



ACTIVITY REPORT

2017



DIRECTORS' WORD

*Dear collaborators and partners,
it is a great pleasure to invite you to hear
about the results of the activities at Elo in
2017. Although the year has been difficult and
challenging for many areas of the society, Elo,
thanks to the dedication and commitment of
its employees, has been able to accomplish
excellent results such as those presented in
this report.*

*We are grateful for your appreciation.
Marília and Renault*



Principles of Elo:

MISSION

Establish circles of high standards among young people and society by creating links for a sustainable and supportive future

VISION

Leaving a legacy of young leaders and role-models who make a positive influence on society

VALUES

Respect and love toward others; Ethics and Transparency; Socio-environmental responsibility; Passion in learning and working; Positive thinking; Gratitude and Faith



PROJECTS AND RESULTS OF ELO 2017

See the following pages for the results of the projects:



Plantando Futuro





Plantando Esperança

Training for 14 -18 years old adolescents in a situation of social vulnerability, with the objectives of creating opportunities for the development of self-esteem and self-confidence, strengthening them for personal challenges and improving their skills and competences.

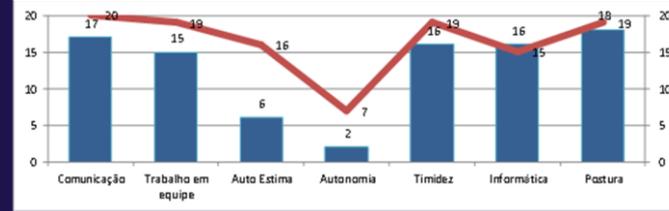
3 classes

75 adolescents

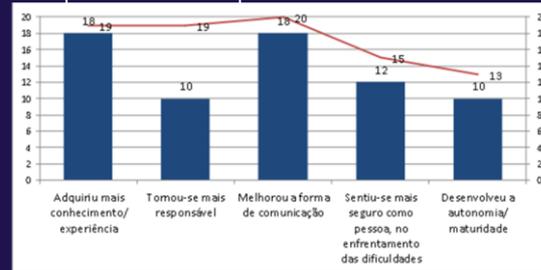
2 investors



Skills developed during the Project "Planting Hope":



Aspects developed



■ start of the project
■ end of the project

All skills have had qualitative advancement in the lives of adolescents. They feel more secure and autonomous to face the challenges of life.



Plantando Futuro

The Project “Planting the future” is carried out in accordance with the Learning Law, with 14-21 years old adolescents in situations of social vulnerability.

For 16 months, apprentices undertake 400 hours of professional training with an emphasis on sustainability and 880 hours of practice in partnership with companies. In the areas of Administration, Commerce and Logistics.

RESULTS 2017

94 %

Was apprentices' rate of repositioning

535 apprentices started

501 were repositioned

70%

Was apprentices' retention fee until the end of the contract

535 started

375 completed





Plantando Futuro

Apprentices' training hours in 2017:

7.045 hours of professional training professional in Administration, Commerce, and Logistics

467 hours of volunteer work





Plantando Futuro

The **145 contracting** companies of the apprentices are our great partners and allies to support a youth to be more prepared for the future and to make positive difference in work, family, and society.

We are grateful for everyone involved in this Project “Planting the future”.





Plantando Futuro

Our work is connected with the agenda of the Sustainable Development Goals - ODS

In this sense, our results were:

12 of the ODS goals worked

132 actions were taken

301 hours of training for the youth





TRAINING FOR INSTRUCTORS on Sustainable Development Goals - ODS

12 Training meetings

36 hours of shared knowledge

13 trained instructors

49 volunteer speakers during the year





The ODS in Elo: international reference

Elo was pleased to share experiences of ODS work with ISAE students from partner Cologne Business School in Germany:

The presentation was with a group of apprentices and the students all of which thought about social and environmental solutions for Elo.

It was an amazing experience.





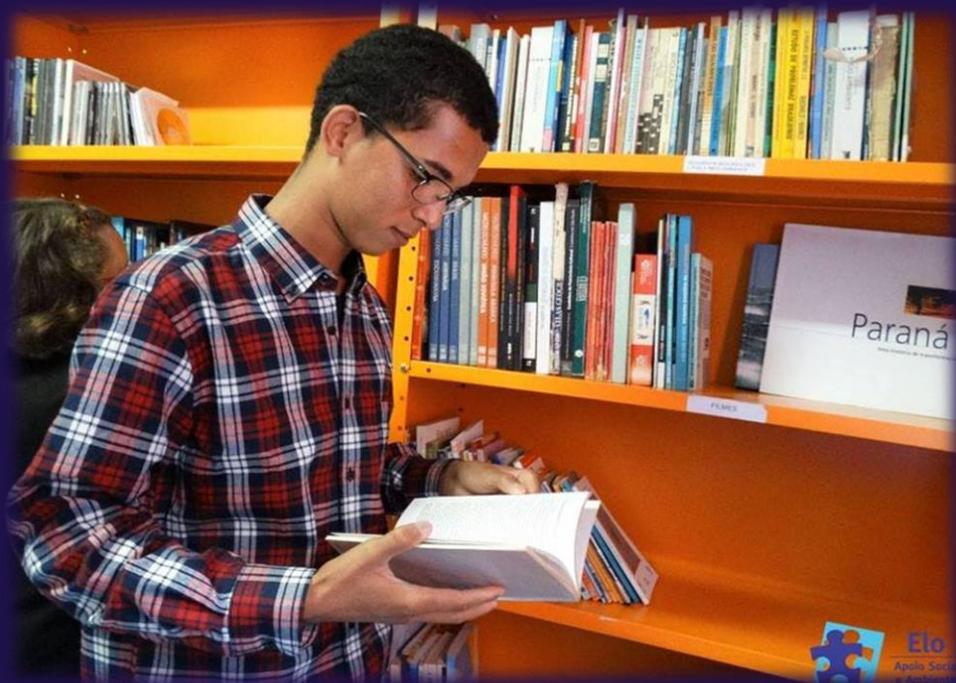
Plantando Futuro

SOLIDARITY

At the end of the year the apprentices performed a *Giincana* from which Elo benefitted:

110 books for EloTeca

322 invoices without CPF





Plantando Futuro

Entrepreneurship and agency

To encourage leadership, innovation and entrepreneurship, in addition to make management content more effective, apprentices developed business projects. In 2017

94 Business

projects were developed.





Plantando Futuro

Young Leader Training



RYLA: Rotary Youth Leadership Award

It was held at Abessfi on a weekend with 40 young Elo class leaders. They learned about leadership and communication through a variety of theoretical and practical activities.





It is the result of research and dedication of the Elo team in partnership and investment of the Legacy Institute to increase the impact and opportunities in the lives of former apprentices and thus establish new virtuous circles and connections with Companies, Young Learners and Social Organizations.
It was launched in May 2017.





Investimento:



Results from May to December in 2017:

- 7.581 Registered young people
- 83 Partner companies
- 06 Posted jobs
- 03 Active Jobs
- 01 Online courses “Já Entendi”
- 05 Online courses “Endeavor”

Elo was rewarded with the Sesi Seal ODS 2017 for acting to reach the ODS goals:



COMMUNICATION

We believe that the best way to communicate with young people is by speaking their language: through social networks.

By interacting with different audiences, we have been able to give visibility to our projects, to apprentices, former apprentices and future apprentices.



COMMUNICATION

2017

Views on the website	27.843
News on the website	102
Views on facebook	59.099
Posts on Facebook	213
Likes	6.202 (1048 new likes in 2017)
Virtual bulletins	9
Reports on TV	2 (Band e Record)



6.255 likes from Brasil

14 from USA

12 from Portugal

53% were from 18—24 year olds



Since 9/10/2017

319 followers

93 publications

VISIBILITY

56 Google reviews

23.429,15

Google searches in a
quarter of the year
(October–December)



Elo Apoio Social e Ambiental

R. Mariano Torres, 108 - Centro, Curitiba - PR

4,7 ★★★★★ 56 comentários



Anita mignot

Um comentário

★★★★★ um mês atrás

Obrigada a toda equipe da Elo em especial a Lesliane e Renault por terem sido Uma Ponte tão importante na vida profissional e por consequencia a pessoal. Obrigada por terem contribuido a me tornar a Pessoa que sou hoje, por abrirem as portas da vida com muito apoio e dedicação. Serei eternamente grata. Ana Roque

← Responder 👍 Útil?



Joelma Cais

Um comentário

★★★★★ um mês atrás

Lugar onde te oferece oportunidade de ingressar no mercado de trabalho, te dando o suporte necessário para o convívio em sociedade e na própria casa. Só tenho o agradecer à vocês todos da Elo

← Responder 👍 Útil?

FINANCIAL SUSTAINABILITY

Paying attention to all the details of the financial area and working with transparency, is part of the daily routine in Elo.

We work with Consult's financial audit.



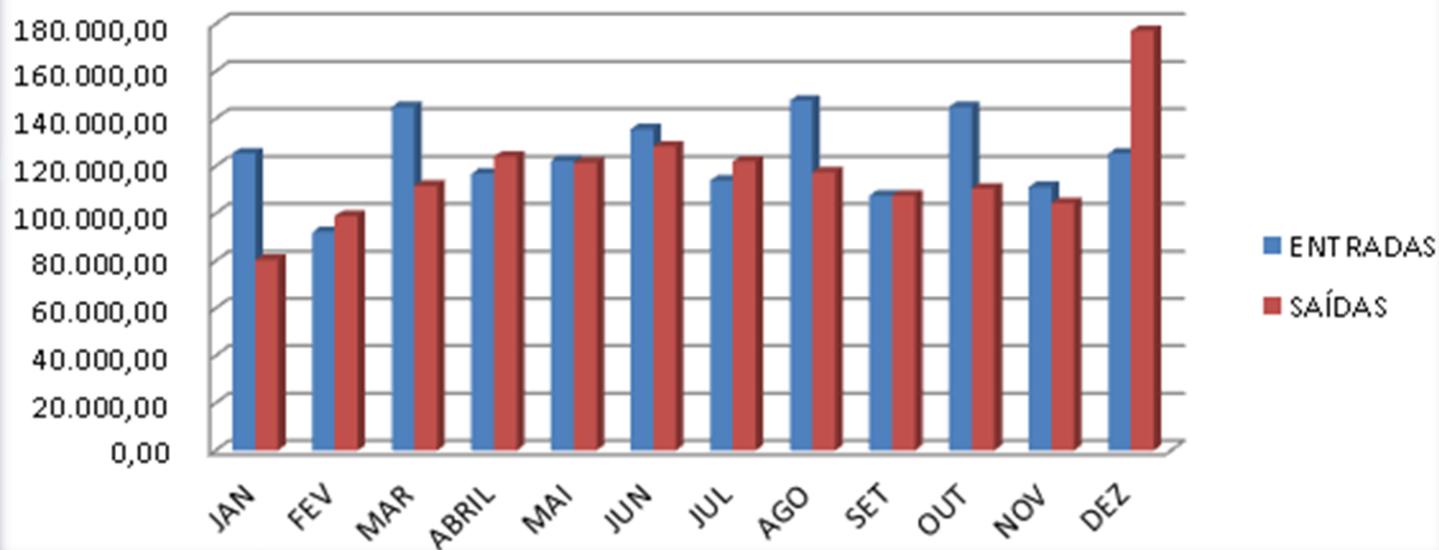
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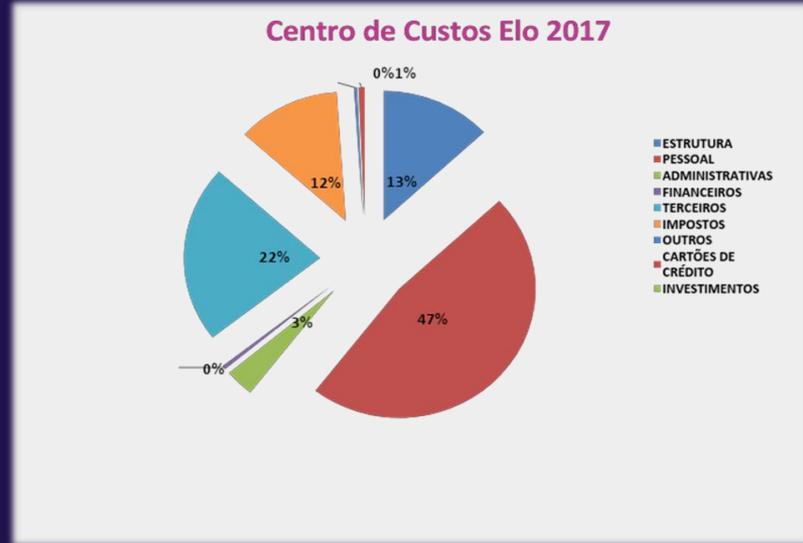
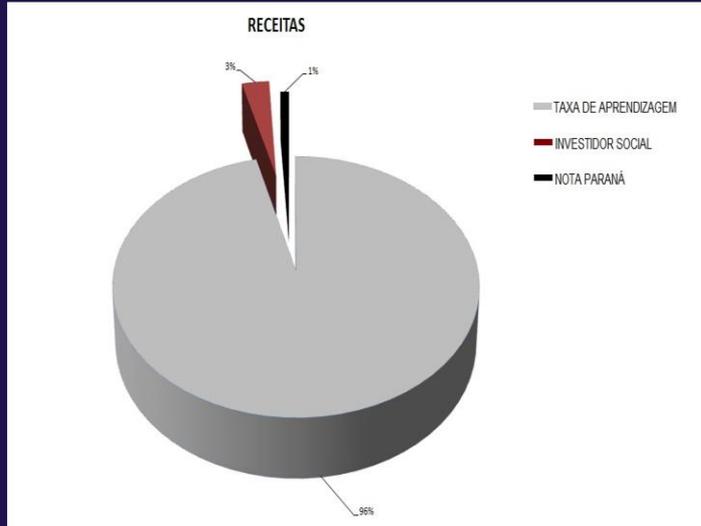
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FINANCIAL SUSTAINABILITY

ENTRADAS X SAÍDAS - ELO 2017



Funding and investment of financial resources



New opportunities:

NOTES IN PARANÁ

- 20 Collection points for invoices without cpf
- 23.000 Monthly average of received invoices
- 10 Volunteers involved
- R\$ 15.490,19 collected in 12 months



EMPLOYMENT

Project carried out in partnership with the Cluster Eventos for personal and professional training.

19 lectures 121 participants 30 volunteers

Funding R\$ 570,00 + 164 school materials + 304 invoices without CPF.

SOCIAL INVESTORS

Partner companies that advertise their brand in Elo and invest in social work

R\$ 25.800,00 collected during the year



MUTIRÃO For painting inside Elo headquarters

41 Volunteers and 9 companies involved

R\$ 1740,00 donated for paints and materials

R\$ 1090,00 invested by Elo



New opportunities

To expand the impact and sustainability Elo presents the following:

- **Pollen**
- **Charity bazar**
- **Certificate of Municipal Public Utility** (Certificado de Utilidade Pública Municipal)



COMPLIANCE

Through the Compliance Committee, since the end of 2016, Elo, in partnership with Revalore e Monitore, invests in training and development of the team, to increase the effectiveness of the values that move us and the positive impact on the lives of young people, their families and managers.

The purpose of the Compliance is to ensure that projects and people related to Elo work in accordance with legal compliance and act always ethically and transparently in projects, fundraising, results, as well as define a code of ethics known and shared by all audiences, in addition to raising and minimizing risks.



Elo family - support in the life of the young

In 2017

6 meetings with the family

to strengthen the bonds and opportunities for all involved with young people.

The topics studied were:
Relationship and interpersonal communication, physical and mental health.



The people behind the success of Elo in 2017



- 11 Employees 5 Paid trainees
- 8 volunteers to support employees for 3 months
- 5 Partner companies in service

13 Instructors

- 49 volunteers
- 4 international volunteers

Strategic objectives in 2018

Ensure the sustainability of the projects of Elo;

Expand development opportunities for the youth.

*More than 5,000 young people of Elo are grateful
for their partners!*



www.eloapoi.org.br

Rua Mariano Torres, 108
Curitiba - Paraná
(41) 3023-6915

