organization, direction and control processes to create actions that the individual should take in relation to nature. So, according to DIAS (2011), the idea that the environmental conscience would only occur when environmental problems hit the population prevails. The situation has been repeated nowadays and it has been requiring technical proceedings in order to mitigate the environmental impact, while new discussions are made concerning the human survival with quality of life.

Developed countries churn out gas emissions that cause global heating, while they are held responsible for the negative consequences in ecological terms. The irrationality in the merit of discussion points to a disequilibrium. As a matter of fact, the country's standard of living can determine the sustainability on analyzing its consumption. As Boutros-Ghali in Dias (2011) put it: They refer to lifestyle and valued form of available resources. Thus, the consumer reacts to decisions considering environmental sustainability; but, considering development the high gain and population buying power, there will subsequently be an imposition on decision for consumption by these masses. Therefore, according to the researches, it is reasonable to affirm that the standard of life of a nation determines how far it is sustainable.

#### 2.5. Social-Environmental Management and Social Responsibility

Dias (2011) offers proficient perspectives of social-environmental management related to social responsibility concepts. According to the author, with the coming of the likened concepts, there was learning absorption by those from public, private and out-sourcing organizations. Therefore, social responsibility and the environment double play in the organizations. Here comes the environmentalist interface of prudence among those that directly make use of the natural resources. This is the pragmatic business view on social responsibility as suggested by Monica Araya, cited by the above mentioned author. The combined attitudes of businessmen, politicians and citizens have turned to integration with the environment by legislative norms in defense of social-economic and environmental efficiency progress.

Figueiredo (2007) deals with hybridism culture which is related to the community and its original attributes. Actually after the definite opening of the borders to Brazil with the inter-oceanic highways, cultural alteration will be possible among the dwellers of the region, this, in a symbolic-cultural perspective. The loss of identity is foreseeable with substantial social loss to the dwellers of the mystification process. So much as Lima (2009) and Rodriguez (2007) state that the culture in Peru is soil has changed substantially after easier access was given by the inter-oceanic highway.

### 3. METHOD AND PROCEDURE

The method used in this work is qualitative, with a descriptive approach as demanded in applied social sciences. It works for Social-environmental management as done with in this study. There could not be

any other way, facing the complexity in relation to what surrounds the questions in this investigative universe. Notwithstanding, quantitative elements should not be ignored, such as statistic data like demographic, economic development, characteristic of areas and distances, educational indicators, trends and preferences and their respective graphics. The protocol of informed consent was properly provided before research process and its respective procedures, following with the outlining of the applied method and its respective procedures.

### 3.1. Case Study Method

For Santos, in Venturoso and Pedro Filho (2010), Case study is the selection of one or field approach in Administrative science. It covers a restricted aspect of treatment where an effort is made for a deeper explicative on its characteristics. This method involves cross-examination according to recommendation by the referred authors in this part of work, and consubstantiated the treatment of phenomenon in the actual field. This work applies the Case Study method with the instrumental support of the Focus Group, validating the treatment of the Constructos from demonstration and confirmation, attending the circularity in the analysis and critic of the object.

### 3.2. Adopted Procedures and Instrument.

The construction of this work involved the search procedures from book texts, articles and dissertation from Master's degree; publication collect in electronic sites, newspapers and magazines; specific theme selection measure to meet bibliographic research allowed in this preparation (a) The focus group organization as an instrument to attend in gathering data by means of questionnaire distributed through site [www.surveymonkey.com](http://www.surveymonkey.com) that joined this work as a support (b) applying questionnaire through a web platform, answer receipts from the social actors, classification of respective data, graphing, results analysis and critics (c) report preparation (d).

### 3.3. Focus Group Characterization

According to Cooper et al (2003), research in administration involves study of casual relation which demands a descriptive of its process. Applied Social science studies gather arguments for the reciprocated relation or by asymmetric relations; and as it will be stated in this study upon interpreting the scenario in which the complex interaction of subject and object will be registered in this way it will be necessary to have samples in order to interpret the sufficiency of the casual relationship thus, presenting a factual finding. It was in this conception that the Focus group, as a collect tool and affirmation or negation structure was hereby decided for classification and criticism. The social actors will reveal their logic by cross-examination pleasing social-environmental management in the sphere investigated on their sociability.

The focus group originated in sociology and has since then been used in exploratory researches, with qualitative data that allow for a hypothetical indication. In this work, the considered hypothesis is that there is an eminence for important adjustments in the social-environmental management from the opening of the Inter-oceanic highway considering the foreseen impact that it will bring on the social-environmental relation in the West Amazon. The above mentioned authors considered Focus Group as a panel of people, passive of interacting through Call center internet, intranet, by telephone on-line or by video conference. Pedro Filho (2008) from the Master's program in administration of the Federal University foundation of Rondonia augmented the possibilities suggested by Cooper et al (2003), upon recommending the entrance of the WEB platform, free consultation and confluence, immediate returns, with Information security besides the guarantee of commitment from the ethical protocol. This research innovated the process by allowing interactivity, on the social actor's will or form the researching agent involved before or during answering of the answered questionnaire collect. This is the platform that will be applied in this work, for the data collect that will be necessary in the interpretation relation of cause/effect, likewise measuring hypothesis when indicated.

In his work, the focus group is characterized by a figure between 15 to 20 individuals selected before hand among the social actors, older than 18, committed with the casual relation; the selection found it better to appoint individuals that have some sort of economic activity in the Rio Branco municipality, which is directly affected by the inter-oceanic highway professors living the state of Acre, as social critics on the reality of the region, community leaders living in Brasília, Epitaciolândia and Assis Brasil municipalities and by some way committed to the social-environmental relation.

### 3.4. Asymmetric Information Collect

Study in Akerlof (2007) deals with data and information in qualitative research involving the resolution of asymmetric. This question involved in first place the economist and then the environmental



managers. Asymmetric information is not perfect until its veracity is proven true. In environmental studies, for example, information on satisfaction in consumption and about the importance of conserving nature create contradictory interpretations to research agents, and that is why there is asymmetry in the confirmation of the casual phenomenon. This is because the required environmental sustainability between nature conservation and population consumption demand mitigatory measures between these opposites; this way, there will only occur consumption convenience if there are protective guarantees for the environment that offer the elements to be transformed or consumed.

In this work, the asymmetry in data and information will be resolved rightfully by theoretical revision in the specific topic of this document. Researching qualitatively, the active agent of investigation involves reports and descriptions that do not go beyond the universe of the passive subject in the process. Consequently, intentional manipulations appear to converge only to the everyday routine of the individual consulted or to his isolated perception of the context. These phenomena characterize the asymmetry entity by Certeau (2008), when he returns to the consistency in making critical analyses of the information, identification of what is valid and what should be excluded from the order among the knowledge contemplated in a qualitative investigation. It is like looking to adjust in this work validating the filtering of data and information obtained from social factors.

4. STUDY RESULTS

The Inter-oceanic highway is a national integrative route as can be observed in figure 1 above and goes through Epitaciolândia, Brasília, Assis Brasil municipalities and the capital city Rio Branco in the state of Acre, north Brazil. Table 1 below has important data on cities of Acre located along the highway and Table 2 has the information on the cities of Peru and Bolivia located on the border.

In Table 1 data on population are found, such as income per capita and a representative percentage on the illiterate population in the five main cities reached by the Inter-oceanic highway. Income per capita requires interpretation; nonetheless, we can confirm, initially, their substantiality in a country that boasts great differences and concentration of gain, which is a common fact in Latin America and in undeveloped countries in general. This indicator represents only the economic growth in relation to a quantity of dwellers within a delimited geographic but economic development does not necessarily mean improvement in the quality of life of the dwellers. In the studied universe economic development is just the amount produced by the populace excluding the well being and access to schooling, health and public security but includes the increase of market and the advantage of the elite that holds back the benefits. Also, as found in the table, the least percentage of illiterates are related to the best gain per capita, thus Assis Brasil municipality that holds the most illiterates has the least gain per capita. Table 2 has indicative data on substantial effects of the Inter-oceanic highway that Bolivian and Peruvian cities will face. Evidently, the Bolivian towns will appreciate the greatest beneficiaries since they will move out of isolation from the Andean region to head an intense international business; Cobija will be the epicenter of economic progress and social-environmental development in qualitative and quantitative terms. Regarding the four mentioned Peruvian towns, they have already been appreciating the advantages from the highway since from its early construction, consumption in all the locations increased; the regular services necessary in an engineering work of this magnitude has jacked up the economy in those towns, but a series of environmental and social disadvantages also showed up according to periodical information collected from these regions; concentrating on non-supply insecurity, poor public health and schooling. The capital city Lima has less reflects of this, notwithstanding its interconnection with Ilo and Matarani ports, now upgraded with the Callao port construction, first in Peru and one of the best in the South American Pacific, to multiply the Andean and Brazilian wealth in exportation to Asia. This is the result of the study on the research scenario following up in organizing the data and information from the Focus group.

TABLE 1: Brazilian cities connected by the Inter-oceanic highway in the North Region

CITY/STATE	THE APPROXIMATE NUMBER OF INHABITANTS	INCOME PER CAPITA	% PERCENTAGE OF ILLITERATES ABOVE 15 YEARS OLD
Porto Velho (Rorônia)	428.527	17.336,32	7,8%
Rio Branco (Acre)	336.038	12.838,52	12,9%
Epitaciolândia (Acre)	21.398	10.647,26	24,1%
Brasília (Acre)	15.100	9.913,33	23,6%
Assis Brasil (Acre)	6.072	8.994,62	27,7%

Source: The Brazilian Institute of Geography and Statistics 2010

TABLE 2: Foreign cities connect by the InterOceanic Highway

COUNTRY	CITY	APPROXIMATED POPULATION DATA BETWEEN 2002 AND 2007
Peru	Inámpari	1.500
	Lima	7.605.742
	Cuzco	319.422
	Ilo	63.780
Bolivia	Cobija	26.872

Sources: The national institute of statistics and information of Peru (INEI), National institute of statistics (INE) of Bolivia and site <http://pt.wikipedia.org/wiki/Ilo> e <http://www.mpi.gob.pe/pdfs/memoria%202007.pdf>

The application of the questionnaire in conformity with the methodology explained in earlier topic, resulted in table 3, with scores of the respondents on affirmative relation regarding the object of research.

TABLE 3: Data from the Focus group

ORDER	AFFIRMATIVE	CT*	CP*	I*	DP*	DT*	Total
1	I have full knowledge on social-environmental questions.	10	8	1	1	0	20
2	Social and environmental questions are dear in his daily life relevant to be resolved by humanity.	16	0	2	1	1	20
3	A nation's Consume behavior defines its level of sustainability.	11	8	0	1	0	20
4	The consumption behavior of a nation defines its level of sustainability	7	7	3	3	0	20
5	The Opening of the border to the pacific aiming at starting a new business route has improved the basic public services in the small Peruvian towns through which it passes	4	6	7	3	0	20
6	Companies that have been installed on the pacific route are operating social and environmentally correct	1	5	8	5	1	20
7	The Acre government is fulfilling its role in managing the pacific route at its border.	4	6	4	5	1	20
8	Tourism through the pacific route creates cultural exchange and stimulates the countries that receive these tourists	12	5	2	1	0	20
9	Businesses done via the pacific route are favorable for both countries that it pauses through (Brazil, Bolivia and Peru)	2	4	2	7	5	20
10	There is strict control regarding imports to Brazil	10	7	2	1	0	20

\*CT(fully agreed);CP(partially agreed);I(indifferent);DP(Disagree partially); DT(Disagree totally)  
source: The focus group consult.

The social-environmental impacts are certain due to the building and operation of the Trans-oceanic highway so much as the benefits pondered over from this Equipment and its cargo traffic intensity for international businesses. The building of the trans-oceanic highway enables the connection of the jungle with modernity. Thousands of new dwellers will cause a social shock, with significant changes in the way of life in the region. Villages surrounded by settlements are now facing a sudden disordered growth. And as it is announced to Connect a non-governmental organization is interested in the question of new habitants in the settlements along the inter-oceanic highway. This institution has denounced the fact that these villages are not prepared with even the minimum necessary to receive the human contingent.

With the coming of the highway the town of Puerto Maldonado population located on the Brazil/Peru border has doubled. Nowadays this town is unable to accommodate the 200,000 new habitants, and cannot attend with the necessary public services which obliges the residents to look for international aid in Brazil due to lack of the doctors and hospital facilities, food shortages, schoolings of poor quality among others. With the sudden human gathering, the full public security of the region is unable to deter crime and also social cholera that accumulates with the highway's intensive non-controllable traffic. This fact is still being discussed in Figueiredo (2007) as the de-territorialization phenomenon or better a politico-economic perspective that stands for the discontinuity or alteration of the cultural and political characteristics of a territory. The author points out the detriments in the opening of a nation's fragile border and the internalization of other cultures: formulating a symbolic-cultural perspective that conceptualizes the de-territory as being a phenomenon directly related to subjective format of the hybrid cultural context.

The tendency is diagnosed in the perception on the social-environmental management concept. The focus group tries to convince that they understand the concept here by studied, thus, according to the data collected, of the 20 interviewed in this research, 18 state that they fully understand about the social-environmental management concept in 3 asserted, disagreed on the understanding regarding their level of understanding the concept. Therefore from the critic analyses done, what can be inferred is the fact that the Focus group has dribbled most of their answering by placing them in Fully Agreed or Partially Agreed. This disorderly concept interpretation points to a western Brazilian Amazonas being completely exposed, since the social actors do not even understand the seriousness of their lack of control on the causal relation. Also, there is consolidation of trends by the negative influence of dubious international relations that the neighbouring countries hold with Brazil, as they will find shelter in the core of irresponsibility exposed by the those that answered. So, the vicious circle in circularity that calls for special attention not only from the academy with valid studies, but also from the public powers with effective measures. The uncontrollable rush for space in the Amazon, is another issue on refuse treatments since the lack of environmental schooling among residents, the majority illiterates, is well known, and surviving without the knowledge of law and of the regulating norms for social behavior.

The chaos is worsened by the poor system of information and by the border control gaps. At these places there is lack of sufficient enforcement to face the drugs and arms trafficking, timber and forest extract goods contraband and the stealing of precious stones and other riches from the Brazilian region. Also, there is an eminent risk to the indigenous tribes that are unassisted or improperly controlled by the responsible organism. This way, the increase of disease transmission from visitors to host, besides the possibility of swapping drugs for the forest riches, addicting the Indian youths in an indelible way. Furthermore another concern is the poor access of the serviceable network which comes upon the famous Pacific highway. Since the Bolivians and Peruvians are better prepared for access to hostile areas they head the collect of Brazil nuts and other extracts from the Brazilian forest, without the due counterpart creating economic disadvantages to riparian and to the Brazilian Amazon people with all the consequences that can be added to this complexity.

Table 3 consolidated data obtained from the Focus Group allows critics regarding questions 1 thru 3, a bigger concentration of concordance predominates between the respondents in affirming that they have concrete knowledge regarding social-environmental issues. Question 3 was formulated based on Dias (2011) with the intention to judge the theoretical level by which the responder analyzed the context; it is understood that on the knowledge of the theme is clear but not its concept; this means that the conceptual level of the respondents tends to be Indifferent or Partially Agreed. There were 11 respondents that partially Agreed and 8 that Fully Agreed, disclosing a paradox that needs to be properly criticized. Questions 4 thru 6, that deals with the respondent's knowledge regarding the Inter-oceanic highway, indicate there is a tendency for Indifferent answers; Fully Agreed and Totally disagreed did not score expressively; the majority of answers are among Indifferent and Disagreed or Partially agreed. The prevalence of Indifference in questions 5 thru 6 assumes not only the irresponsibility of the responder on the reality of their surroundings but confirms their lack of information on the effects that the equipment will bring in the

short term, as well.

There is the hypothesis that the respondent knows the way by which the local government are handling the border issue, and about the benefits that comes from international business among the countries involved. Question 7 thru 9 tables is tested and such hypothesis is annulated; there were no symmetry in the recorded answers. The Focus Group does not acknowledge the border's reality in the aspects surveyed. Regarding question 8, that deals with touristic drive by means of the Inter-oceanic highway disclosed symmetry; the answers were consciences as Fully Agreed and Partially Agreed, taken by 12 and 5 answers respectively; the respondent reveals that he knows the highway better, since the flow of tourists nowadays is evident, allowing for objective perception of the fact. Question 10 question the security of the cargo in circulation on the Inter-oceanic highway; and the respondent kept their answers at the alternative Fully agreed and Partially agreed with 10 and 7 answers respectively; this results reveals that the Focus Group forms consensus upon affirming on security at the border zone, which confers with the region statistics. Here enters asymmetry regarding information; as a matter of fact there are human traffic with their cargos coming out of Haiti, as confirmed in Figure 2

Figure 2: Haitian invasion through Brazilian border at the state of Acre.



Source: <http://noticias.terra.com.br/brasil/imigrantes-convivem-com-lixo-e-mau-cheiro-em-abrigo-no-acre,7b03dc4a3e5fd310VgnCLD2000000ec6eb0aRCRD.html>

As seen in figure 2, internet collect of public domain, the pronouncement of chaos becomes evident in the region, that may worsen with the complexity from the highway operation. Summary discloses that not only Haitians gain access through borders without control, but even Bolivians, Peruvians and the rest of south Americans, stimulated by the media of promises of job vacancies in the Growth Acceleration Program (PAC); that brings people as far off as China and other Asian countries. There is no doubt that along with the human wave goods come through without the due control in the Brazilian Amazon.

#### 4.1. Context Analysis from Social Actors' consults.

Data treatment allowed for inference on the Focus group for perception level on Social-environmental management concept. The majority responded affirmatively based on their own knowledge. According to graphic 1 of the 3 affirmatives presented, the respondent presents his level of concordance and non-concordance. 8 of them fluctuated between Fully Agreed and Partially, revealing domain on the subject. Here, the first assertive aims at knowing if the respondent has full knowledge on social-environment issues; the second aims at knowing what is the relevancy that such issues have in the respondent's perspective for the society; the third aims at the understanding of the respondent regarding sustainability. When cross-examining the data, insignificant asymmetry was found in the answers but