

Summary

Courses open to the community

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To the reader

Our 2021 Activity Report presents the results obtained during the year, partnerships and news. In commemoration of 20 years of work focused on transformation, this edition presents major milestones, which along the way have led us to impact more than 7,500 lives and consequently countless families and communities.

In the years 2020 and 2021, even in the midst of so many adversities caused by the pandemic, we transformed challenges into opportunities to expand our horizons and innovate to continue leading qualification and promotion of access of adolescents and young people to decent work. The principal highlight is the online training for young apprentices through the Google Classroom platform, the implementation of the Startup Project (in partnership with Junior Achievement) for young apprentices with training in Logistics and free free courses for community in the area of Personal Finance, Softskills and Programming Logic.

To be more and more close to partner companies in the development of social actions related to the ESG concept.

All the experiences made us value our partners even more, evidencing that even the most adverse scenario is not able to cancel a team moved by love and focused on a purpose. With great joy we invite you to get involved in this story.



YEARS transforming

2001

START OF ACTIVITY

In the search for ways to offer development possibilities for adolescents and young people at social risk, the couple of engineers Vieira, Renault and Tissot,Marília, with the support of their families, create the 1st class of Elo, dedicated to extra lessons, initially for 15 adolescents.

PLANTING THE FUTURE PROJECT

Elo is authorized by the Ministry of Labor to be an young apprentice and opens the first class of the Planting Future Project. 2004

2007

PARTNERSHIP WITH UNINTER GROUP

Partnership for room sharing.

PLANTING HOPE PROJECT

Start of the Planting Hope Project with 20 adolescents and young people living in Vila Zumbi, on the suburb of Curitiba.



2011

10 YEARS OF ELO

Elo completes 10 years of operation with more than 150 allied companies and 806 young apprentices.

Class of No. 100 PPF

In addition to the milestone of the number 100 class of the Planting Future Project, Elo received the Protagonists award, from Gazeta do Povo, and moved to the new address (Mariano Torres, 108, Curitiba Center). 2013

2015

LEGACY AWARD

Elo received the Legacy Award for Social Entrepreneurship.

1st RYLA

Elo young apprentices participated in the Class Leadership Training with the Rotary Club Curitiba Centro.



2018

CEBAS CERTIFICATION

Certified by the Federal Government as a Beneficent Entity of Social Assistance.

VOA/AMBEV APPROVAL

Elo was one of the 52 organizations in Brazil selected to participate in VOA. A mentoring and training program in management of AMBEV. The program lasted until 2020 and ended with the receipt of PEX/VOA certification.
In 2019, Elo also received the Impulse Of Good Practices Award in the 3rd sector, held by the GRPCOM Institute, in participatory leadership and financial management category.

2019

2020

DONATE A+ SEAL

Elo was approved in the audit process of the Donate Criteria Seal 2020-23, qualifying as a certified organization with the A+ Seal.

EXPANSION OF COURSES FOR THE COMMUNITY

During the year, 97 hours of development courses were offered to the community, in addition to existing projects with focus on adolescents and young people.





MISSION

Promote training in human values and employability, developing adolescents and young people for social transformation.



VISION

To be recognized as an Organization of excellence in the training of adolescents and young people.



VALUES

- Respect and love for others;
- Ethics and Transparency:
- Social and environmental responsibility;
- Purpose and Passion;
- Gratitude and Faith.



ODS

Elo's work is based on the Sustainable Development Goals (SDGs), in particular ODS 1, 4, 5, 8, 10, 16 and 17. Working with:



Poverty eradication

Income generation for adolescents and young people whose families are in a situation of social vulnerability.



Quality Education

Training that prioritizes human formation and professional training, aligning theory and practice and stimulating intraentrepreneurship, innovation and Life and Career Planning.



Gender equality

Encouragement and support for the development and professionalization of women who are part of the organization's staff and apprentices.



Decent work and economic growth

Ensuring decent employment for adolescents and young people based on the Apprenticeship Law.



Inequality reduction

Development of skills, personal skills and employability.



Peace, Justice and Effective Institutions

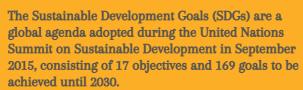
Realization of actions and projects that based on ethics, transparency and justice expand the possibilities of development for adolescents and young people.



Partnerships for the implementation of objectives

Partnerships with organizations from the three sectors that contribute to the implementation of the ODS through training in human values and employability of adolescents and young people, sustainability actions, participatory management, culture incentive, transparency and ethics.

In 2021 Elo received for the fifth consecutive year the Sesi ODS Label, which recognizes industries, companies, public institutions, civil society organizations and public and private educational institutions that are acting for the Scope of the ODS.



The aim is to eradicate poverty, hunger and promote sustainability in the world, ensuring that all people and the environment have peace, health and prosperity.





Directors

Marília Tissot e Renault dos Santos

Fiscal Council

Daniel Rugilo, Maria do Rocio Geraldi e Thiago Kuntze

Alternate Council

Roberto Gava

Effective Partners

Denise Tissot do Amaral, Flavia do Amaral S. Ceschin, Franciele Gabardo, Kátia Correa, Lindadir Soares, Pedro Dias, Rejane Afonso, Renata do Amaral Santiago e Roberto Gava

Benemeritus PartnersDarly Soares Alves, Lindadir Soares, Nancy Tissot, Pedro Farinha, Rebecca Gieese e Sonia Beraldi Magalhães

Executive Management

Claudia Marcia Rodrigues e Naila Oliveira

Geste and Management

Rejane Rodrigues, Eliane Aparecida Luiz, Cristiane Wustro, Elliton Vieira, Evelyn Muller, Sarita Menegusso, Amanda Rodrigues Colaço, Gabrielle Furtado Rocha, Isabela Castilho Lourenco, Jakeline de Mattos Martins e Eduarda Medeiros

Partnerships and Relationship

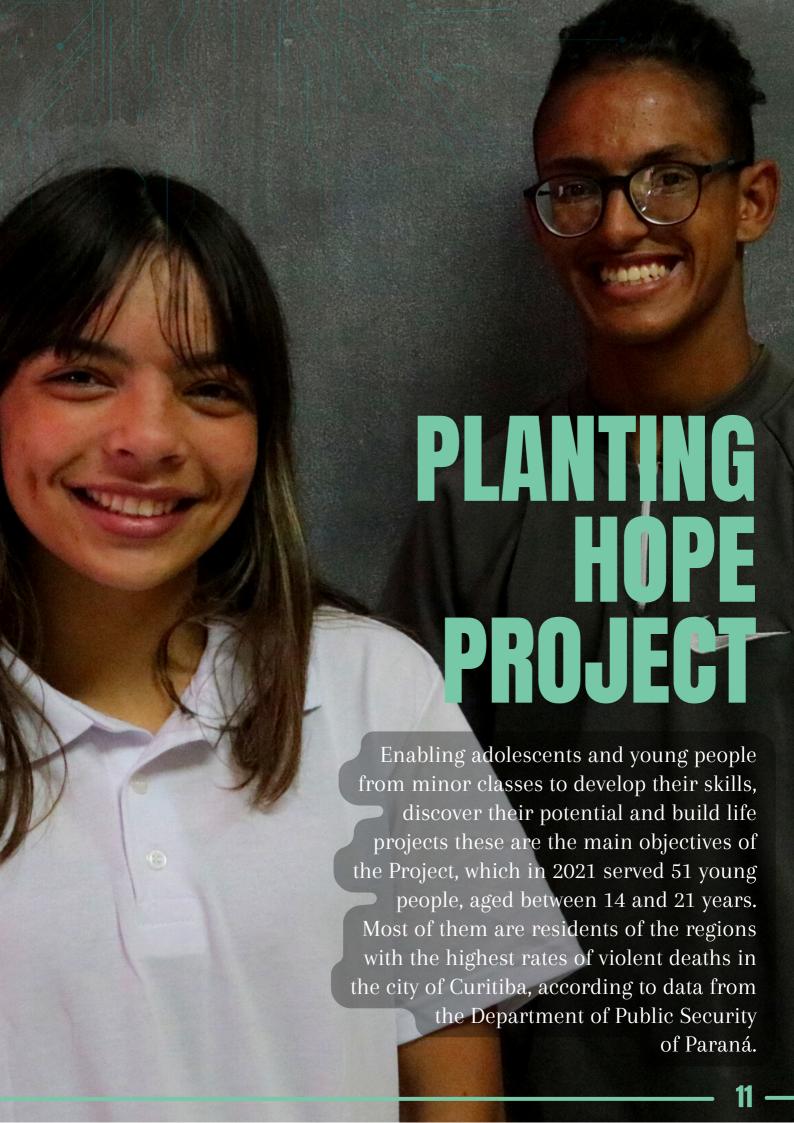
Bruna Raksa, Jacqueline Dranka, Marilaine Martins e Amanda Regina

Administrative and Financial

Maria Izabel Tizzot e Lucimara Silva

Teachers

Ana Julia Baumel Geraldi Célia Riesemberg Débora Ruffino Leiba Emmanuel Meira Barros Eunice Moura Giovanno Araújo Gustavo Yuri Misael Ironi Teresinha de Almeida Krysthian Ratier Lesliane de Morais Maria Emília de Freitas Pamela Binda Rafael Gava





PROTAGONISM

The modules that the participants perform being within the project are structured in order to fill gaps often left by the lack of family structure, economic condition, violence, lack of quality basic education and /or absence of a society that guarantees security and access to other basic rights.

Main content worked with participants:



Self-knowledge

Emotional Intelligence, Purpose, Self-Esteem and Potential, Interpersonal Relationship, Life and Career Planning.



Skills

Communication, Posture, Citizenship and Leadership.



Employability

World of Work, Environmental and Financial Education, Informatics, Entrepreneurship, Professional Guidance. "The Planting Hope Project is very special, it is an inclusion project, where young people learn that they are subjects of rights and that they can make a difference.

Tracking their progress throughout the course is gratifying. The young people attended are predominantly at social risk and arrive with many personal conflicts, with low esteem, without basic notion of how the world of work works and not to mention computer science, since, computer is not an easily accessible equipment.

In a month of course, one notices the change mainly in the issues of self-esteem, they start to communicate more and share their life stories, some with very complicated history, but with the confidence that they are acquiring day by day and finally they feel safe to share, making the group closer.

In the following months it is just evolution, we perceive in the speeches and posture how much they are learning and when the end of the course comes is the most incredible feeling, the heart overflows with happiness.

I believe that the Planting Hope Project makes a difference not only in the lives of young people but especially for us professionals, since we have learned a lot from them, it is an honor and an immense pleasure to be part of this project."

Lesliane Morais - Social Worker, Social Educator and Instructor



BREAKING BARRIERS

The classes of the Plantando Esperança Project have a minimum workload of 80 hours of theoretical training and in pre-pandemic times the meetings were all face-to-face (held in Elo or in a partner organization). Being the snack and transportation payed by Elo or partners.

Faced with the challenges posed by the pandemic condition that we experienced in early 2021, the first group of the project took place all in the EAD (online) format, where difficulties were observed in internet access. With a more favorable condition and the advance of vaccination against COVID-19, the second class, held in the second semester, took place in the hybrid format.

Some young people with internet access participated in the meetings online, following all health protocols, gathered in the shed of the First Baptist Church of Curitiba (PIB) located in Parolin, to have access to computers, internet and monitor (ceded through the partnership with GDP) and perform the training.

In 2021 the project served 51 adolescents and young people with 95 hours of training.

"Having at my side the Planting Hope Project at this stage of my life was amazing, and I just have to thank you for being part of this project and having met wonderful people that I will lead to life, as well as all the teachings, advice, laughter, which helped in my development both professional, personal, to trust me more and have the courage to chase my dreams, for we are and we can be what we want!

I loved every meeting from my heart and I am grateful for everything and for the opportunity, which helped me to be a better and more confident person for life."

Bárbara Cristina Chagas, 17 years old





PARTNERS

The Plantando Esperança Project is carried out entirely with partnerships. Whether with other third-sector organizations, private, government, and/or community donations.

In 2021, the classes were made possible through a partnership with the Mulheres do Brasil Group, which has a center focused on Education and which received each of the participants with immense love, care and respect, teaching modules focused on personal development and life and career development.

Another great partner on this journey was Sesi Paraná, which provided teachers and for two days was in our building with a Mobile Dental Unit offering services to 38 young people, Plantando Esperança project with the eye refraction test (to detect the need for the use or not of glasses), the dental prophylaxis service (process of cleaning and conservation of teeth to prevent dental diseases from becoming more difficult to treat) along with a food voucher worth R\$ 120.00 to each young people.

The School of Informatics and Citizenship (EIC) worked together with Elo offering digital inclusion modules and the first class of the year also had the support of the Serve, Welcome and Care Group (S.A.C.), volunteer teachers Claudia Boccaline and Nilcéa Pinheiro and image consultant Cibelle Taques, with a lecture on posture in job interviews.

The location and care offered by PIB (church) were fundamental to the realization of the second class of the project. In the space, the participants had access to computers, adequate conditions for learning and development, monitoring and snacking, provided by the partner organization.

















Plantando Futuro

VOCATIONAL TRAINING

During his passage through the Planting Future Project, the apprentice Elo participates in a training with duration of 1,280 hours, where 880 hours are of practical training, in the partner company that hired him and 400 hours in professional theoretical training in Administration or Logistics with emphasis on sustainability.



In the training are exercised with each apprentice the characteristics of entrepreneurial behavior: Search for Opportunities and Initiative, Persistence, Take Calculated Risks, Quality and Efficiency Requirement, Commitment, Information Search, Goal Setting, Systematic Planning and Monitoring, Persuasion and Network of Contacts, Independence and Self-Confidence so that he can be an intraentrepreneur in the company where he operates, being proactive and performing the role of apprentice with excellence.

And for these purposes to be effective, young people have the opportunity to actively participate in a calendar of sustainability themes and actions and to develop company projects, especially Social Business.

By experiencing this experience, the apprentices develop competitive differentials and are better prepared to face the challenges of living in society, caring for and preserving the planet, knowing and knowing how to work responsibly and committedly and especially being the protagonist of their own history, effectively contributing to social transformation.

Promotion of meetings with parents and guardians **Psychological** follow-up with apprentice and family **Company Project Evaluation of the** apprentice combining competencies evaluated in the company **Quantitative and qualitative** evaluation of all modules Personalized followup with each company Leadership training for class representatives **Creation of the** Individual **Development Plan** of each apprentice Computer, entrepreneurship and finance modules **Human formation**, with soft skills classes, personal branding and ODS

The theoretical training takes place with specific instructors for each module and monitored individually, where it seeks to ensure the best possible development experience for each participant.



ADVANTAGES

ADVANTAGES FOR YOUNG PEOPLE

- Guarantee of income and rights;
- Vocational training;
- Socioemotional follow-up;
- Encouraging the strengthening of bonding, citizen participation and protagonism.

"My daughter entered the Elo Learning Program approximately 5 months ago and since then it has been possible to observe many benefits in her behavior, improvement in her communication, her resourcefulness in the face of everyday situations, and has also developed her professional side, improving skills and knowledge that will make the different in her career."

Cirlei de Souza Medeiros, mother of apprentice Eduarda Medeiros, 16 years old.

ADVANTAGES FOR COMPANIES

- Social Responsibility Choose to hire apprentices through the Learning Program that prioritizes adolescents and young people who are in a situation of social vulnerability, such as the Planning Future Project. An investment in social action, talking directly with the development of ESG actions:
- **Investment in the future** Making part of the beginning of a young person's professional life offers the company the opportunity to train a collaborator according to their philosophy and invest in their potential;
- Comply with the current determination regarding Learning According to Law 10.087/00, Decree 9579/18, Ordinance 723/12 of the Ministry of Labor and Employment, medium and large companies must ensure at least 5% of their vacancies for young apprentices and, at most, 15%. In addition, micro-enterprises can also join the program, even though it is not mandatory.

The acronym ESG has gained prominence among companies, in a context in which society values businesses that respect the environment, people and good management. These are demands that reflect the behavior of new generations, which increasingly prioritize the consumption of transparent and responsible brands.





Innovations in the project

Startup Development by Logistics
Apprentices: Through a
methodology of Junior Achievement,
one of the largest encouraging
social organizations in the world,
apprentices who attend Logistics
Training now develop Startups
during the program. To facilitate
day-to-day issues inside and outside
the companies that operate.



In 2021 all Elo apprentices participated in the Cycle of Lectures on Emotional Health and Violence at Work, organized by the university students of the last period of Psychology of the Positivo University.



Like the Elo building, the technical team and techares were prepared for the face-to-face return of the apprentices. The actions were the acquisition of specific products to ensure the necessary care against the Covid-19, the relocation of the chairs and portfolios of the building and awareness of the team and apprentices.





Workshop with partner lawyers of Arns and Andreazza at the beginning of training to talk to apprentices about the Learning Act.



Elo transformed me and showed me who I am. Now I am another girl, a confident and determined person. Elo taught me that we must express our thoughts, that we have a very important role in society and that we can make a difference! Isadora Nascimento, 18 years old, former apprentice Elo se não hoje, quando? Se não você,



Implementation of the Agile System, a platform for the management of apprentices. All the documentation, frequency, evaluations, contracts and additives of the apprentices gathered in one place facilitating the routine of the companies.



Nurap

The partnership between Elo and the Center for Professional Learning and Social Assistance (NURAP), signed during the month of November, provides opportunities to meet the demands of companies that hire apprentices in the city of São Paulo.

Implementation of new practices to align existing work processes within the organization the General Data Protection Law (LGPD).





Courses open to the community in 2021

HOW TO ORGANIZE YOUR FINANCIAL LIFE - with Eunice Moura

23 participants - 10 hours of course

SOFT SKILLS- with Mary Freitas

18 participants - 5 hours of course

Cultural exchange for the leading role of young women - with Brazilian Experience

12 participants - 09 hours of course

PERSONAL FINANCE AND INVESTMENT

- with Atrio Investiment

10 participants - 14 hours of course

PROGRAMMING LOGIC

- with technology startups

14 participants - 50 hours of course

FOR APPRENTICES

Starting the realization of an old desire of Elo, the partner Playing for Change presented 17 apprentices and a collaborator Elo with scholarships to conduct a complete English course, 100% free and with teaching material.







COMMUNICATION

The Network

In 2021 Elo had a significant increase in access to content made available via Youtube, reaching more than 900 hours of viewing through the organization's channel on the platform.

The 286 posts impacted the growing number of followers on the networks and caused 2,518 interactions on Facebook, 3,466 on Instagram and 149 on Linkedin.

NUMBER OF FOLLOWERS:

Linkedin







Click on the icons to follow us also through social networks:







COMMUNICATION

03 21

World Youth Day

In commemoration of World Youth Day (March 30), Elo brought together representatives of cpce (Council of Business Citizenship), Aurora Institute, De Propósito Comunicação, EIC (School of Informatics and Citizenship) and Playing For Chance together with adolescents and young people of different realities, talk to the public about what is expected of the future we are building for youth and what we can do to make the future more egalitarian and dignified. Access the video here.

08 21 Youth Week

During the second week of August, virtual conversation wheels were held with the apprentices to discuss topics chosen by them.

09/08 Chat on Law and Public Policies for Youth - Guests: lawyer Patrícia Duarte and Alex Sandro da Silva, Director of the Center for Socioeducation of Laranjeiras do Sul and Counselor in the State Council of Youth of the State of Paraná.

11/08 Chat on Financial Balance in youth - Guest: Altemir Farinhas.

13/08 Chat on Science of Happiness - Guest: Gustavo Arns.

COMMUNICATION

<u>09</u> 21

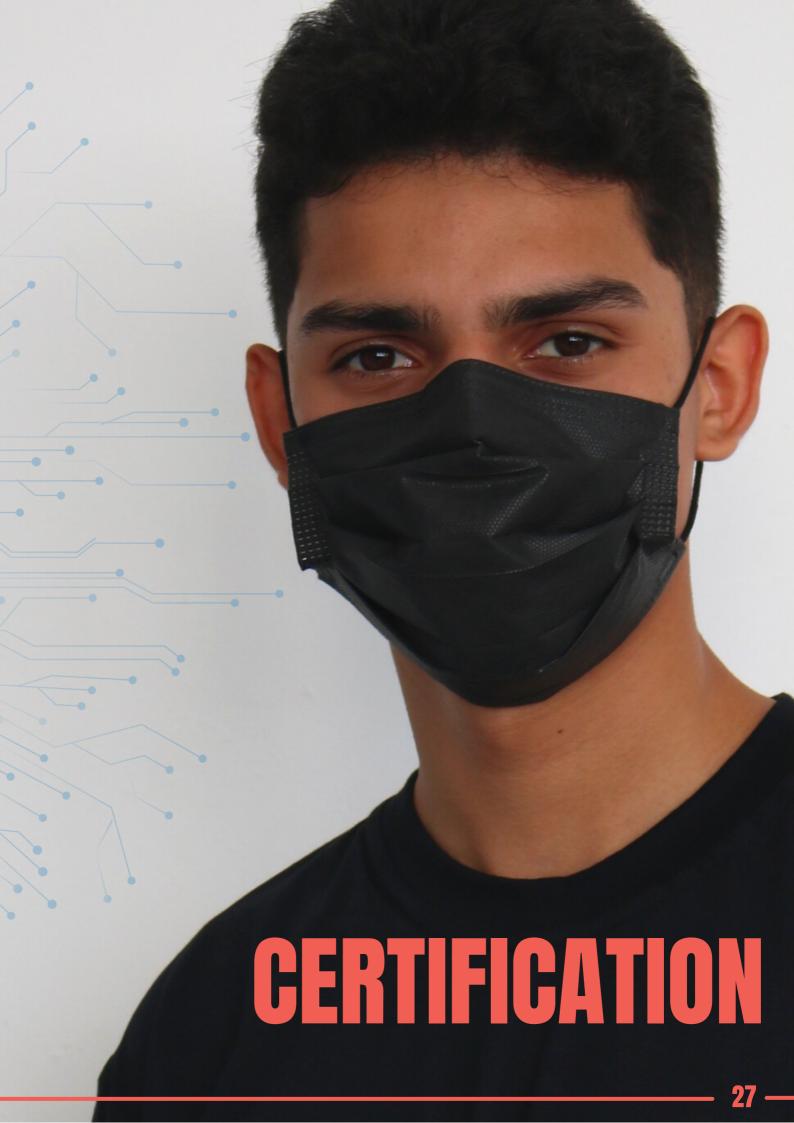
NPS Search with customers

With the support of HR Nossa professionals, who voluntarily support the cause of Elo in various areas, an NPS (research that points to the degree of customer loyalty) was developed, applied and measured with Elo's partner companies in hiring apprentices. 80% of partner companies are promoters of the Elo brand.

<u>09</u> 21

Let's dream the Link together

The action carried out with MetaIntegral invited all from team, partners even former apprentices to report their experiences with Elo, build scenarios to mark the journey with a view to a future with security, union, care and love for others.





SESI SEAL UDS 2021

In 2021 Elo was certified with the Sesi ODS Seal in recognition of the work done during the year to improve management, engage and strengthen employees to meet the challenges of work and the pandemic. Especially women, who make up more than 87% of employees.









FINANCIAL

ENTRIES 2021

ENTRIES 2021

Learning fee

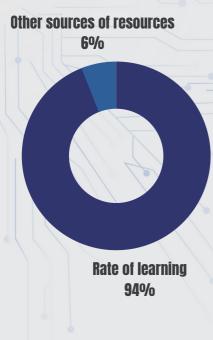
R\$882.567

Other sources of resources

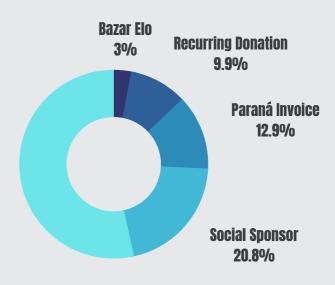
R\$51.995

Entries 2021 in percentage

Representative of other sources of resources



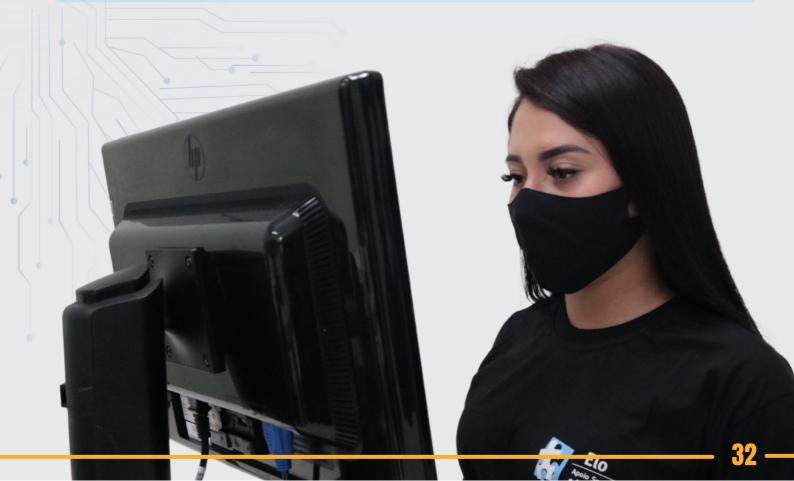
General donations 53.5%



FINANCIAL

Financial Outcomes 2021

Financial Outcomes 2021		
Administrative	R\$34.702	
Financial	R\$6.795	
Tax	R\$1.978	
Suppliers	R\$52.825	
Direct costs	R\$154.678	
Building	R\$148.170	
Employees	R\$642.857	







Social sponsors











Partner organisations and companies

Brazilian Experience, CPCE, GRPCOM, FACOP, FAE, Fármacia Nissei - loja Marechal Deodoro, Fórum de Aprendizagem, Ícaro, Instituto Legado, Grupo Mulheres do Brasil, Junior Achievement Brasil, L'Acqua Verde, Quintal do Monje, Rede do Terceiro Setor, Playing for Change, Pride, RH Nossa, Sauí, Sebrae, SESI/FIEP, The UK Online Giving Foundation, Universidade Positivo, VOA - AMBEV.

Partner companies in hiring apprentices

Aço Mineração Matriz, Adval Tech, Alper Consultoria, ANB Farma, Apex, ASPP, Associação San Julian, Autobarigui Comércio de Veículos Ltda, Banco Bari, Bari Promotora, Bari Service de Crédito Ltda, Barigui América Comércio de Automóveis Ltda Matriz, Barigui Asia, Barigui Caminhões Ltda Matriz, Barigui Comércio Matriz, Barigui Campanhia Hipotecária, Barigui Oriente Comércio de Automóveis Ltda Matriz Nissan, Barigui Veículos Ltda - Matriz, Cavo, Cebraco (Barigui), CEDAV -Mulher, Cimento Itambé - Colombo, Cimento Itambé -Concretos, Cipry, Clínica Los Angeles, Constel Engenharia, Construtora Pride, Coritiba Foot Ball Club, CWBem, Dambrosi, Dasa, Dex Peças, Embrasil, Espaço Barigui Automóveis - Torres, Estre, Extramed, Ferramentas Kennedy Pinhais, Fesp, Ford Center Automóveis Alto XV, Fórmula - Marechal, Forza Máquinas Agrícolas e Construção Ltda, Four Hands, Fresnomaq, GMAD, Gonzaga Imóveis Ltda, Gonzaga Matriz, Gonzaga Norte, Gonzaga Participações, Gonzaga Sul, GVM Logística, Hospital Cruz Vermelha, Hospital Nossa Senhora das Graças - Materdei, Hospital XV, Incapack, J. Malucelli - FM Studio 96,

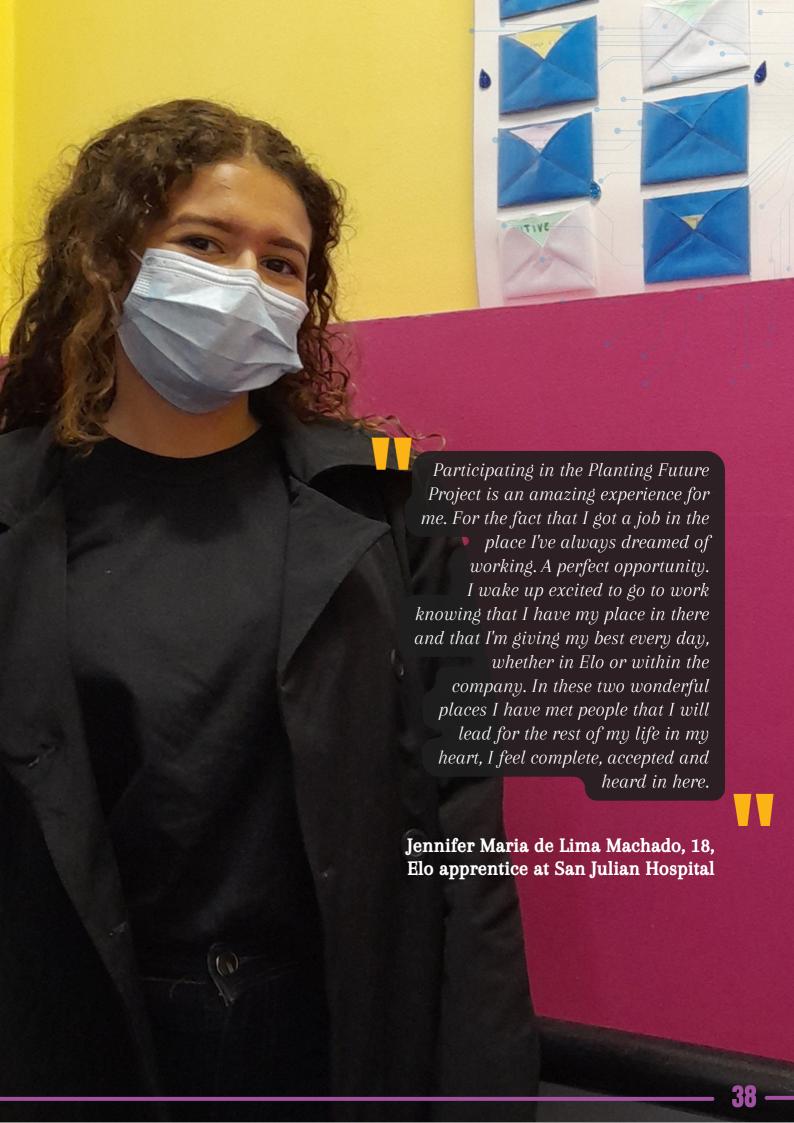
J. Malucelli - Junto Holding, J. Malucelli - Rádio 90.1 -CBN, J. Malucelli Companhia Paranaense de Construção, J. Malucelli Equipamentos, J. Malucelli seguradora Junto Seguro S/A, Kapazi, Laborsys, Lanac, Laserflex, Latal, Laticínios Ruhban, Levapan do Brasil, LGM- Miranda Alumínio, Luciane Filial, Luciane Indústria Moveleira, Mafi Administradora de Imóveis, Marcelo Rodrigo Martins Silverio - Fazenda Rio Grande, Maternidade Nossa Senhora de Fátima, Novozymes Latin América Ltda, Orlando Bertoldi S/A, Ortoeste, Pernambucanas Hauer, Pharmalog, Pinocal, Plastilit, Policlínica, Pró Vascular, Proadec, Puma do Brasil, RAC Engenharia, Rápido Service, Revalore, RH Nossa, Rottas Construtora, Sincroniza Engenharia, Sodexo do Brasil Comercial S/A, Stall Borda do Campo, Stall Sítio Cercado, Stall SJP, Supermercado Tangua, The Coffee, Total Biotecnologia, Total Química, Transresíduos (Matriz), Transresíduos Ambiental S/A., Transresíduos Piraquara, Transresíduos Transbordo SJP, Valid, Verona, Vitta Indústria Moveleira, Vox Comércio de Automóveis

Partners

Alice Maria Bueno, Alison Mazza Lubascher, Andreza Gonçalves, Bruna Pereira, Bruna Raksa, Carla Patrícia Metzger Ferreira Saad, Carol de Carvalho, Christiane Graça dos Santos Fonseca Patruni, Claudete Andreola, Claudia Marques Freire, Claudia Rodrigues, Cristina Ângela Filipak Machado, Gladys Mischur, Isabela Lourenço, Isabele Blank, José Airton Silva, Juliana C. Zaparoli, Juliana Minetto, Luca Rugilo,

Madelaine Maria Revers Baqueta, Marcia Regiane Marques de Moraes, Márcia Yurimi Ono Sens, Marcos Takahara, Maria Cristina, Maria do Rocio Geraldi, Naila Ramalho, Nancy Lucia Russo, Paula Minetto, Ravena Viana Lima, Renata Amaral Santiago, Renault Vieira dos Santos, Rejane Rodrigues, Rui Ferreira, Sandra Regina Fusco, Sarah Ann Minge, Sonia Regina Lemos, Tainá Sanches, Wagner Marques.





Contribute to Elo projects

Hire an apprentice to work in your company

Be a volunteer

Add your company name to our cause by being a Social Sponsor

Make direct donations via:

PIX

Key: CNPJ 04.626.953/0001-10

BANK ACCOUNT:

BANK ACCOUNT: (237)

Agency: 5727

Current Account: 8576-6 CNPJ: 04.626.953/0001-10

Current Account:

Visit the website: eloapoio.org.br then click on the option "Doe Elo" and give any amount via credit card or bank transfer. DONATION OF INTERNATIONAL COMPANIES CAN BE GIVEN BY THE PLATFORM BENEVITY CAUSES



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