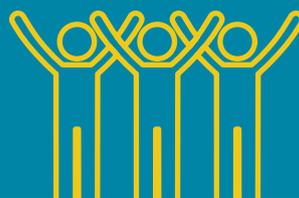
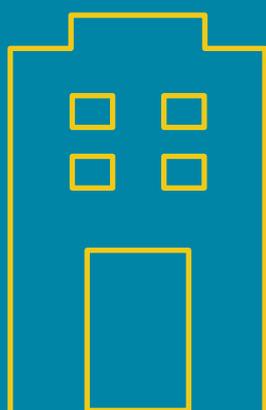


Annual Report

2014







# Annual Report 2014





Integrated Center of Sustainable  
Development Studies and Programs

Chief Executive Officer  
Vandré Brilhante

Executive Officer  
Fabio Müller

Executive Coordination  
Aldeli Carmo  
Alexandre Bastos  
Helen Pedroso  
Marcia Florêncio  
Roselene Souza  
Sérgio Rosenhek

Ascertainment and Restatement  
of Indicators and Technical Review  
Fabio Müller

General Coordination  
Helen Pedroso

Technical Supervision  
Marina Rotenberg

Production of Text and Content  
Aldeli Carmo  
Fabio Müller  
Helen Pedroso  
Isabel Salgado  
Marina Rotenberg  
Rafael Biazão  
Vandré Brilhante

Creation and Graphic Design  
Aline Coelho  
Fábio Léda

Spell check  
Anaíse Alvernaz Rodrigues (volunteer)  
Diovana Renoldi Vieira (volunteer)

Translation services  
Quality Translations

Pictures  
Arquivo CIEDS



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“We believe that it is possible and necessary to ensure the concert between the goals each of the audiences to make of Brazil a more prosperous country”



Introduction

# Transparency and Transformational Outcomes

In 2014, it was the sixteenth anniversary of CIEDS. Long life for an institution, even more for a NGO. There has been sixteen years of achievement, quality, recognition and more than 400 projects completed, which is a reason of pride and motivates to continue for the next 16 years. We know that we only got here because we prioritized excellence and focused on the achievement of relevant results, which were capable of transforming the realities of our audiences: project participants, funding partners, supporting partners and coworkers.

We believe that it is possible and necessary to bridge the distance between each of the audiences to make of Brazil a more prosperous country, and we do it in an ethical, transparent and sharing manner. We work through Strategic Networks that further the prosperity.

This report shows how we managed to do that along 2014. We invite you to know our commitments, goals and results.

Welcome!

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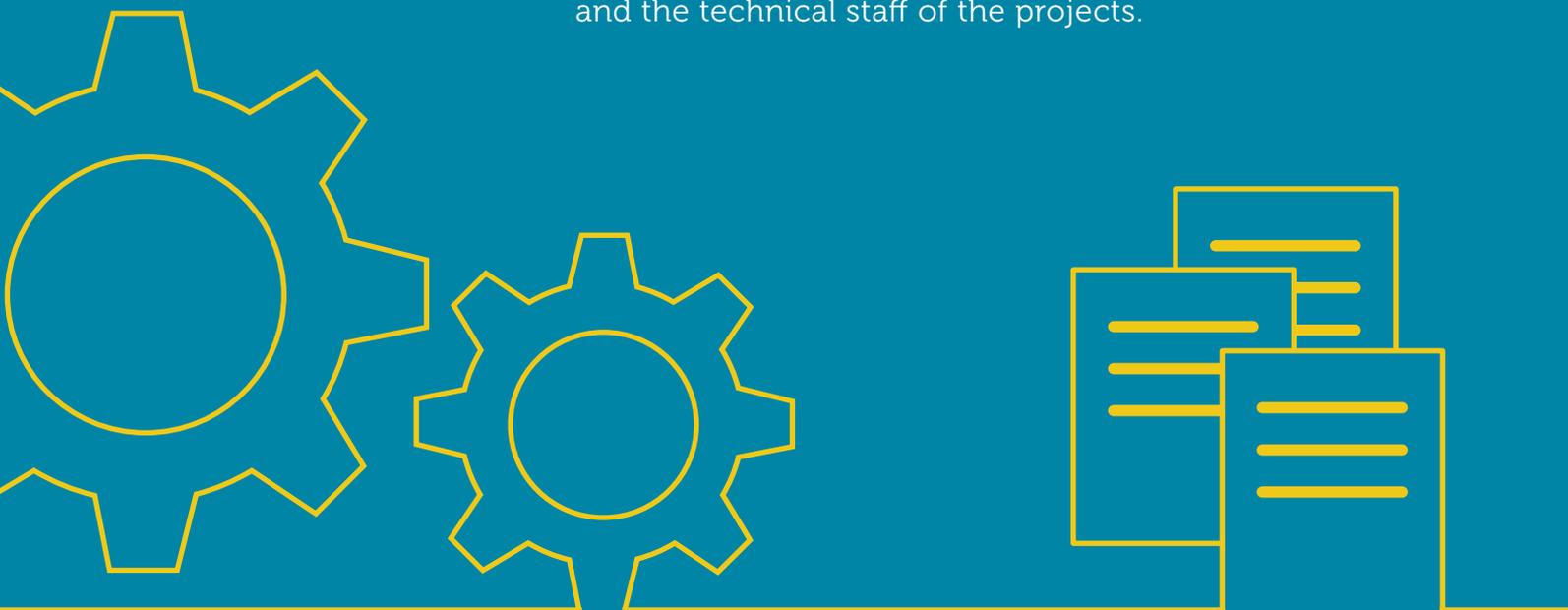
<sup>1</sup> 1998 | **Agente Jovem (Young Agent)**: Qualification of youngsters of several communities in the city of Rio de Janeiro  
<sup>2</sup> 2004 | **Projeto Afroascendentes (African Ancestors' Project)**: Educational and citizen education of youngsters in Rio de Janeiro and in São Paulo  
<sup>3</sup> 2006 | **Programa Vencer (Winning Program)**: Development of skills for the working world by means of sports  
<sup>4</sup> 2008 | **Project of Development of Small Producers Earmarked for the Market of Zambeze Valley - Mozambique (Africa)**  
<sup>5</sup> 2010 | **Projeto Bairro Educador (Project Educational District)**: Concerted effort between community players to come up with new possibilities of performance of pedagogic efforts in school units  
<sup>6</sup> 2012 | **Projeto Diálogos Sociais (Project Social Dialogues)**: Environment of collective reflection about several subjects from different standpoints

---



## How we build this report

This Report involved the contribution of everyone who daily helps develop the social efforts of CIEDS. This material is the outcome of research applied in external and internal audiences, reports of monitoring of projects, own indicators that guide the institutional management and many other instruments prepared by the personnel of communication, financial administration, human resources, accountability and especially supervision and the technical staff of the projects.

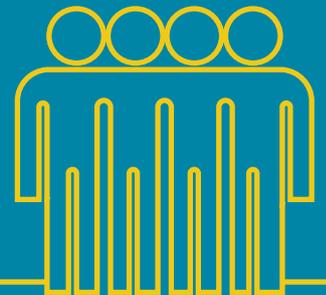


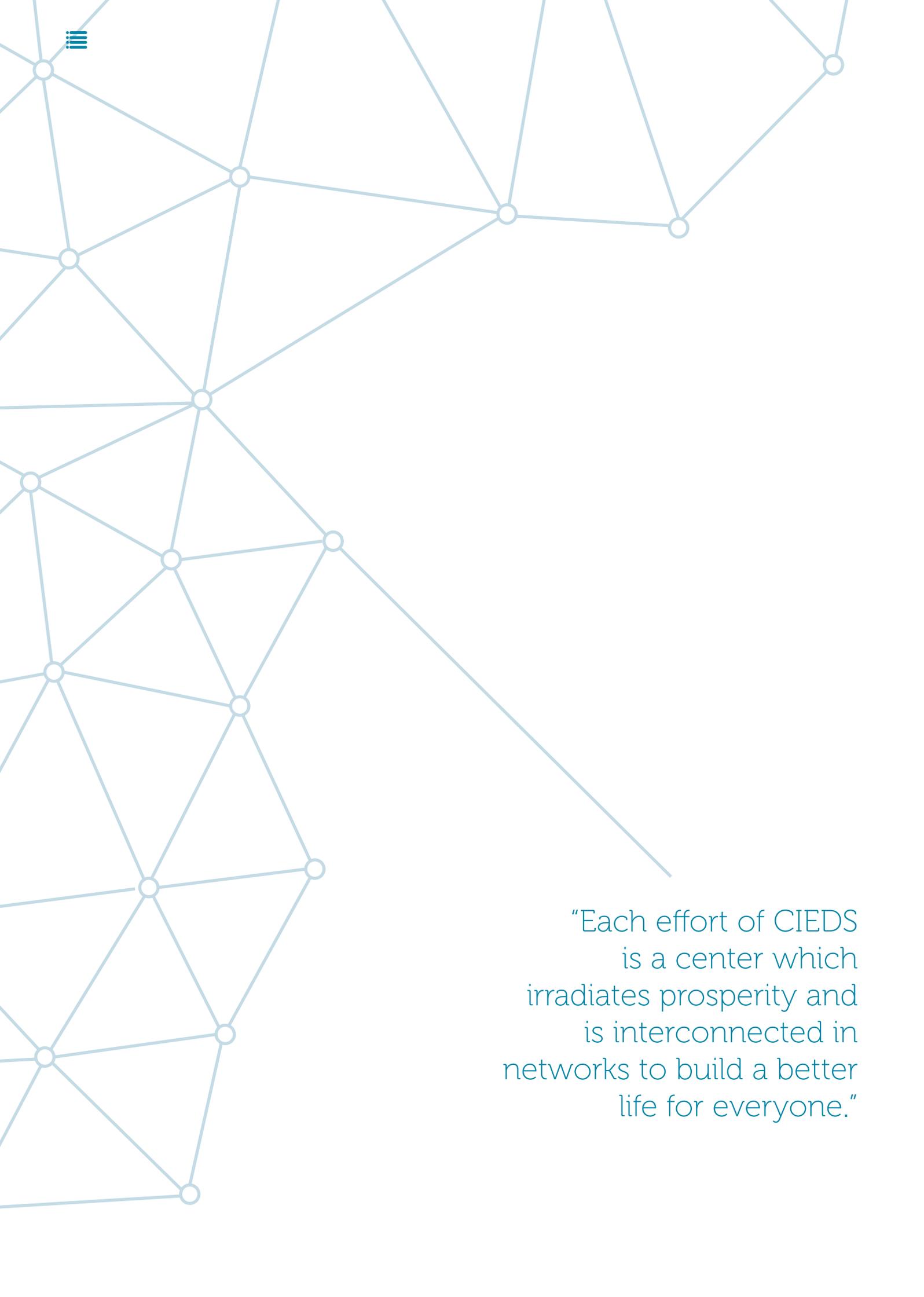
## The goals of this report

In addition to showing achievements, results and efforts developed throughout 2014, this Report underlines the lessons learned in 2014, which is our foundation for the efforts and improvements in 2015. It is a tool designed for ensuring transparency with our audiences, partners and financiers and is a management instrument.

## How we report our efforts and commitments

The Annual Report CIEDS 2014 is divided in seven parts: (i) Values, Transparency and Governance; (ii) Internal Audience; (iii) Our Efforts; (iv) Recognition; (v) Partners and Cooperative Networks; (vi) 2014 Balance; (vii) Outlook and Challenges for 2015. Similarly as in the Annual Report of 2013, in the chapter "Our Efforts," we separately presented the description reports and results of each of the projects performed by CIEDS, divided in their respective lines of activity: Community Development, Entrepreneurship, Education and Citizenship and Inclusion and Wellness.





“Each effort of CIEDS  
is a center which  
irradiates prosperity and  
is interconnected in  
networks to build a better  
life for everyone.”

Chairman's Message

# Collaboration and Cooperation: The Path to Prosperity

On each New Year's eve, we heard from our parents, grandparents and friends: 'may you have a prosperous new year.' The word prosperity seems quite familiar to use and is always associated with abundance and increase of wealth. For many, the money. However, being less practical and resorting to the dictionary, we can find that the root of the word is as follows: that has good fortune, it refers to the quality or condition of the prosperous, which, in turn, means flourishing, happy, successful, well-to-do, that is successful, favorable or helpful, well-off. Its root comes from the Latin PROSPERUS, PRO SPERE, "in accordance with the expectations."

This prosperity is what CIEDS pursues. By means of its efforts, CIEDS works to strengthen efforts that allow prosperity to Brazil and Brazilians.

As an institution of the third sector, we believe that our duty is to prepare and execute projects by advocacy on the government, private companies and other civil society institutions, which strengthen public policies and ensure that citizens have access to the rights enshrined in our constitution and, on a practical standpoint, prosper in all areas of their lives.



We do not believe in isolated and distant efforts. We know that the way to reach this purpose is the cooperative work in networks. Each effort of CIEDS is a center which irradiates prosperity and is interconnected in networks to build a better life for everyone. A life with more health, education, safety, justice, citizenship and democracy. And, above all, with more trust in the future.

With this purpose, we developed several projects, with a great array of partners. Given that the encouragement of the participation of families in the school environment of their sons, entrepreneurship and income generation, assistance and follow-up of disabled people, support to the relatives of abusers of psychoactive substances, empowerment and equality of gender, employability of youngsters, and many other.

The outcomes of the projects carried out along 2014 and of the committed work with external and internal audiences stand as the subject of this Report. Plannings, events and recognitions were made. Overall, 31 projects were performed benefitting more than 54,600 people directly, and 180,100 indirectly. To strengthen the third sector, we worked with 99 NGOs, adding up 280 hours of efforts.

Many were the network points interconnected, in addition to partners committed with our purpose, and plenty of dreams, exchange, ideas and achievements.

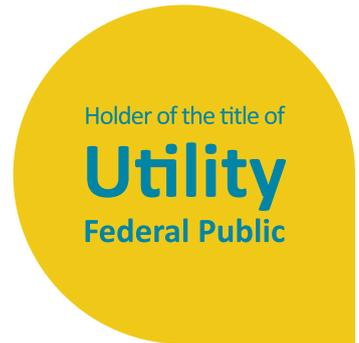
And all of it, which is reason for pride to us, we share with you.

Have a nice reading!

Thank you,

**Vandré Brilhante**  
CEO of CIEDS

# CIEDS



## Mission

Furtherance of a sustainable society based on knowledge, cooperation and people empowerment.

## 2020 Vision

Building networks for the prosperity of people, communities and Brazilian society

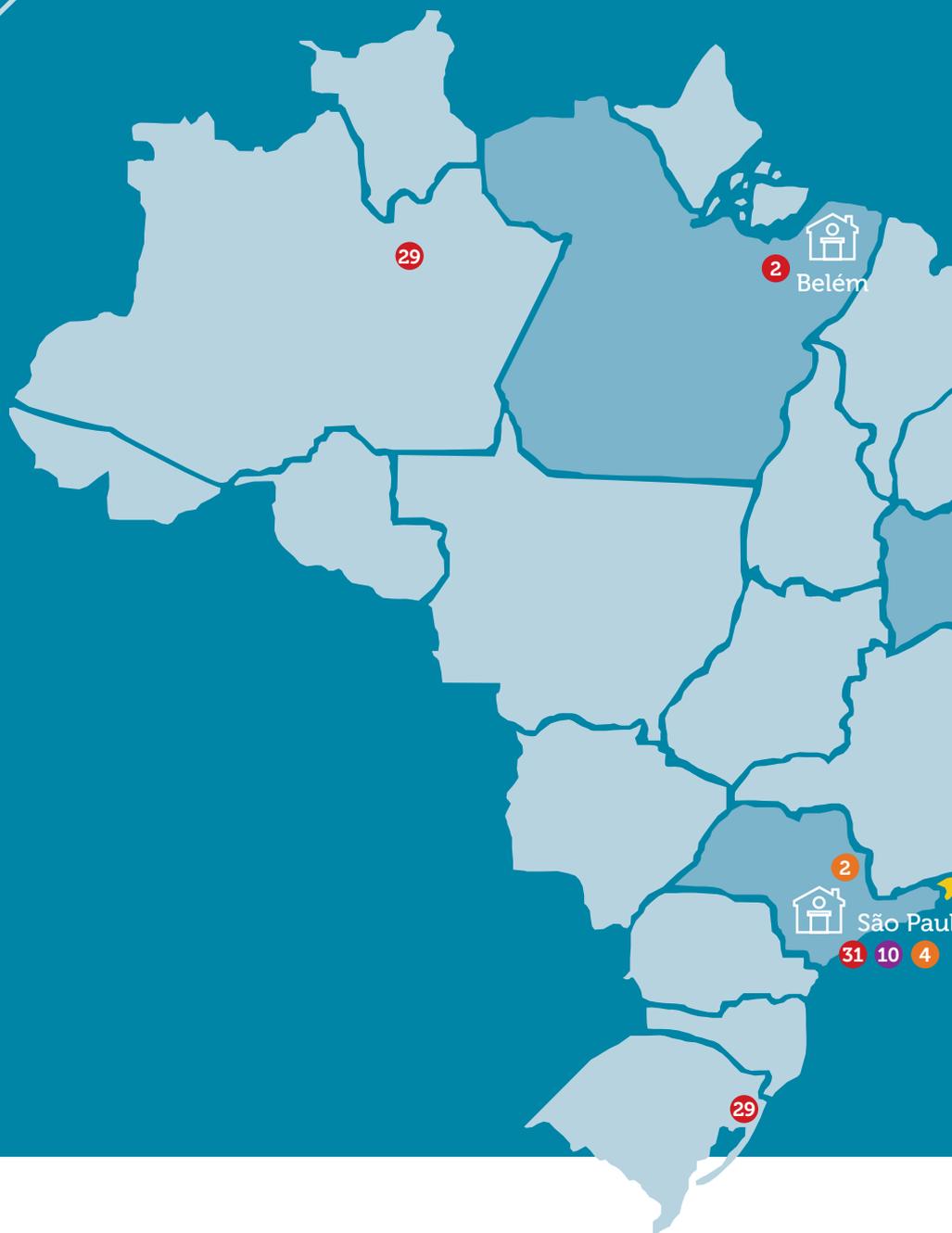
## Values

- Respect to diversity;
- The abidance by the accumulated knowledge of each coworker and our stakeholders;
- Transparency;
- The commitment with quality management;
- The abidance by national and international laws concerning our activity;
- The qualification of qualified technical staff;
- The furtherance of new ideas.



Scope

# Where we were in 2014



Office

Community Development

Entrepreneurship

Inclusion and Wellness

Education and Citizenship

## Community Development

- Mulher Ação (São Francisco do Itabapoana e São João da Barra/RJ e Anchieta/ES)
- Afinando o Futuro com a Arte (Guarulhos/SP)
- Conecta Magé (Magé/RJ)
- Lideranças Comunitárias (Rio de Janeiro/RJ e São Paulo/SP)
- Mulher Atuação (Camaçari/BA)
- Rede Sustentável de Relacionamento na Cidade Inteligente de Búzios (Búzios/RJ)

- Rio Economia Solidária para Superação da Extrema Pobreza (Rio de Janeiro/RJ)
- Se Liga, Salgueiro! (Rio de Janeiro/RJ)
- Visitação Domiciliar Búzios Cidade Inteligente (Búzios/RJ)

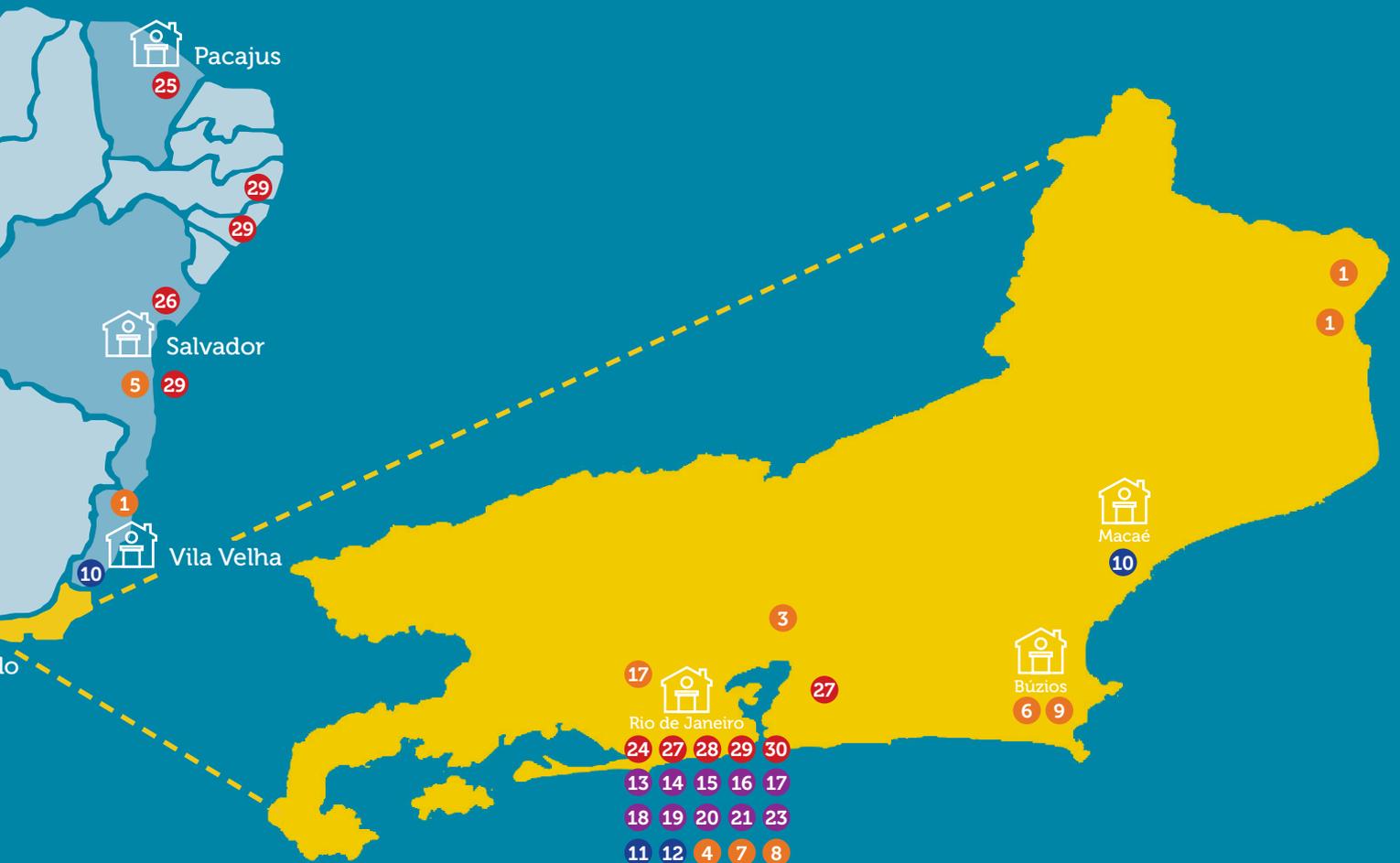
## Entrepreneurship

- Iniciativa Empreendedora (Vila Velha/ES e Macaé/RJ)
- Favela Criativa – Formação de Jovens Agentes de Cultura (Rio de Janeiro/RJ)

- Iniciativa Jovem (Rio de Janeiro/RJ)

## Inclusion and Wellness

- Centro de Referência da Pessoa com Deficiência - CRPD (Rio de Janeiro/RJ)
- Cogestão - Abrigos Adultos e Idosos (Rio de Janeiro/RJ)
- Cogestão - 1ª CDS (Rio de Janeiro/RJ)
- Cogestão - Centros de



Acolhimento Crianças e Adolescentes (Rio de Janeiro/RJ)  
 17. Cogestão - Atenção Psicossocial do Instituto Municipal de Assistência à Saúde Juliano Moreira e Nise da Silveira (Rio de Janeiro/RJ)  
 18. Cogestão - Potencialização da Rede Sócioassistencial do Município de Nilópolis (Nilópolis/RJ)  
 19. Cogestão - Criação e Implementação do Núcleo de Gestão de Indicadores (Rio de Janeiro/RJ)

20. Cogestão - Primeiro Juizado da Violência Doméstica e Familiar contra a Mulher (Rio de Janeiro/RJ)  
 21. Cogestão - Rede de Saúde Mental (Rio de Janeiro/RJ)  
 22. Espaço de Acolhida e Fortalecimento de Vínculos Familiares (São Paulo/SP)  
 23. PROIND - Programa de Inclusão da Pessoa com Deficiência no Ambiente de Trabalho (Rio de Janeiro/RJ)

### Education and Citizenship

24. Tênis na Lagoa (Rio de Janeiro/RJ)  
 25. CCMB – Centro Cultural Maloca dos Brilhante (Pacajus/CE)  
 26. Coordenadores de Pais (PA e Salvador/BA)  
 27. Craque do Amanhã (Rio de Janeiro e São Gonçalo/RJ)  
 28. No Ponto Certo (Rio de Janeiro/RJ)  
 29. Prêmio Petrobras de Esporte Educacional (Nacional)  
 30. Trama Jovem (Rio de Janeiro/RJ)  
 31. Raízes do Futuro (São Paulo/SP)



# Executive Coordination







Ethical Commitments and Governance

# Behaviors and routine decisions legitimate the organization principles

CIEDS has been performing an outstanding role as third sector organization due to its advocacy on public policies and strengthening of private social investment, in concert with several players, especially governments and companies.

As a nonprofit organization, the performance of efforts is only possible by means of partnerships and the funds disbursed by funding partners. One of the major goals of the institution is to achieve management excellence, caring for the quality of the efforts performed and ensuring transparency and accountability. Its relevance, longevity and growth depend on this and, intrinsically, on the ethical relationship between all stakeholders.

Therefore, this part of the Report intends to detail how institutional values have been put in practice, especially with the deployment of governance and performance measurement processes.

## INSTITUTIONAL GOALS

### Effectiveness

Contributing for the public policies and private social investment efforts be effective

### Networks and Partnerships

Establishing a liaison between strategies for the fostering of networks for prosperity

### Strengthening of the Social Fabric

Fostering cooperative efforts and the network for strengthening of the third sector



## Ethical Commitments

CIEDS pursues its institutional development through socially relevant goals and ethical principles largely shared with its coworkers.

Fighting for the peaceful coexistence with the difference, whether it involves one's beliefs, ethnicity, gender, sexual orientation, political and ideological opinions and/or economic status, CIEDS rejects any type of discrimination, and stipulates this premise in its Bylaws.

CIEDS grounds its efforts on the principles of lawfulness, morality, impersonality and effectiveness, with efforts underlined by integrity, trust and loyalty, as well as the respect and appreciation of human beings and their privacy, individuality and dignity.

### Code of Ethics

The organization has a Code of Ethics that conveys its principles and values and lays the foundation of its word to be a reliable and socially responsible institution that is committed to reducing social inequalities and furthering a sustainable society through the construction of networks for prosperity.

When hired, every coworker receives a copy of the Code of Ethics and states his agreement to the assumptions laid down in its wording. In addition to the coworkers, any person may access it on the institution's website.

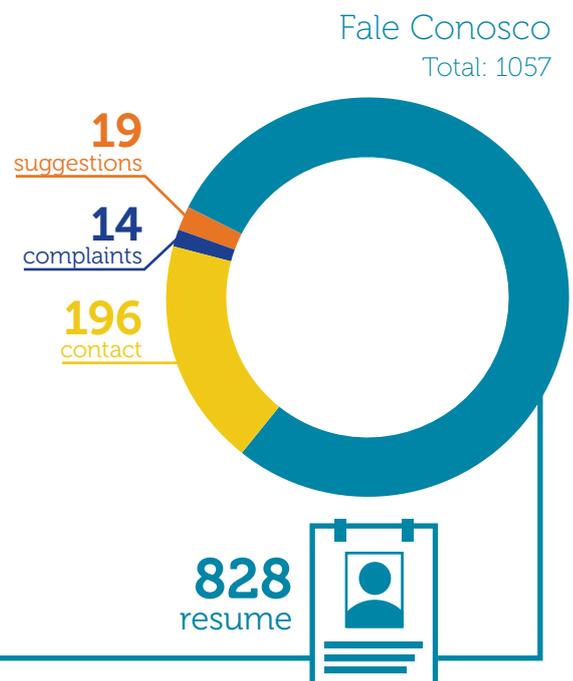
The document gathers the guidelines that should be abided by in the professional activities so that more and more elevated ethical standards are reached in the performance of its activities.

### Relationship with the internal and external audiences

CIEDS also provides the channel "Fale Conosco" (Talk to Us), facilitating the dialogue and interaction between all stakeholders and to receive, process, solve and learn about the ethical dilemmas that the organization may face on its routine.

With the great amount of contracts relating to job opportunities, a website was developed for the uploading of resumes. In an automatized manner, resumes are organized in an internal database for search of vacancies.

"Fale Conosco" is also a channel for internal use where employees may keep anonym while sharing doubts and concerns.



Always aiming at the continuous improvement, CIEDS spots opportunities to be worked on, as follows:

- Improvement of processes of dissemination of organization principles and values throughout its value chain (suppliers, partners, benefitted communities, funders, government, among others).
- Insertion of the subject in organization climate research.

## Compliance

Over the last decades, the practice of governments to subsidize socially-bound services undertaking to spur and inspect such services has been a model duplicated on account of its effectiveness in putting social rights into effect. Given this perspective of efficiency management, the civil society attains more and more relevance.

In view of this, the management needs to be more and more professional and heedful of the standards and laws applicable to its activities, in addition to the need for a positive attitude towards the relationship with government and society.

According to CIEDS, these challenges include the unremitting pursuit of new partners, the use and systematization of efficient methodologies, the follow-up and monitoring of the efforts carried out, the shaping of an ethical and social awareness of coworkers and the strengthening and management of its image.

CIEDS has always been committed to complying with the Brazilian applicable laws and contract security requirements, resorting to mechanisms to recognize social relevance and legal representation in the Councils relevant to the institution's field of activity. To know more about the Third Sector Laws, refer to our website: [www.cieds.org.br](http://www.cieds.org.br)

Always aiming at the continuous improvement, CIEDS spots opportunities to be worked on, as follows:

- Publishing of mechanisms of combat against bribery, disseminating the successful experiences with other organizations of the third sector;
- Enhancement of the system of monitoring of the participation in local forums, councils dealing with the rights, management of public policies and agencies dedicated to the regional development;
- Performance of more efforts for the strengthening of social movements and base organizations, reflecting about the representation of the sector and its calling.



## Registrations and Titles

To ensure the seriousness and ethics in work, CIEDS searched and achieved registrations, titles and certifications that underpin its technical capacity and the quality of the efforts performed, as well as the transparency and robustness of its management. We present below:

### Registrations

 Registration in the National Council of Social Work – CNAS

 Registration in the City Council of the Children and Adolescent's Rights – CMDCA/RJ

 Registration in the City Council of Social Work – CMAS/SP

 Registration in the City Council of the Children and Adolescent's Rights – CMDCA/CE

 Registration in the City Council of Social Work – CMAS/RJ

 Registration in the City Council of the Children and Adolescent's Rights – CMDCA/SP

### Titles

 Title of the City Public Utility – Rio de Janeiro

 Title of the City Public Utility – São Paulo

 Holder of the title of Federal Public Utility

 Title of the Charity Organization of Social Work

## Institutional Audits

To CIEDS, the institutional, internal and external audits have important strategic functions. They are an instrument of management, accountability and transparency; in addition to standing as a collective learning strategy capable of producing knowledge about each effort.

By periodically evaluation the degree of adhesion to the system of management of activities performed by the coworkers, the organization contributes to achieving the institutional assumptions. By following all procedures within the deadlines set and carrying out evaluations under the policies, procedures, instruments and routines, it is possible to reach institutional goals, in addition to ensuring the goals agreed under the projects, the lawfulness of routines and processes, the suitability of the activities carried out to the principles and all other methodological assumptions of the institution.

Yearly, CIEDS is externally audited by independent auditors registered with CVM, BCB and SUSEP, and internally by a board of coworkers with certain responsibilities and assignments.

The outcome of the audits is systematized, discussed and published, allowing CIEDS to use it as the basis for the process of improvement and transparency.

Always aiming at the continuous improvement, CIEDS spots opportunities to be worked on, as follows:

- Yearly review of the internal audit procedure, updating processes and possible improvements of the management system based on the last results presented;
- Performance of pro bono partnerships with external audit agencies in order to optimize operating costs.

## Governance

### Responsibility and commitment with the stakeholders

CIEDS seeks to recognize the interests and demands of stakeholders, mainly the communities where projects are developed. For this qualified hearing CIEDS uses a set of processes and practices that ensure the dialogue and engagement of stakeholders.

Three years ago CIEDS developed channels for constructive dialogues, such as CONECTA CIEDS and the Satisfaction Survey.

CONECTA CIEDS Externo stands as an institutional strategy of integration and synergy between CIEDS partners with high social transformation power towards a better country. With an annual event and an ongoing channel for dialogue, the purpose is to further the concert between partnering institutions of different society sectors, encouraging reflection and the creation of integrated and cooperative efforts as the most effective mechanisms for solving social issues.

**Conecta  
CIEDS  
2014**



**48**  
people

**27**  
institutions



O CONECTA CIEDS Interno é uma estratégia institucional de integração junto aos colaboradores. Com eventos semestrais, cria-se um ambiente de troca e escuta onde os resultados institucionais são apresentados e compartilhados por todos, assim como os desafios e perspectivas.

The internal and external satisfaction surveys are targeted at knowing the opinions of partners, coworkers, beneficiaries, funders and other stakeholders about the efforts of CIEDS, so as to improve processes and continuously pursuing the qualification of its activities.



Research is a way to evaluate the work developed around several subjects, helping spot strengths and weaknesses.

Always aiming at the continuous improvement, CIEDS spots opportunities to be worked on, as follows:

- Creation of a Guiding Group;
- Engagement and participation in national networks of the third sector;
- Appropriation and adjustment of tools of managerial reports to the sector's reality and routine.

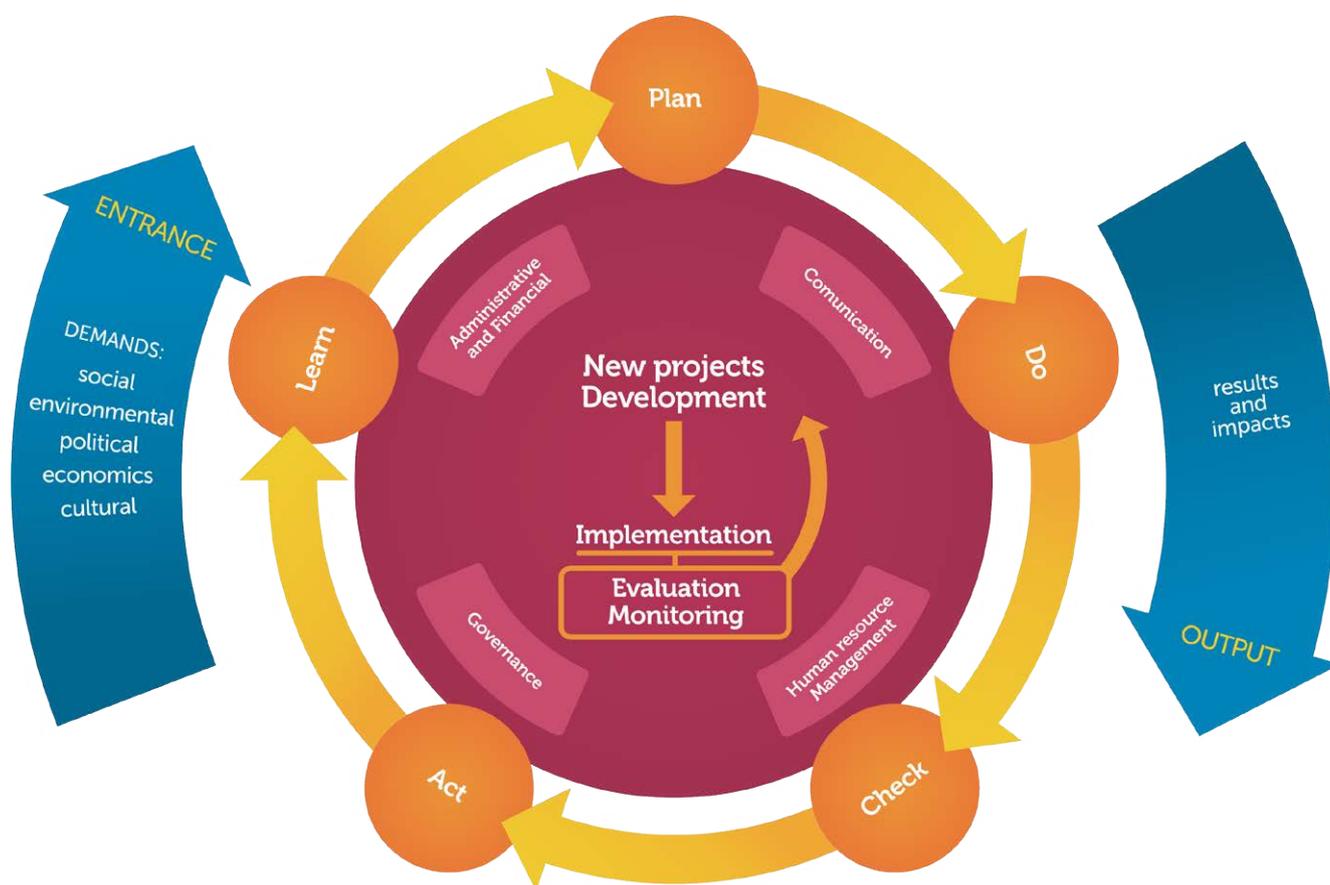
## Management System

Throughout its history, CIEDS developed its own management model based on the guidelines of ISO 9001 and SA 8000 and inspired in recognized models used by private sector business and non-governmental organizations all over the world. The construction of this way to perform was only possible through a heedful regard of the practice and systematization of learnings that continuously provide insights to these processes, thus creating a cycle of continuous improvement.

The structure of the current model is based on five stages:

PLAN- DO - CHECK - ACT- LEARN.

Find below the graphic structure of the institutional management model of CIEDS that guides the organization across the whole of its efforts:



By furthering and implementing management practices and working on it with its stakeholders for their implementation, CIEDS provides mechanisms for furthering good practices that contribute to the planning of improvements, allowing transparency and ethics as the core of its efforts and ensuring consistence between its discourse and the practice.

Combining the possibilities that the management model adds to the nature of third sector organizations is quite challenging. However, this exercise has been much rewarding, as it has entailed major learnings and improvement opportunities. Currently the following aspects were singled out for improvement:

- Increase of the rate of training of the security program with coworkers;
- Preparation of an action plan for dissemination of the security program for coworkers that operate new branches and work in field.

### Institutional Security

The organization has a security program that implements guidelines, rules and procedures so as to ensure the physical safety, asset security and that of Information Technology (IT).

The safety measures stipulated are mandatory and applicable to CIEDS, and should be abided by everyone, with the purpose of minimizing the risk of damage to people at the premises of CIEDS and the risk of embezzlement of financial, physical or intellectual assets of CIEDS.

Always aiming at the continuous improvement, CIEDS spots opportunities to be worked on, as follows:

- Increase of the rate of training of the security program with coworkers;
- Preparation of an action plan for dissemination of the security program for coworkers that operate new branches and work in field.



Internal Audience

# Our human capital

CIEDS works for people, invests and believes in them. The human capital is the most invaluable asset of the organization and its best ally to achieving the purpose of building networks for prosperity.

CIEDS is proud of going quite beyond the compliance enshrined by the laws. Even with all challenges imposed to the third sector, CIEDS ensures the hiring under CLT (Consolidation of Labor Laws) of 100% of its 1300 coworkers placed in the 30 projects performed in 8 offices located in different points of Brazil.

Through the investment and commitment in efforts for the professional development of teams, follow-up of employees' satisfaction, successive improvements of everyone's health and safety and, above all, care for the diversity and equality of rights, CIEDS sees the management of people as a key element of its performance.

## Working Praxis

CIEDS has a qualified technical staff in its technical, administrative, logistic and operating structure, specializing in the most different areas, responsible both for the direct management of the organization and the planning, drafting of projects, execution, monitoring and evaluation of efforts.

The institution furthers a process of continuous development of skills, taking into account aspects that contribute both for the personal development of employees and the enrichment of the institutional activity. Aiming this purpose, it furthers:

- The capacity of learning how to learn;
- The pursuit of autonomous solutions;
- The attitude to share knowledge with other colleagues and subject one's own ideas to systematic critique;
- The capacity to reflect about theory and practice.

## Trial Basis Program

CIEDS believes in the youth. Both in its projects as internally, the knowledge of youngsters is appreciated by the institution. Therefore, it invests in the trial basis program receiving university students in its projects, and drawing the academy and building a staff with academic and social experience.



In 2014, CIEDS formally established the Curriculum Trial Basis Program in partnership with the Universities UNISUAM and UNIABEU, providing supervision and professional development supervision.

### Volunteer Program

CIEDS counts on a database of volunteers with around 500 people that, relating to the projects and the organization's purposes, volunteer to develop works in several areas.

The Volunteer Program of CIEDS stands as an opportunity to learn, optimize resources, accomplish professional qualification, and a space where savvy and committed people cooperate with the institution and collective well-being.

### Performance Evaluation

CIEDS utilizes the performance evaluation to establish a metric to monitor the performance of coworkers with respect to three core aspects: a) evaluation of behavioral skills; b) evaluation of technical skills; c) evaluation of performance.

The evaluation is a way to follow up the challenges of each coworker and recognize his achievements. Applied to each period of twelve months, the results of each cycle are used in the subsequent cycle as an initial evaluation parameter. Besides this, each evaluation yields an individual development plan that allows outline individual goals for its development.

## Relationships of Work, Health and Safety and Standard of Living

A dedicated chapter was created in the Management Manual with the purpose of setting out procedures and instruments applicable to the institution's activities, especially concerning health, safety, standard of living and the working hours of coworkers.

Another supplemental tool used to support the management of human capital is the Human Resources Policy. This document introduces the guidelines, defines the criteria and presents the values and conducts concerning the compensation and benefits at amounts compatible to those in the market; processes of withdrawals and dismissals; prevention of occupational accidents and diseases; institutional positioning of freedom of association and right to collective bargaining; statement of constructive criticism and suggestions targeted at improving the work quality, among other issues relevant to ensuring a strong, ethical and transparent institution.



The goal is to further a deeper interaction and affinity between human resources and the organization, and reach the best way to manage people, believing that the collective construction of institutional strengthening is possible.

CIEDS seeks to keep a pliable and lean structure, with few hierarchical levels and a strong horizontal relationship, creating an environment open to individual initiatives. The strategies used by the institution to ensure an effective communication and participation process includes the mechanism of "open doors," established in its Code of Ethics, whereby any member of the teams may address the presidency, executive board and managers to clear doubts and/or suggest solutions without the need for formalities.

The working praxis furthers the participation, the multidisciplinary profile of the team and the coherent function of the institution targeted at encouraging the building of cohesive teams which are strongly committed to the organization results.

Always aiming at the continuous improvement, we spotted opportunities to be worked on:

- Professionalization of people management of CIEDS.
- Including of a chapter in the Management Manual about the positioning of CIEDS regarding the labor union relationships and the freedom of coworkers to associate and participate in collective bargaining.
- Evaluation of the outcomes of the dissemination efforts of the HR Policy, including alignment of the vision into the hiring process.
- Development of the staffing and compensation plan and management procedures for the career of coworkers.

## Appreciation of Diversity

CIEDS believes the diversity is that which truly includes everyone. Not only the race or gender, but also age, personal and professional history, educational background, position and personality.

The organization has not only a diversity furtherance program, but values the difference in practice, which allows a working environment where there is room for new efforts, exchange and qualification of processes and results.

CIEDS does not allow any type of discrimination in its processes of recruitment and selection, provision of trainings, process of evaluation of performance and promotion, providing special attention to individuals that are typically discriminated against in the society, such as, for instance, those formerly imprisoned in correctional facilities. The issue is addressed in internal communication campaigns, introduced in the code of ethics and has an undeniable institutional value. By means of its channels, it carries out an internal evaluation about the needs and situations that put diversity at risk.



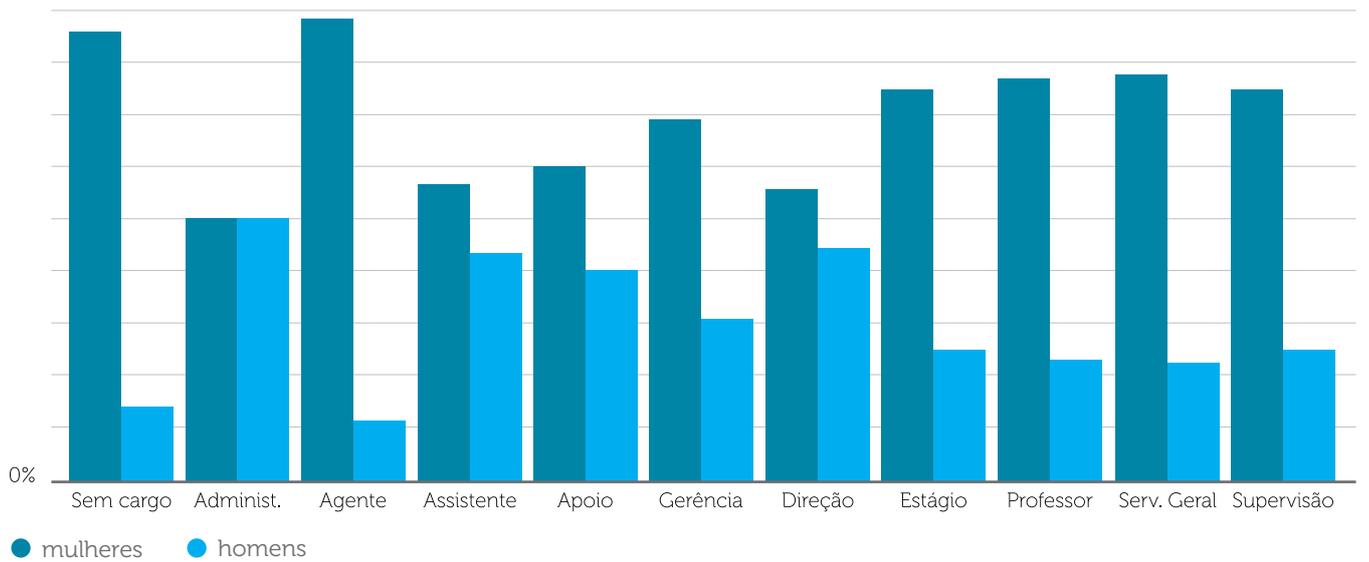
# A portrait of the diversity of the internal audience

## Genders

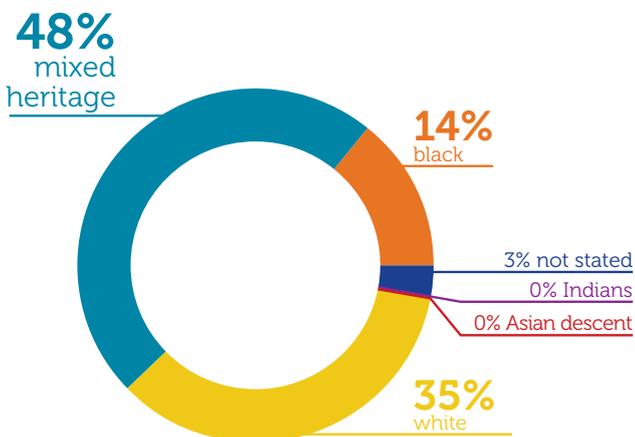


## Positions

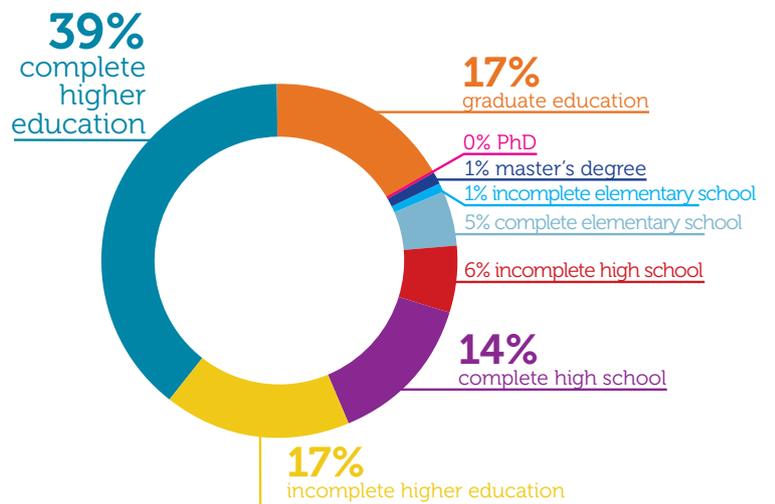
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## Ethnicity



## Schooling





Since 2006, Jossy Silva works in the reception of CIEDS at the office of Rio de Janeiro. Jossy was born Jorge and, after living in Switzerland working as a dancer, changed her ways. Jossy participated in Damas, project executed by CIEDS which was groundbreaking the social and professional reinsertion of transvestites and transgender. After participating in the project she was invited to join the staff of CIEDS.

“In the reception, I get in contact with many people and each of them has their own way. White, black, homosexuals, heterosexuals, etc. I treat everyone with education and care. And I receive the same treatment in return.”

In November 2014, CIEDS participated in the event INOVARSE – Responsabilidade Social Aplicada (Applied Social Responsibility), which gathered organizations with successful experiences around for thematic lines: Human Rights, Integrity and Compliance, Engagement of Stakeholders, Challenges and Outlook of Management and Social Responsibility Management.

CIEDS was invited to provide its testimony about the value of diversity for the organization, for the citizenship and the country.



## Internal Communication

Believing that the human capital is the most invaluable asset of an organization, CIEDS resorts to several channels to promote the dialogue, and integrating with the internal audience. We highlight below some channels and programs.

### Fale Conosco

In addition to being an efficient channel for communication with the external audience, the section “Fale Conosco” (Talk To Us) of the website allows the communication with the internal audience, having features to send messages — anonymous or not — about labor issues, doubts, complaints or suggestions. All messages are duly answered and referred for resolution accordingly.

### CONECTA CIEDS

Institutional strategy of integration with coworkers with the purpose of creating an environment of exchange and communication, also sharing information about the efforts developed, and guidelines and institutional strategies.

CONECTA CIEDS gathers all coworkers outside office in half-yearly meetings followed by a fraternization.



## Conexão CIEDS (CIEDS Connection)

Institutional Strategy of engagement of coworkers based on the sense of belonging, exchange between peers and overview of the institution. Monthly a group of 10 coworkers participate in guided tours to other of the institution's projects, with the purpose of knowing the reality of CIEDS beyond its working routine, having contact with the project participants and other teams, in addition to knowing other realities and locations reached.



“In love with CIEDS I had always been, but everything changed when I could see the shine in those youngsters’ eyes, as if the difference we seek to promote in their lives were real to me on that occasion!”

“I work in the administrative area, and it was very good to know more about the inner function of a project and its practice, and listening to the accounts of users about the impact on their lives made me very proud of the institution where I work.”

“It was an experience of significant knowledge to have contact with different people, being familiar with other projects, live CIEDS in another way.”



Projects

# Our Efforts

Find below the description reports and main results of each of the projects divided in their respective lines of activity. the so-called co-managements refer to partnerships with the government whereby CIEDS develops the entire management of space, infrastructure, hiring and logistics.





# Our Efforts

During the year of 2014 CIEDS performed, in concert with the government and private companies, a total of 31 projects in different places of Brazil.

The results of each one of the projects epitomize and strengthen the role of CIEDS in the construction of a country with more opportunities, rights ensured, inclusion and prosperity.

Below are the projects developed in 2014.

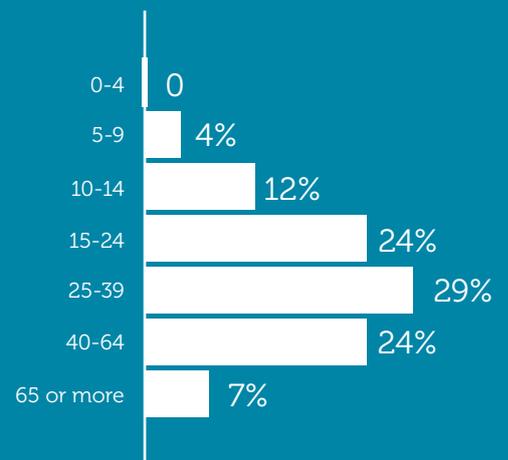
## Beneficiaries

# 234,843

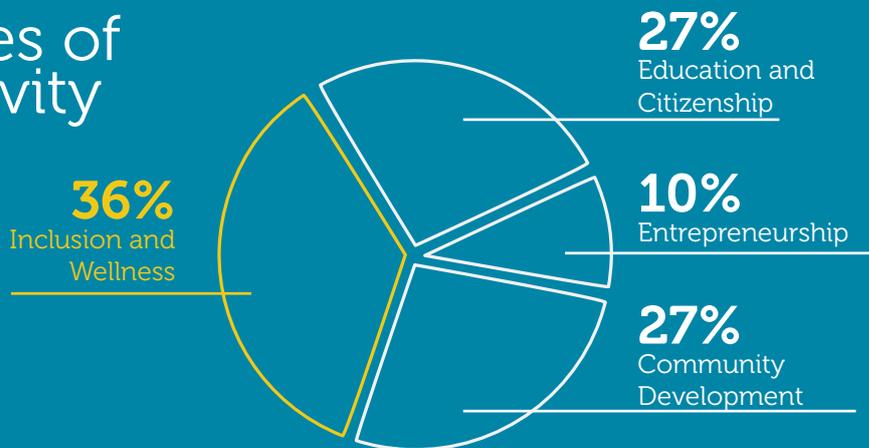


direct	Indirect
54,678	180,165

## Age Group



## Lines of activity



## Institutional Goals

### Effectiveness

**87.3%**

of the participants stated that the project was **quite relevant** for their lives

### Networks and Partnerships



### Strengthening of the Social Fabric

**99** NGOs strengthened

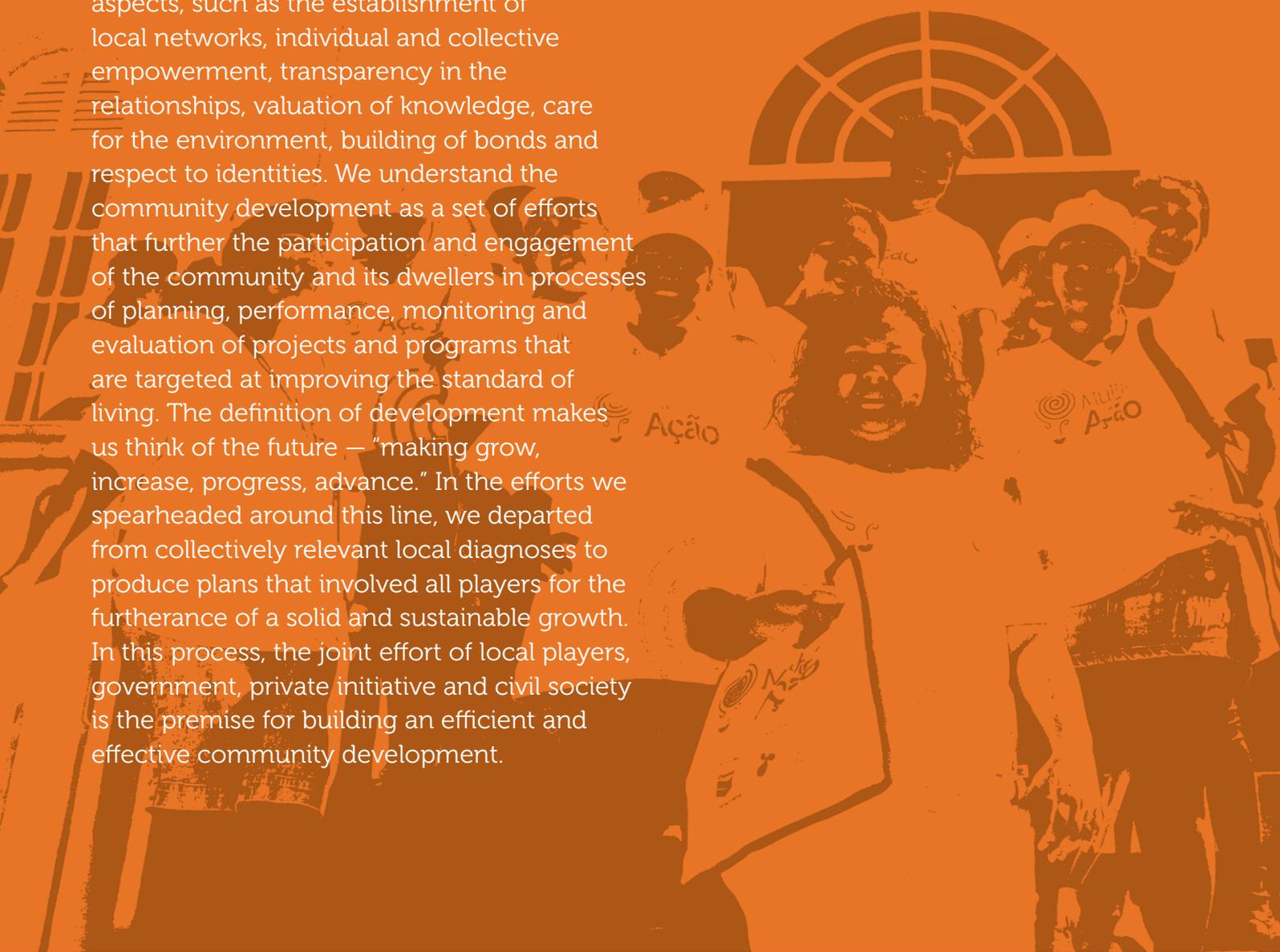
**280 hours** of efforts of the strengthening of the third sector

“The results of each one of the projects epitomize and strengthen the role of CIEDS in the construction of a country with more opportunities, rights ensured, inclusion and prosperity”



# Community Development

CIEDS believes that the Community Development is not all about economic aspects. It does take into account figures and indicators, but also social and environmental aspects, such as the establishment of local networks, individual and collective empowerment, transparency in the relationships, valuation of knowledge, care for the environment, building of bonds and respect to identities. We understand the community development as a set of efforts that further the participation and engagement of the community and its dwellers in processes of planning, performance, monitoring and evaluation of projects and programs that are targeted at improving the standard of living. The definition of development makes us think of the future — “making grow, increase, progress, advance.” In the efforts we spearheaded around this line, we departed from collectively relevant local diagnoses to produce plans that involved all players for the furtherance of a solid and sustainable growth. In this process, the joint effort of local players, government, private initiative and civil society is the premise for building an efficient and effective community development.





## Mulher Ação

Funding Partner: Chevron

Through cooperative practices and efforts, the project Mulher Ação engaged women from the cities of Anchieta, in the State of Espírito Santo, and São João da Barra and São Francisco do Itabapoana, in the State of Rio de Janeiro, to build sustainable networks for furthering the local development by means of community mobilization and the development of enterprises generating jobs and income.

Also inserted in new debate forums, these women have become the key elements of furtherance of female protagonism and construction of a more egalitarian, inclusive and prosperous country.

Performance of 3 participative hearings spotting the main demands of the territories covered in 03 communications

Qualification over

**96 hours**



Certification of

**67 women**



Concerted efforts of 24 partnering institutions for holding

**03 solidarity fairs**



Award of 06 proposals of enterprises amounting to

**BRL 3,000.00**

each





# “Afinando o Futuro com a Arte” (Tuning the Future with Art)

Funding Partner: GRU AIRPORT

One of the characteristics that helped CIEDS reach 16 years carrying out successful projects is the management efficiency. On account of this expertise, it carried out a study and presented guidelines of methodologies of management and transfer of social technology, aimed at improving the impacts of Associação Guarulhense de Amparo ao Menor (Guarulhos Association of Children Support – AGAM) among children and adolescents in the city of Guarulhos, State of São Paulo.

Strengthening of the efforts of the project “Afinando o Futuro com a Arte” (Tuning the Future with Art) through the transfer of social technology

Strengthening of community integration and contribution to the local development of Guarulhos and surroundings



Realização de um diagnóstico Performance of a diagnosis and evaluation of strengths



Implementation of innovative tools for the actual management and performance of the project, ensuring a more effective impact on children, adolescents and benefited families

## Conecta Magé

Funding Partner: Essencis

Spotting potentialities, challenges and interests that favor the local development with the protagonism of communities, the project mapped districts of high social vulnerability in the city of de Magé, State of Rio de Janeiro, based on questionnaires developed by the very dwellers.

As potential community leaderships, 12 youngsters were trained to work as survey foremen and protagonists in the debate between the dwellers that defined the local priorities and improvements.



Collective development of ideas for the improvement of communities



**02** leadership meetings for formal delivery of survey results



**172** households interviewed

**02** models of communications systematizing the diagnosis results



Mobilization of companies for discussing concrete solutions for the deficiencies pointed out

# Community Leaderships

Funding Partner: SulAmérica Seguros e Investimentos

Success since 2012, in 2014, the project was performed in two major capitals of Brazil: Rio de Janeiro and São Paulo.

In Rio de Janeiro, it worked with youngsters of Complexo de São Carlos, providing tools for reflection and planning of the future, which wound up with the staging of Feira Meu Talento (My Talent Fair), which has drawn more than 100 people in Solar SulAmérica.

In São Paulo, the focus was on the strengthening of local leaderships and social organizations through workshops and technical assistance for a sustainable institutional development.

## São Paulo

Representatives of **22 NGOs** participate in the qualifications

Action plan performed for **10 organizations**



Performance of **07 workshops** with subjects connected to the institutional sustainability

## Rio de Janeiro

**111** youngsters enrolled



**69 hours** of tutorship performed

**234** hours

of qualification workshops held on subjects revolving around self-knowledge, entrepreneurship and employability

# Mulher Atuação

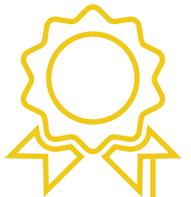
Funding Partner: Kimberly-Clark

More than an income generation project, Mulher Atuação (Womens' Initiatives) empowered 66 certified participants and made them feel appreciated and believe in their potentials. Mulher atuação was rolled out in 2011 in the cities of the State of São Paulo named Mogi das Cruzes and Suzano. As of 2013, the activities in the two pioneer cities ended, and were started in the city of Camaçari, State of Bahia, where the purpose was strengthening the local network in the city, engaging non-governmental organizations, public offices, companies, foundations, universities and residents' association to work in concert to ensure women's rights and generation of income.

This network put out efforts to qualify women in order to empower than to achieve economic autonomy.

**66**

women were certified by the project



**06**

women were employed



**34 women**

register in the Center for Integration and Support to the Worker – CIAT



**02** women started their own enterprises

**60** qualification workshops were provided

**17** women were referred to the recruitment process at Kimberly-Clark



## Sustainable Network of Relationship in the Búzios Smart City

Funding Partner: Ampla

A channel for communication and continuous advocacy that gathers 40 entities of the main social and institutional segments of the city of Búzios, in the State of Rio de Janeiro, the Network promotes discussions about subjects that revolve around the construction of the Búzios Smart City, mainly the concepts of sustainability and innovation.

As a result of the debates, 06 Action Plans were collectively developed and divided into sectorial Technical Chambers totaling 115 proposals and 159 hours of activities dedicated to strengthening the Network.

Milestone for the participating institutions that teamed up with the Network in such a way that cannot understand the struggles for development in Búzios without it any longer



# 24 hours

of education for preparation of projects and fund raising



## 03

projects won the call for tenders of the local City Council of Children and Adolescent's Rights (CMDCA)

## 02

entities chosen as Points of Culture, project of the Rio de Janeiro State Culture Office

## Rio Solidarity Economy for Overcoming Extreme Poverty – Rio Ecosol

Funding Partner: Special Office of Solidarity Economic Development (SEDES) – Municipality of the City of Rio de Janeiro

Rio Ecosol spurs on the Solidarity Economy as an economic alternative of social inclusion and overcoming of poverty through qualification classes and workshops, promoting the concept of fair trade.

The project also strengthens sustainable production and self-management groups, creating an environment favorable for the development of Solidarity Economic Enterprises (EES).



Achievement of ones vacancy as State Counselor of Solidarity Economy

Participation in the team at the Latin American Fair of Solidarity Economy in Santa Maria (State of Rio Grande do Sul)

# 204 EES

(Solidarity Economic Enterprises) participating in the Solidarity Economy Festivals



# 1,352

total participants in the 03 territories

Representative of the National Conference of Solidarity Economy



# Se Liga, Salgueiro!

Funding Partner: Pro Natura Institute

By means of a participative hearing of the youngsters in the district of Salgueiro, in the State of Rio de Janeiro, the project mobilized the community around the discussion of core subjects, such as the supply of water, professional qualification and the advocacy on locally active institutions, mapping the main interests, dreams and aspirations of the dwellers.

Based on the survey, socioeconomic opportunities were spotted for the own dwellers to be protagonists, ultimately helping strengthen the local economy.



**04**

community leaderships involved in the project construction

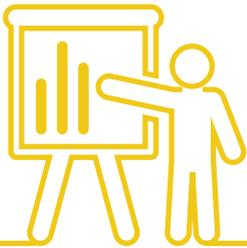
**300**

questionnaires applied



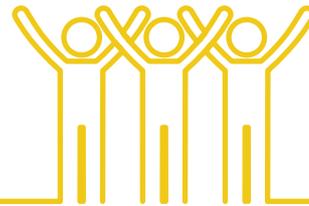
**10**

youngsters qualified in the methodology of participative hearing



**60**

dwellers and community leaderships existing in the delivery workshop



# Visit to the Households of Búzios Smart City

Funding Partner: Ampla

In order to contribute to the efficient use of electric power, the project first stage included visits to the households of families in the city of Búzios, State of Rio de Janeiro, targeted at reporting the substitution of the traditional energy meters for smart devices, also furthering the importance of saving electric power for each individual, city and planet.



Hiring and qualification of young dwellers of the city to work in the project

Improvement to the perception of dwellers about the operator services

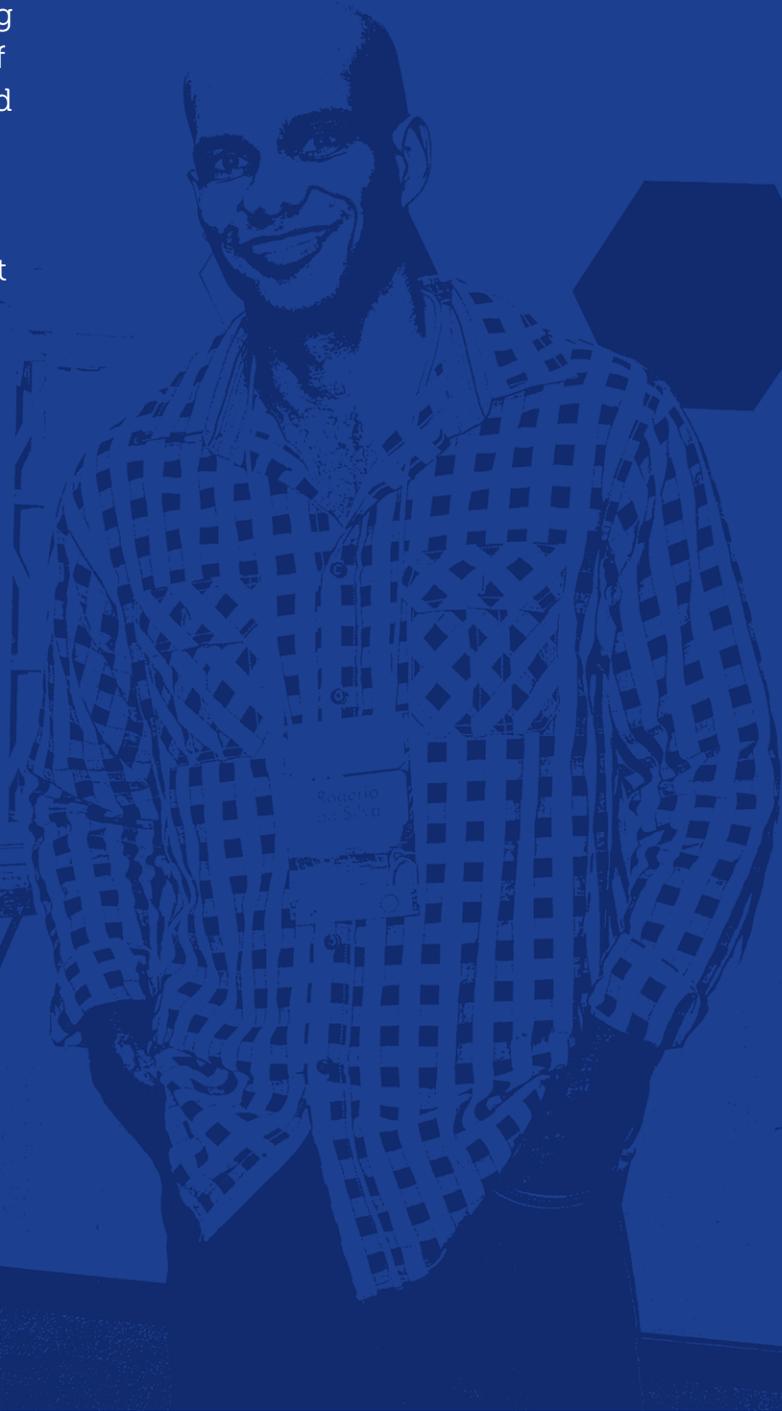
Visits to **10,000 households**





# Entrepreneurship

An entrepreneur is always an agent of changes. We, members of CIEDS, believe that these changes should and may contribute to building a better country. We spurred on the creation of collective and individual enterprises committed to the concept of an egalitarian, fair and environmentally responsible society, targeted at the social and economic development of people and communities. On account of this, it is not only about venturing from an economic standpoint, but rather to help build a more sustainable society. We encourage business whose core principle lies in the assumption of shared value: generation of economic value in such a way to also benefit the society at large.



GRE  
Serviços

PRESTIÇÃO DE SERVIÇOS  
DE MANUTENÇÃO E REPARAÇÃO  
DE MÁQUINAS E EQUIPAMENTOS  
DE MÁQUINAS E EQUIPAMENTOS  
DE MÁQUINAS E EQUIPAMENTOS



## Shell Iniciativa Empreendedora

Funding Partner: Shell

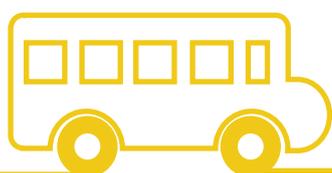
The result of the success and experience of program Shell Iniciativa Jovem, the program Shell Iniciativa Empreendedora (Shell Entrepreneurial Initiative) adjusts its methodology to the reality of 14 cities of the South of the State of Espírito Santo e Norte Fluminense Mesoregion of Rio de Janeiro. It qualifies people who intend to transform an idea in an enterprise to be active in the market, or those who want to boots an existing business.

With more than 300 indirect beneficiaries and dozens of supporting partners, the program engages local players and communities to further the culture of entrepreneurship, sustainability and innovation, building up business leaders committed to shaping up a better society.

**77**  
participants



**10**  
speeches



**02**  
Entrepreneurial  
Groups

**90**  
hours of  
qualification





# Qualification of Young Culture Agents

Funding Partner: State Culture Office of Rio de Janeiro and Light

Placing the culture of favelas on the spotlight, the project furthers the local development, providing tools and enhancing the skills of the 506 youngsters assisted in the non-degree course on Cultural Management.

Present in 19 pacified territories in Rio de Janeiro, the purpose is to empower the local youth to become cultural agents capable of leveraging and undertaking improved entrepreneurship conditions, competing in call for tenders in the field of culture.



**20**

classrooms

**144**  
hours

of qualification



**506**

Individual  
Development Plans  
created



**100**

group  
exercises

**40**

arts meetings  
held



**40**

cultural  
interventions  
made



# Shell Iniciativa Jovem

Funding Partner: Shell

Part of the global strategy of Shell LiveWire, conducting business in 14 countries, the program Shell Iniciativa Jovem (Shell Young Initiative) ranked 4 among the 10 best incubators of Latin America, according to the Research Institute UBI Inde. By means of its own methodology, the program supports, encourages and qualifies youngsters that dream of venturing.

Innovative ideas which are economically viable and socially and environmentally responsible are supported and included in a network of sustainable projects, cooperating to generate jobs and income, spurring on an entrepreneurial culture and building companies that understand their role in a society that claims accountability.



**80**

participants

**18**

speeches

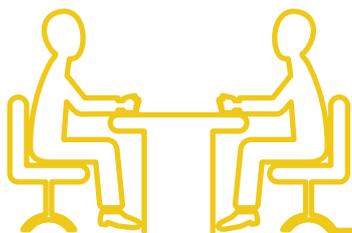


**05**

workshops

**233**

employments  
generated by  
network companies



**02**

business  
rounds

**46**

business plans  
developed



**22**

activities for  
strengthening of  
entrepreneurial  
networks





# Inclusion and Wellness

To create inclusion policies which are effective, it is crucial that they are devised and implemented with due attention to the assurance of wellness. Including does not only come down to allowing access to resources, it also means taking into account elements such as income distribution, vulnerability, social exclusion, violence, discrimination, absence of dignity, among others. By means of the efforts under this line, we help building an assistance network that furthers the inclusion and wellness of the policy users, focusing on the participation, protagonism and autonomy. The said efforts are embodied by innovation and creativity hubs where we apply methodologies and develop social technologies targeted at identifying easily duplicable and low-cost practices that can ensure effective results, thus allowing strengthen and improving public policies. Through this perspective, the set of efforts carried covers the following strategies:

- a) Systematization and dissemination of citizens' inclusion projects that present alternative solutions for fighting against poverty;
- b) Encouragement of the generation of income and full sustainable development of communities, organization chains and networks of enterprises;
- c) Technical advisory on co-management models for the implementation of public policies.





## Reference Center of Disabled Persons - CRPD

Funding Partner: City Office of Disabled Persons and City Office of Education – Municipality of the City of Rio de Janeiro

CRPD counts of multidisciplinary teams and space with different assistance technologies in order to streamline the resources and services that help broaden the skills of disabled people, furthering their independence, social inclusion and family relationships.

The methodological strategies resorted to encompass citizenship-bound efforts and defense of rights, as well as activities for integration and inclusion with psychological follow-up and support, furthering the culture of respect for diversity and contribute to the social and economic development of assisted people and relatives.

**7,949** assistance of families of users enrolled in Reference Centers



**51,128**

children, adolescents, youngsters and adults were enrolled in the Center for Inclusive Global Development

Visits to the households of **636** families, allowing an improved standard of living and fostering the social inclusion for each person

Support to **330**

schools identifying students with deficiency in the local network and referring each of them according to its need





## Cogestões

Through co-management models for implementing public policies, CIEDS technically advises public institutes, which provide full assistance to socially vulnerable people in the cities of Rio de Janeiro and Nilópolis, in the State of Rio de Janeiro. This working model allows more agile management strategies, integrated in a network and guided through public and social responsibility.

In a network, links are structured along with different concerted efforts capable of combining multiple specializations that allow reviewing intricate and many-hued issues, dealing with the reality upon a new regard, although not losing sight of the most pressing needs, which are present in the day-by-day of territories and communities reached.

In the Social Development Coordination – CDS, it works with the care of children, adolescents, adults and elders.

In the area of health, it establishes indicators of monitoring and evaluation of services, encourages new models of integrated care for family and community reinsertion of users, as well as provides support to therapeutic tools developed by units that promote the inclusion of people with mental disorders in income generation activities and insertion in the labor market.

With regard to the families, the efforts are driven towards playful, recreational and sports activities, also providing protection to women who underwent family violence, including children, adolescents and young adults.

### Care Centers for Adults and the Elderly

Funding Partner: City Social Development Office – Municipality of the City of Rio de Janeiro



Implementation of evaluation processes of activities developed with care units, including the planning of efforts, continued qualifications of teams, and the analysis and systematization of evaluations which provide insights for the professional practices

### 1<sup>st</sup> CDS

Funding Partner: City Social Development Office – Municipality of the City of Rio de Janeiro

### Centers of Care of Children and Adolescentss

Funding Partner: City Health Office – Municipality of the City of Rio de Janeiro

**48 hours**

of qualification with the subjects: Planning, Elder's Policy, Citizenship, Aging and Human Rights



### Psycho-Social Assistance of the City Institute of Health Assistance Juliano Moreira e Nise da Silveira

Funding Partner: City Health Office – Municipality of the City of Rio de Janeiro

Engagement of around

**600 professionals**



### Strengthening of the Social Work Network of the City of Nilópolis

Funding Partner: City Social Development Office – Municipality of the City of Nilópolis, in the State of Rio de Janeiro

Holding of

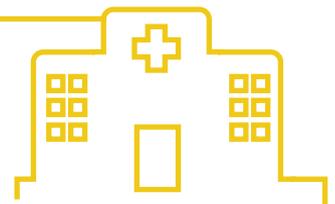
**03**

meetings, totaling 12 hours of technical advisory in the process of construction of monitoring indicators and evaluation of activities

### Creation and Implementation of the Center of Management of Indicatorss

Funding Partner: City Health Office – Municipality of the City of Rio de Janeiro

Creation of network in the health area



### First Court of Family Violence against Women

Funding Partner: City Health Office – Municipality of the City of Rio de Janeiro

### Mental Health Network

Funding Partner: City Health Office – Municipality of the City of Rio de Janeiro

Structuring of tools and mechanisms that provide responses to the city, mainly with regard to basic health



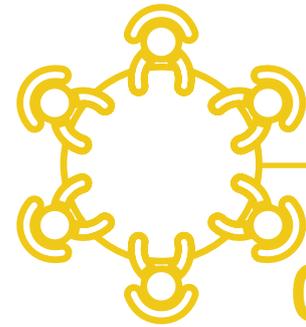


## Space of Care and Strengthening of Family Bonds

Funding Partner: Social Development Office of the State of São Paulo

A groundbreaking initiative in Brazil, Espaço de Acolhida e Fortalecimento de Vínculos Familiares (Space of Care and Strengthening of Family Bonds) provided individual and group assistance for family members of drug addicts could openly express and receive multidisciplinary and transversal assistance underlined by the humane approach of social workers and psychologists.

The noteworthy work was recognized and awarded by the State Office of Social Development (SEDS), ranking 3 in the 1st Award of Social Innovation of SEDS - SP.



08

meetings of Thematic Groups

4,340

assistances

03

movie thematic sessions



# Program of Inclusion of Disabled People in the Working Environment — PROIND

Funding Partner: Petrobras

Through the theoretical and practical qualification, which provides labor experiences in several industries for youngsters and adults with different types of disability, the project allows developing professional skills, as well as the insertion and permanence in the labor market.

PROIND also spurs on change of behavior and attitude, reestablishment of self-esteem and a new view about the world, encouraging the resignification of lives and, chiefly, the restoring of family and social coexistence.



**15**  
people  
assisted

Visits to the Art Museum of Rio de Janeiro, Museum of Contemporary Art and Maracanã



Speeches about several subjects, such as: self-esteem, sexuality, citizenship and human rights, as well as the abuse of alcohol and other drugs





# Education and Citizenship

We work with models that privilege the dialogue between the formal education and the popular knowledge. All projects performed under this line are based on this assumption. For us at CIEDS, education is not only about school classrooms, it is on the day-by-day, at squares, churches, community associations, i.e., anywhere there is people. CIEDS believes that education should be the "primary public policy" for the development of a nation, insofar as it improves full citizenship, economic development, health, environmental preservation, and the democratization of the access to cultural activities; in sum, the prosperity. We believe that education and citizenship are intertwined, making of each person an agent of transformation of his own history and that of his community. In view of this, we have been establishing a liaison between efforts, resources, partners and creative ideas to make of every CIEDS effort an educational process that furthers autonomy and development, underlined by the concept of full education.

With this in mind, we perform assessments and produce projects and experiences underlined by innovation, participation and integration, involving the community, family, governments, educators and pupils by means of democratic educational models.





## Tênis na Lagoa (Tennis Practice at Lagoa)

Funding Partner: Rede Globo

Democratizing the access to the sports practices of tennis, meanwhile linking education and citizenship, is the major purpose of this proposal. In one of the most beautiful scenarios of the city of Rio de Janeiro, it furthered the full development and social inclusion of children and adolescents which live in favelas of the Rio de Janeiro's wealthier zone.

Encourages the autonomy, cooperation and empowerment, in addition to contributing to the motor, cognitive and social-affective development of children and adolescents. It furthers the interaction between differences and the respect to individualities. The project happens for 10 years as a volunteer's effort. In 2014, it was executed by CIEDS and funded by Rede Globo, by means of the Federal Government Sports Support Act.

**65**

referrals for public network health units

**81%**

of the participants assert that their attention to classed improved

**95%**

stated that the project helped us live better in group



**214**  
participants

**11**  
volunteers involved



**04**  
participations in national championships



## Centro Cultural Maloca dos Brilhante – CCMB

Created in 2007, Centro Cultural Maloca dos Brilhante (CCMB), located in the city of Pacajus, in the State of Ceará, is an open space that provides to youngsters, adults and children access to art and culture, in addition to qualification and learning opportunities. CCMB is open for groups and people to use the space for free, thus contributing to preserve the city’s memory, democratizing culture and increasing the portfolio of participants. It annually serves 2,500 people on average.

Educational courses in the areas of bakery and pastry cook with

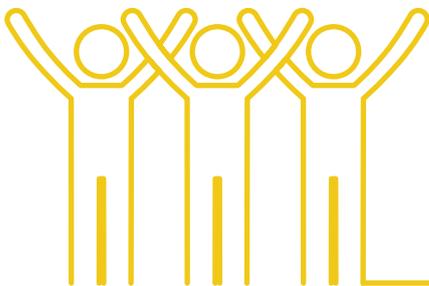
**58**

participants

Speeches on the subjects of Family Health, Environmental Preservation and Prevention of the abuse of Drugs involving

**250**

participants



Workshops of encouragement of the practice of sports, such as capoeira and karate, and arts activities, including music, theater, dance and graphite, encompassing

**80**

people

Speeches of qualification about entrepreneurship attended by

**120**

people

## Coordinators of Parents

Funding Partner: Fundação Itaú Social

The Program Coordenador de Pais (Coordinator of Parents) is aimed at contributing to cement the full education proposal from the City Education Office of the city of Salvador, State of Bahia, and State Education Office of the State of Pará. The methodology proposes that the coordinator of parents stands as a link between school, family and community, developing efforts that allow increasing the interested attachment of students to school, improvement of the school ambiance and the engagement of families in the formal education of their children.

The results found to date have been showing that the Program has a high potential to establish its status as a public policy that effectively contributes to the country’s education indicators.

more than  
**500**  
interventions in  
school activities



**1,805**

dialogue sessions with  
students and relatives



Implemented in

**22 schools**



**176**

voluntaries  
engaged

## Craque do Amanhã

Funding Partner: Ampla, Ambev, Criança Esperança, FIFA, UNICEF, Municipality of São Gonçalo, Samsung

It uses football as the common thread for full development – physical, psychological and social development – of 400 youngsters from 9 to 17 years old, focusing on improving the teenagers’ expectations about the future, meanwhile developing existing sports skills to improve their standard of living.

More than training athletes, the project is targeted at raising the participants’ awareness about their potentialities, along with duties and rights. In this sense, it combines sports, families and school community to build a network committed to the development of the territory.

# 92%

of the participants stated that there were improvements in the behavior regarding the others, whether in school, family or other social environments

# 94%

of the participants assert that the project helped in the processes of socialization and coexistence with different people

# 83%

of the participating youngsters approved in schools

Systematization of experience and development of own methodology



## No Ponto Certo

Funding Partner: Fetranspor/UCT

It was targeted at building, in a participative manner, the Code of Conduct of Bus Drivers of the city of Rio de Janeiro, the first of its kind in Brazil. 55 educational workshops involving more than eleven thousand drivers.

The entire educational process structured for the program, its communication efforts and efforts for engagement of drivers, companies and passengers brought on impacts underlined by the quality of the content produced, registered in the Code of Conduct, assessments from the society, through the application No Ponto Certo (driver’s training app), through the ombudsman channels of FETRANSPOR and the several accounts that have knock-on effects on companies, the routine of the city and among the program’s staff.

Central 1746 (the Ombudsman’s Office of the Municipality of Rio de Janeiro) recorded a reduction of 31% in the complaints connected to the bus transportation system. According to Central, 37,900 calls were made until September 2, 2014 against 55,000 over the same period in 2013.



After participating in the project, I have been more recognized as I learned to observe and respect more. I guess that it was quite positive and improved my daily routine and the relationship with passengers. Learning to hearing and letting it go as many times people enter nervous and we engage in unnecessary discussions.

**Lidiane Rocha da Silva,**  
driver





# Petrobras Award of Educational Sport

Funding Partner: Petrobras

Brazil witnesses an unprecedented time for sports and it has been the host of the 2014 FIFA World Cup and will stage the 2016 Olympic and Paralympic Games. Benefitting from this opportunity and relating it to the challenge of building new educational models were some of the project's goals.

An unprecedented initiative in Brazil, the Award spotted, awarded and disseminated successful pedagogic experiences in the area of educational sports throughout the country, and systematized social technologies in books and videos, facilitating is reapplication and strengthening.



**2,000**

copies of the publication distributed to the entire country



**1,344**

experiences registered

06 dissemination workshops covering

**500** participants



**220**

people present in the publication launching seminar

# Trama Jovem

Funding Partner: UNICEF

Upon the enactment and effectiveness of the National Youth Policy, it is ever more necessary to provide spaces for participation and representation of the Brazilian youngsters. It is crucial that channels of dialog and engagement of youngsters be connected to produce, validate and evaluate the public policies for the youngsters.

The project strengthen the mobilization of young locals for a political and socially-aware participation in order to further the protagonism and engagement in the discussions connected to putting youth rights into effect.



Awareness-raising efforts and implementation of the project in

**14** pacified territories of the city



Creation of the "Youth Council" targeted at planning strategies and engaging teenagers in the realms of social participation and in the political advocacy in favor of children and adolescents



Performance of workshops of skills for Life

**32**

# Raízes do Futuro (Grounds for the Future)

Funding Partner: UNICEF

The project of UNICEF seeks to invest in the employability of youngsters in six countries: Brazil, Egypt, India, Pakistan, Uganda and Zambia. In Brazil, it is held by CIEDS in São Paulo, whereby youngsters develop skills for communication, conflict mediation and participation, and are encouraged to think of their futures and develop plans and come to aware choices in their personal and professional lives.

The project Raízes do Futuro (Grounds for the Future) opened doors and yielded results for all people involved and left as its major legacy the statement that the multiplication of methodologies conforming to several contexts and the effort towards sustainability may establish a liaison between networks and considerably extend the results achieved.



**500**  
teenager  
participants



**44%**  
of the  
youngsters  
entered the  
labor market  
during the  
project



## 05 NGOs

strengthened by means of technological transfer





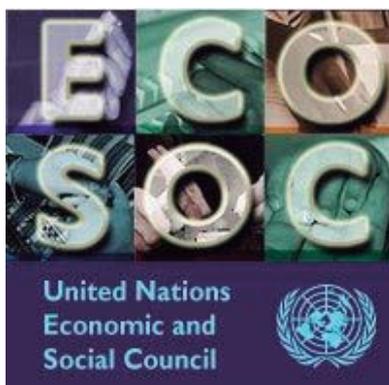
## Accreditations and Achievements

# Recognition

Given its role as a third sector institution, CIEDS identifies opportunities and engages in activities that maximize the value of social participation, which is capital for the civil society to advocate, control and demand transparency regarding public policies, building a participative and democratic process of change.

In this movement, CIEDS is a volunteer in local networks and social causes that share these values as premises. It is registered and has advocacy capacity on the City Councils of Children and Adolescent's Rights – CMDCA, City Council of Social Work – CMAS and State Council of Solidarity Economy – CEES, in addition to becoming a Special Consultant in the Economic and Social Council of the UN – ECOSOC and signatory of the Global Compact of the UN since 2013.

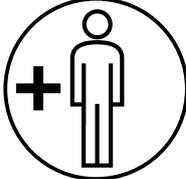
ECOSOC is the agency that coordinates the economic and social work of the UN. Through an international network of consultants formed by voluntary, nonprofit and non-governmental organizations, it works with issues which are important to society, such as equality of rights, social justice, human rights and sustainable development. The



organizations which participate in the network have the duty to cooperate with the United Nations, actively participating in its programs, funds and agencies, meetings and conferences, making decisions about core issues.

The Global Compact of the UN provides to signatory institutions the opportunity to expand their partnering networks, helping in the cooperation and exchange of experiences. It is targeted at mobilizing organizations all over the world for applying, in their business practices, core values which are internationally accepted in the areas of human rights, employment relationships, environment and combat against corruption, summed up in 10 principles.

CIEDS, when volunteering to abide by the Compact, internalized the 10 principles in its routine practices and has been monitoring its projects with this respect.

- 

**1**  
**SUPPORT**  
and respect  
the protection  
of internationally  
proclaimed  
human rights
- 

**2**  
**MAKE SURE**  
that they are  
not complicit  
in human  
rights abuses
- 

**3**  
**SUPPORT**  
the freedom of  
association and  
the effective  
recognition of the  
right to collective  
bargaining
- 

**4**  
**THE ELIMINATION**  
of all forms  
of forced and  
compulsory  
labour
- 

**5**  
**THE EFFECTIVE**  
abolition of child  
labour
- 

**6**  
**THE ELIMINATION**  
of discrimination  
in employment  
and occupation
- 

**7**  
**SUPPORT**  
a precautionary  
approach to  
environmental  
challenges
- 

**8**  
**UNDERTAKE**  
initiatives to  
promote  
environmental  
responsibility
- 

**9**  
**ENCOURAGE**  
the development  
and diffusion of  
environmentally  
friendly technologies
- 

**10**  
**WORK AGAINST**  
corruption in all its  
forms, including  
extortion and bribery

## Visibility

CIEDS achieved in 2014 important results concerning the visibility and communication. With its own structure and communication staff, CIEDS prepares and carries out communication plans for each project, not to mention strategies of internal and institutional communication.

We present below some relevant results:



## Awards

### Iniciativa Jovem (Youngster's Initiative)

- Ranked 4 among the 25 highest incubators in the world by UBI Index
- Seal of UNESCO
- Title of Honors to the Merit of the City Councilor Chamber of Rio de Janeiro

### Espaço de Acolhida SP (São Paulo Space of Care)

- Ranked 3 in the award of Social Innovation of the Social Development Office of the State of São Paulo (SEDS-SP)

## Academic Papers

- 7 articles written
- 5 approved in science meetings





Partners

# Cooperative Networks

The efforts of CIEDS have as assumption the establishment of strategic partnerships for the furtherance of networks for prosperity. Assembling knowledge and efforts has been the daily routine of CIEDS to further synergies and boost the results for all audiences.

CIEDS works with cooperative networks that consider the recognition of the interdependence among players; the identification of complementarities; the acceptance of diversity; the respect for personal identities; the preservation of autonomy; the establishment of a trust relationship and the focus on convergence.

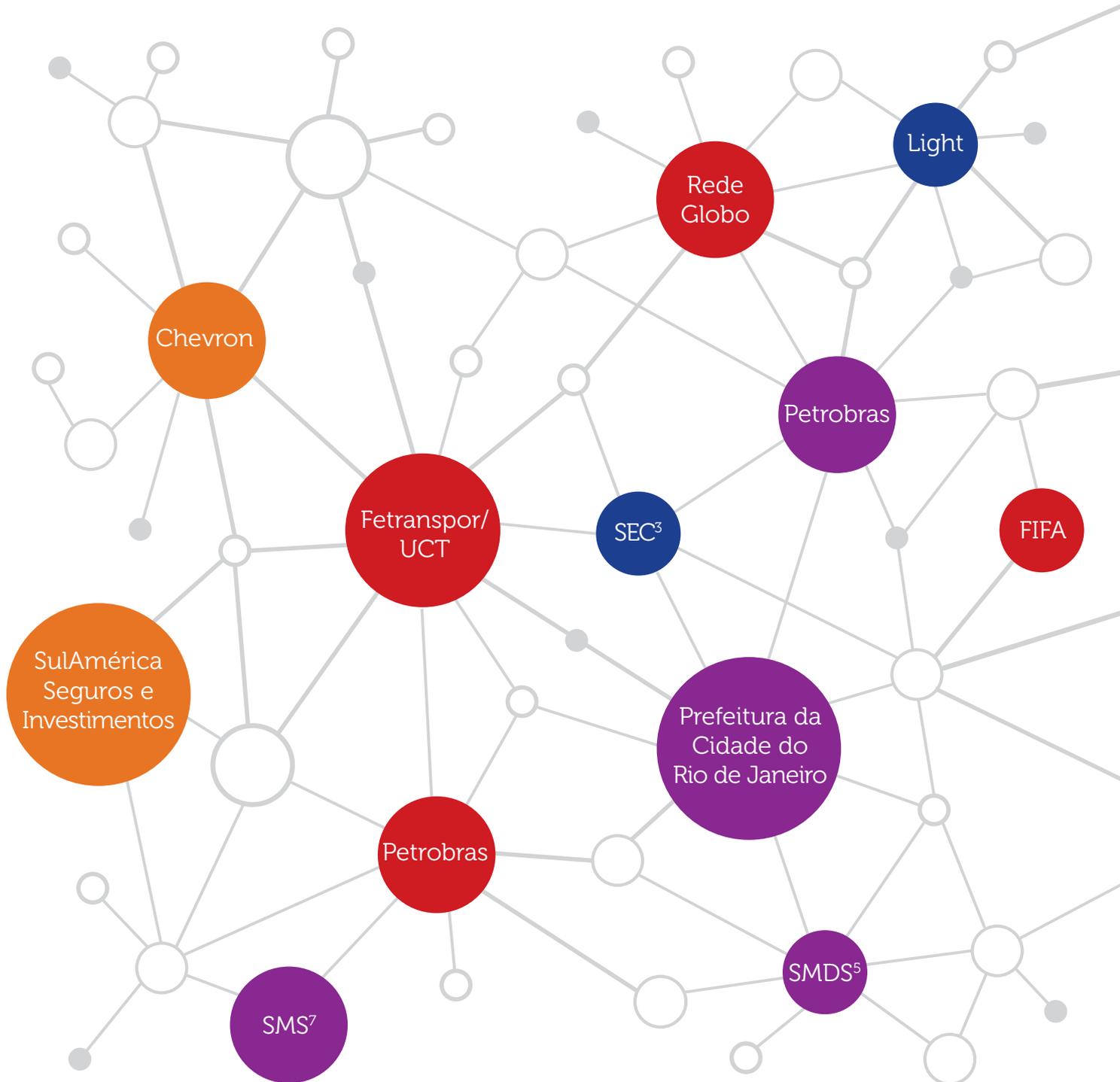
Optimizing the investment applied in projects is possible upon the creation of a cooperative network between different partners, be them private, public or civil society organizations. This way, results are magnified and several players are driven towards common goals.

In 2014 CIEDS worked with 25 funding partners introduced in the network below. In addition to these, hundreds of other partners support and are engaged in collective efforts, being co-responsible for the achievements presented in this report.



# Partners and Cooperative Networks

- Community Development
- Entrepreneurship
- Inclusion and Wellness
- Education and Citizenship





<sup>1</sup> **SEDES:** Office of Solidarity Economic Development of Rio de Janeiro

<sup>2</sup> **SEDS:** Social Development Office of the State of São Paulo

<sup>3</sup> **SEC:** Rio de Janeiro State Culture Office

<sup>4</sup> **SMPD:** City Office of Disabled Persons

<sup>5</sup> **SMDS:** City Social Development Office

<sup>6</sup> **SME:** City Education Office

<sup>7</sup> **SMS:** City Health Office



Contact

# Dialogue Forum

We care for the ethical commitment and intend to keep an ongoing channel for dialogue through this material and that subsequently developed.

Feel free to give us a feedback and use Fale Conosco in our website: [www.cieds.org.br](http://www.cieds.org.br) for more information.





[www.cieds.org.br](http://www.cieds.org.br)



**Rio de Janeiro**

Rua Conselheiro Saraiva, 28, 8º andar  
Centro - Rio de Janeiro  
CEP: 20091-030  
55 21 3094-4555

**São Paulo**

Rua José Bonifácio, 250, 6º andar  
Centro - São Paulo  
CEP: 01003-000  
55 21 3105-2229

**Ceará**

Av. José Lucio Menezes, 1107, Croata I  
Centro - Pacajus - CE  
CEP: 62870-000  
55 85 3348-0486