

ANNUAL REPORT 2022





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I opened Beja Institute for a strategic and collaborative philanthropy, which was later named oxygenated by one of our board members

We seek in our actions excellence in social impact. We review our investment portfolio and look at social businesses and foundations with our multiplier effect filter, seeking sustainability by researching which projects, actions, and sectors will have the most impact, reach more people, and get more efficiently and closer to poverty eradication.

We completed a year in 2022 and allowed ourselves to experiment. Between mistakes and successes, we are moved when we come across entrepreneur, expert, and highly capable people, fighting for a better Brazil.

We understand that we need a scientific basis to act, and for this reason, we invest in research. We found that there are a multitude of good projects in progress, and we work with our own projects only in the field of knowledge diffusion and collaboration.

Our Theory of Change includes three main causes: children education, gender equality, income generation for 50+, and a cross-sectional cause that must be present in all of them, which is mental health. We consider that in order for the individuals to be the protagonists of their own story, we need to give tools to them to overcome their traumas acquired in such vulnerable environments. Therefore, we seek new paths and opportunities for our contemplated public.



Pedrinho

The mascot was created in honor of Pedro Alberto Fischer, who inspired and whose legacy led to the creation of Beja Institute

Last year, we went from A to Z, testing theses and partners. We managed to get collaborative philanthropy in two projects, invested in accelerating social business, financed research in the sectors in which we work together with renowned entities, and managed to map a lot of data to follow our purpose in 2023.

There is no more space in Brazilian society for chauvinism and structural racism. We open new possibilities. We want to reclassify the conduct of our society. And we continue to seek what encourage us to start: promote human dignity.

We count on the support of our team, as well as all of yours. Access our website and our social networks and embark with us on this journey for a fairer and more equal world.

Thank you very much to everyone.

Our Theory of Change includes three main causes: children education, gender equality, income generation for 50+



Cristiane Sultani
Founder and President of Beja Institute



PRESENTATION



This social report, like so many actions we carry out at Beja Institute, was created from the desire to inspire. We start with this invitation, so that you can dream with us, knowing through our projects how we seek to realize our dreams, which are reflected in :

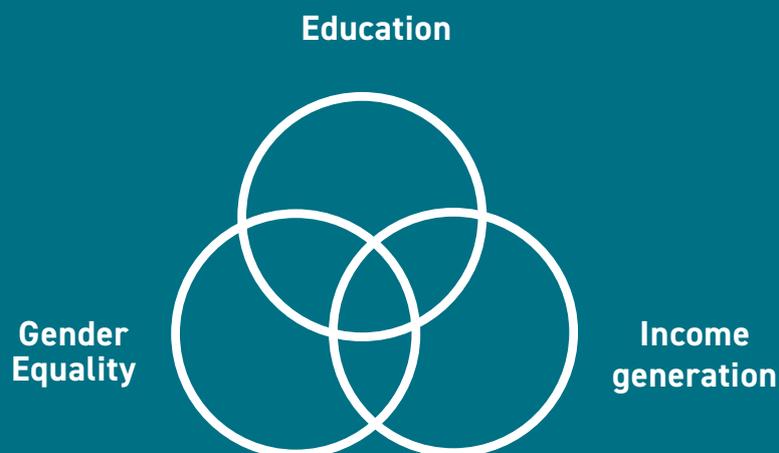
OUR VISION

A world in which each person can fully develop.

It also aims to fulfill our transparency commitment with stakeholders, an important factor in the PSI ecosystem. To achieve these accomplishments, we follow:

OUR MISSION

To promote integral human development through interconnected actions on three fronts: education, gender equity, and income generation.



This is the path we follow to make the **impact** we expect to reduce inequalities through two central axes of action:

- **Structuring actions and advocacy** for medium to long term changes - should represent 40% of the total invested.
- **Integral care and full development** for short to medium term changes - should represent 60% of the total invested.

2030 Agenda

A global appeal to end poverty, protect the environment and the climate, and ensure that people everywhere can enjoy peace and prosperity. This is the purpose of the **17 Sustainable Development Goals (SDGs)** that make up the 2030 Agenda in Brazil and in the world.

Beja Institute directs its projects to make positive impacts to seven of these SDGs.



**“We will seek to captivate more and more people who are in our values, inspiring them to be multiplier agents of good for everybody (...)
We also invite you to dream, innovate, achieve, inspire, and transform with us. Vamos Bejar!”**

Excerpt from the Private Social Investment Manifesto (PSI) published in the Theory of Change, the social transformation strategy of Beja Institute



“Our social investment aims to promote full development and self-awareness through structuring actions, advocacy, and integral care for families on three programmatic fronts: education, gender equality, and income generation 50+”

Cristiane Sultani, Founder and President of Beja Institute

Our public

In order to achieve our goals of social transformation, our overriding action is with the public living in vulnerable situation, non-hegemonic groups and minorities.

In income generation and education axes there is no gender restriction – and income generation area is focuses on people over 50. In combating violence, our final public consists in women and children, with the purpose of reducing violence against them; we also act, as middle public, with men and boys for awareness in the perspective known as plural masculinities.

ACTIONS	GOALS
Fight poverty in a multidimensional and integrated way	Full development
Combination of interventions and approaches with short, medium, and long-term results	Reduce Brazilian social inequalities, which are many, urgent, and complex
Family – in its most diverse forms and compositions - as central core	Human development desired
Access to qualified education, decent income, and gender equality	Social justice
Expansion of individual and collective consciousness	Citizenship, social participation, and protagonism
Socio-emotional intelligence, integral care, self-care, and mindfulness	Systemic changes
Institutional development of partner organizations	Strengthening of Brazilian civil society
Work in partnership and collaboration, including all sectors of society – public and private bodies, social movements/collectives	Social transformation
Strategic and long-term vision on social issues	Transformation of structures that foster inequalities



Our partners

In addition to the attention in choosing projects, we have a careful selection of our partners, considering:

- **innovation potential**
- **scalability**
- **incidence on public policies**

We also evaluate the potential for methodological contribution to validate that it is aligned with our principles.

We select our partners through the construction of qualified criteria and selection processes, choosing from a mapping of initiatives aligned with our purposes.

Track and monitor

Just as important as selecting good projects is to track the progress and monitor results to ensure that we follow the direction we expect. Through our Theory of Change, we developed our own methodology of Monitoring and Evaluation (M&E). However, in this first year of learning, we will use the methodologies of partners, prioritizing the development of reports of activities and results achieved, supporting them in this process.

The goal is to help enhance social investment partners

A good start

In our first year, the idea was to experiment, to get to know the various actors of the ecosystem that make up the activity axes of Beja Institute. We also worked to build a structured portfolio of experts.

During the process, we were able to foster the generation of data, information, knowledge, alliances, as well as intersectoral partnerships:

- We support projects in needy communities.
- We revitalize community space.
- We contribute to a greater reach of environmental education.
- We reach various publics in Brazil through opinion poll and behavior survey.
- We encourage systemic change in education and gender equality.
- We invest in social business in Brazil and in the world, starting from a new vision of sustainable development.

This first year was a year of hard work and dedication of everyone who works at Beja Institute, having as a guideline the motivation to the dream of a better world with innovation, empathy, self-awareness, and responsibility.

After so many actions and achievements, it is time to share the experiences that are part of this beginning of history. In this report, we want to tell you about the projects we support, the partner institutions, and the transformations we are promoting in Brazil. We are very happy and fulfilled with the results.

The future awaits us

Daily, at Beja Institute, we seek to build the future we want. And we also plan what we want from our future.

For the next few years we will move forward with strategic projects and partnerships that result in multiplier actions and strengthen advocacy in the central themes.

We want to promote debates and repercussions on the causes we act to bring reflections and foster social changes that encourage society to rally around, provoking new public policies.



#vamosbejar

We hope that each of these projects that we present in this report can also encourage you to dream, innovate, achieve, get inspired, and transform with us.

May our projects promote the social transformations we aim for the world.

The first year of Beja Institute was also a period of discoveries and learning in which we were able to experiment and put into practice our mission and, together with our partners, we walked in the direction of our purposes.



18

Supported Projects

We present here the 18 supported projects throughout 2022, distributed in our axes of action. In our selection to support initiatives, we seek institutions that already have projects in progress and have structure to expand activities. We encourage the planning to expand reach, seek to strengthen the ecosystem in which the project is inserted, consider partnerships.

Our goal is always to promote greater positive social impact to achieve and overcome targets and improve the living conditions of as many people as possible, promoting the transformations that are our mission.

Here is what we have accomplished in our first year to help build the future we dream of.





CHILDREN DEVELOPMENT

01

Union of efforts to improve education

The study aims to help the countries improve early learning experiences of children to support their development and well-being.

In a collaborative effort among Maria Cecilia Souto Vidigal Foundation, Tecendo Infâncias Institute, Itaú Foundation, B3 Social and Lemann Institute, Beja Institute contributed with financial resources for the Organization for Economic Cooperation and Development (OECD) to apply the methodology of the International Early Learning and Child Well-Being Study (IELS) in Brazil. With this, we will have access to the results of the work, and Brazil will become part of the ranking.



OECD Alliance-IELS

The IELS Alliance aims public policies of education, health, social assistance, and others related to children development in the country, with the results of the collective effort are expected to be disclosed in 2025, after consolidation of information and construction of public policies proposals.

Organization for Economic Cooperation and Development (OECD)

With 60 years of experience, the OECD is an international organization that aims to build better policies for a better life.

Its goal is to adjust policies that promote prosperity, equality, opportunity, and well-being for everyone.

The study works in the age group of 5 because it is considered that the initial years of life are crucial for child development. This is the period when children learn faster than at any other time in their lives, developing basic cognitive and socio-emotional skills fundamental to their future achievements in school and adult life.

When the purpose is to better prepare the world of tomorrow, children education plays an essential role.

Learning scenario

The goal is to help the countries refine early learning experiences of children, to improve and support their development and general well-being – how they interact with others and how they deal with future successes and adversities professionally and in their personal lives. And to promote this development, children need continuous interaction, care and attention from their parents and other caregivers.

The results of the work will guide the review and development of updated instruments to contribute to the international learning scenario of this public.

The study provides countries with a common language and structure, with a collection of strong empirical information and in-depth insights into the development of children's learning at a critical age.

Global results

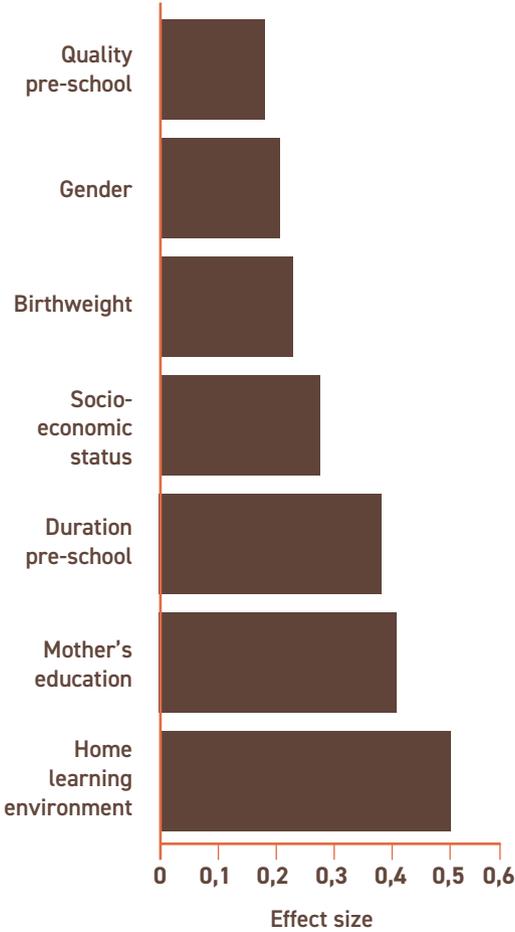
The results of the research in other countries – England, Estonia, and the United States – show that high-quality education and care programs in early childhood provide long-term benefits for cognitive and socio-emotional skills, leading many countries to increase the number of such programs in recent decades.

In addition, there is a growing interest in improving the quality of children education programs and home environments, to provide them with a good start from an early age.

However, the empirical research is still limited on how children's skills develop and are interconnected in early childhood. Likewise it is important to gather more information about the influential environmental factors at home and in childhood education programs that promote or prevent children's development.

There is also no common structure and comparable empirical information about these topics in national jurisdictions, which limits peer learning and sharing best practices among countries. Therefore, a group of countries from the OECD have initiated an international study on children learning. IELS was later launched to respond to this demand to help countries have the right instruments for early children development and improve their long-term well-being.

Impact of contextual factors on children's literacy at age 5



Note: Effect size compares the relative strength of different factors that influence children's literacy proficiency at age 5. It is expressed in the units of standard deviations where an effect of 0.1 is relatively weak, one of 0.40 is moderately strong, and an effect of 0.70 is strong.



Source: <http://bit.ly/3XwMfK5>



RIGHT TO EDUCATION

Promotion of educational equity

Beja Institute funds the Center for Studies and Research in Education, Culture and Community Action (Cenpec) in conducting quantitative and qualitative research to identify trajectories and school strategies to cope with the impacts of the pandemic.

Cenpec aims to promote equity in education. It works in partnership with the government (municipal and state educational authorities, Ministries), business foundations and institutes, multilateral organizations, civil society organizations, and research institutes, with the subjects who implement public policies, and in addition to equity, aiming the reduction of educational inequalities. The purpose is to guarantee the right to education of every child, adolescent, and young person in Brazil.

In partnership with the institution, Beja Institute aims to identify and analyze the school trajectories and the strategies adopted by the municipalities of São Paulo and Rio de Janeiro to cope with the impacts of the pandemic on the school flow, learning and mental health of students, and the repercussions on the daily life of the educational networks schools.

Quantitative and qualitative research will be conducted, and the results will be known as from March 2023. Upon verification of results it will be possible to identify crucial points to act in the construction of partnerships, development of projects and proposition of tools that are used in the construction of best practices in public education.

Cenpec principles follow the mission of our Institute. At the request of Beja Institute, Cenpec will include the State of Rio de Janeiro for the first time, so that we can propose public policies in this direction.

02



Cenpec

Cenpec is a non-profit civil society organization that has been carrying out its mission for 35 years through the production of knowledge and the impact on public policies in the field of education and its articulation with other rights.

Principles



Integral and inclusive education

It starts from an integral look at the development of students in the intellectual, physical, and emotional dimensions. Cenpec believes in the transformative power of inclusion and creates conditions for all to learn and develop.



Dialogical action

Initiatives consider that to transform realities it is necessary to understand the context and develop actions in constant dialog with the territories and the different people who work in them.



Network mobilization

Cenpec promotes collaboration with school communities, students, families, public authorities, civil society, and private initiative. Adding efforts, it enhances actions and advances in the construction of common dreams.



Articulation between theory and practice

The entity values the dialogue between study and research through continuous training, reflection and constant evaluation of educational actions.

Strategies to build equity

- 1 Search strategy for those who are out of school
- 2 Prevention of abandonment and school dropout
- 3 Training of managers and teachers to strengthen teaching networks
- 4 Teacher training for understanding and development of curricular guidelines
- 5 Strengthening the educational spaces of the territory
- 6 Correction of educational flow
- 7 Recomposition and recovery of learning
- 8 Literacy
- 9 Evaluation of projects, programs, and public policies
- 10 Production and use of dynamic data on customized educational inequalities for municipalities
- 11 Monitoring and evaluation of social programs
- 12 Awards as strategy for training educators and mobilization of networks
- 13 Distance education for educators
- 14 Applied scientific research

In partnership with the Cenpec, Beja Institute aims to identify and analyze the school trajectories and the strategies adopted by the municipalities of São Paulo and Rio de Janeiro to cope with the impacts of the pandemic on the school flow



MARINE PROTECTION

Data for qualified performance

The Ilhas do Rio Project from Mar Adentro Institute conducts scientific research and promotes awareness to protect the islands of Cagarras Archipelago/ RJ

Developed by Mar Adentro Institute, the Ilhas do Rio Project has Sustainable Development Goals (SDG) of importance and complementary meaning to those of Beja Institute. It involves the pillars of Scientific Research, Environmental Education - Children, Adolescents, and Awareness - and Communication. As common points, we have the proposal of social and cultural change, and self-awareness.

We know that promoting social and cultural change is a challenge and can take a long time. Therefore, supporting actions such as Mar Adentro, with environmental care and education of future generations, helps to create the future we want. Cultural change is fundamental when we think of long-term transformation.

Conservation of the sea

Ilhas do Rio is an environmental research and education initiative for marine conservation of the coast areas of Rio de Janeiro. It was created to supply a lack of information and scientific data about the diversity of the Cagarras Archipelago when its main islands became the Natural Monument of the Cagarras Islands (MONA Cagarras). The objective was to map the fauna and flora, both terrestrial and marine, of the new Conservation Unit.

With a technical-scientific team of great expertise and linked to renowned teaching and research institutions, the initiative develops scientific studies that results in essential information for the management of this first Marine Conservation Unit of Integral Protection of Rio de Janeiro.

From the donation of Beja Institute, several initiatives of

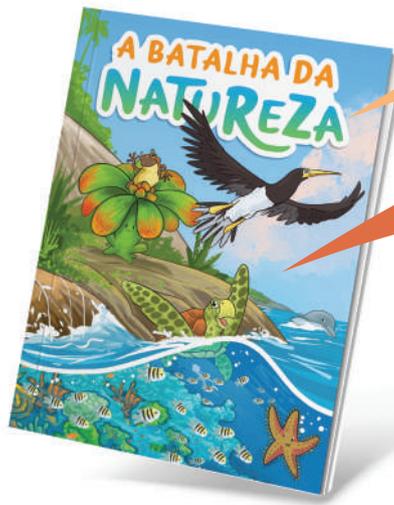
03



Mar Adentro Institute

Mar Adentro Institute is a civil association that seeks to promote, participate, and encourage actions to generate and disseminate knowledge about aquatic ecosystems and other associated ecosystems, aiming to ensure the integrity of natural processes, environmental balance, and the benefit of citizens today and future generations.

The work is done with playful activities, games, videos, theater, web series, among other actions



A Batalha da Natureza teaches children about the dramatic consequences that pollution causes to the environment and how this cycle also harms us

environmental education were promoted or expanded, with some highlights:

Environmental education

The environmental education actions carried out by the Ilhas do Rio Project follow the guidelines of Beja Institute, dealing seriously and attaching importance to the issues of awareness, cultural and behavioral change of people. Mainly trusting in transformation through the education of children.

The work is done with playful activities, games, videos, theater, web series, among other actions.

Some of the educational proposals, for example, include online activities to know the biodiversity of MONA Cagarras through the underwater records of animals in the environment, through Didático-Científica Collection of SAE from National Museum of Brazil -UFRJ, and the sound activity "Sinfonia nas Ilhas do Rio", with suggestions for memory and domino games in the family environment.

In addition to the activities mentioned, there are also the play "A Batalha da Natureza" for children, and they learn about the dramatic consequences that pollution causes in the environment and how this cycle also harms us. The characters Atobá, Tartaruga, Bromélia, Cacto, and Peixe lead the public to reconsider old habits that are apparently harmless,

but that actually impact the quality of the environment. The play is presented in public schools, and in 2022, Beja Institute enabled more than three thousand students from the public school network to see the play that was being showed in Cidade das Artes, in the month of the Ocean (June).

The play was showed in December 2022 at the Atahualpa Square reopening event in Leblon, which had circulation of approximately 200 people.



The work of **Environmental Education** is done with playful activities, games, videos, theater, web series, among other actions



STRENGTHENING

Maternity and early childhood as the center of social and economic development

Institute of Research in Technology and Information (IPTI) gathers a set of initiatives to face complex and multifactorial problems in Santa Luzia do Itanhy, in southern Sergipe, Brazil, one of the cities with the lowest Human Development Index (HDI) in Brazil

Located in a municipality with about 14,000 inhabitants, IPTI develops social technology projects aiming to face major local challenges: chronic unemployment, violence against women, high illiteracy rate, low health coverage and basic sanitation, as well as high vulnerability of families, high percentages of pregnancy in adolescence, and neonatal and child mortality.

CRIA (Cultivate and Raise Infancy Awareness) project, social technology that aims to promote the role of motherhood as a fundamental element in the social and economic development of the community, crucial for the proper development in early childhood, it started in

04



Institute of Research in Technology and Innovation

Created in October 2003 in São Paulo, IPTI is a non-profit institution of art, science, and technology. It aims to generate innovations capable of promoting human development, from the creation of social technologies in the areas of basic education, entrepreneurial education, and basic care. In 2009, the institute relocated its headquarters to Santa Luzia do Itanhy (Sergipe) to generate, with the local community, effective solutions in contexts of extreme vulnerability and with scalability potential.



CRIA Project: unique partnership with IPTI

Another example of collaborative and strategic philanthropy that Beja Institute wishes to exercise. We join a group of partners: José Luiz Egyptdio Setúbal Foundation, Mahle Institute, Raia Drogasil Group, Fleury, and Bayer.

The project aims to create strategies and methodologies in a participative way, involving adolescents and young people from the communities assisted

December 2022, with an initial estimate of development and validation for a period of 5 years.

The objective is to promote good maternity and paternity conditions in early childhood, covering the period of 2 years before the beginning of pregnancy up to the third year of life of the children, including humanized health initiatives and biodynamic agriculture. We hope this action can be a model and reference for other regions and communities in Brazil and the world.

The project aims to create strategies and methodologies in a participative way, involving adolescents and young people from the communities assisted in this pilot phase, which mitigate the main factors that do not contribute to a positive and full development of motherhood and early childhood. In addition, working on the implementation of a social business that improves the working conditions and income of the women from these communities, and fund the maintenance of the CRIA spaces.

As the theme involves several factors and is quite complex, CRIA associates a set of actions to face the main elements of this mechanism. A social technology with conditions of sustainability and scalability integrated to the public policies of the region.



3D project of CRIA space in Santa Luzia do Itanhya, in Sergipe

The reality in numbers in Santa Luzia do Itanhya



59%

of people are beneficiaries of the Bolsa Família, with average income below R\$ 6,00 per day, per person.



9,000

inhabitants of about 14,000 of the municipality live in rural areas.

Education: In the 5th grade of Elementary school, only



21%

of the students show adequate performance in Portuguese and 14% in Math.



05

The idea is that the action is a sustainability model to ensure the continuity of the CRIA spaces implanted in the communities of the pilot project and the others, where social technology is replicated, aiming to incorporate and/or develop solutions to address:

- 1 Unplanned pregnancy and pregnancy in adolescence
- 2 Gender violence
- 3 Promotion of parenting and paternity
- 4 Biodynamic agriculture
- 5 Food safety for pregnant women and children
- 6 Full development of the child (breastfeeding, affective, motor and cognitive development)
- 7 Promoting humanized health care for children, pregnant women, and the community
- 8 Improvement of women's income and working conditions

Participatory construction

The methodology applied in CRIA is participatory construction, involving local actors throughout the process, from the conception of ideas, the development of actions to the validation of solutions.

This social technology considers essential to listen to the community to insert it as the protagonist of its own transformation, enabling the social agents, as an integral part of the process, to act as disseminators of the method to other communities.

Complex scenario

An evaluation applied by the IPTI team with 1,200 Elementary School students from six municipal schools in Santa Luzia do Itanhya found that:



28%

of the students showed cognitive deficiency. Seeking to understand the origins of the high index, a survey was conducted with the mothers of these students and it was found that:



Proposal with 7 components

The CRIA proposal has 7 components to achieve its objectives:

- 1** Implementation and maintenance of CRIA spaces: 4 centers for children development and community support and entrepreneurship.
- 2** Qualify CRIA spaces as centers of promotion of human development, focusing on the promotion of sexual and reproductive health, paternity and parenting for full development of children and support to the community.
- 3** Biodynamic agriculture and food security, with a network of biodynamic farmers integrated to CRIA spaces; implementation of workshops on Food and Nutrition Education, with special focus for pregnant women.
- 4** Promote humanized health care to participants of CRIA spaces, with anthroposophy techniques to promote antenatal and postnatal care, including humanized birth, use of non-pharmacological methods for common discomforts in pregnancy, several workshops and therapies (curative pedagogy and social therapy; rhythmical massage), promotion of breastfeeding and creation of an anthroposophical pharmacy.
- 5** Create and test model of improvement of income for women and sustainability of CRIA spaces, with business plan and implementation of social business aimed at supporting innovation, adding value, branding and marketing of women's products and services.
- 6** Implement instruments to analyze the impact of CRIA on children development (milestones of development, parenting), on the family (food insecurity, economic conditions, knowledge of children development), on women (satisfaction with life, affection, attachment, self-esteem, antenatal care, postpartum depression, etc.), and on the CRIA space (services and attendance of the team CRIA).
- 7** Build and implement a communication plan of CRIA with the community and the territory to raise awareness of parents and communities about the relevance of early childhood to social and economic development of the family and communities.

Elements applied to ensure sustainability



Communication and engagement strategy that promotes cultural change and attitude toward special care for women and children.



Promotion of entrepreneurship and value aggregation to women's local production so that they have more time to dedicate to pregnancy and their children. Besides, CRIA spaces can keep their activities without financial dependence on the public power.



Implementation and impact assessment (loyalty) to generate reputation for CRIA proposal and feedback the engagement of people in communities and partners, as well as external supporters.



MODEL SCHOOL

Different learning helps overcome difficulties

With its own methodology, Uerê Project improves the educational development of children and young people from *Complexo da Maré* with cognitive and emotional blocks.

“We believe everyone is able to learn”

This is the inspiration of Uerê, a social project of a school for children and young people aged from 6 to 18 in Complexo da Maré, a violent community with high levels of poverty in Rio de Janeiro. The project has a unique teaching method, its own methodology (Uerê-Mello Pedagogy) designed for children and young people from public schools in the community who have cognitive and emotional blocks due to constant exposure to trauma and violence. It is a specialized teaching for children with learning difficulties. Beja Institute found in the Uerê Project a teaching methodology that evaluates the psychosocial question of the student and enables the child and the adolescent, allowing them to overcome experienced traumas.



Idealized by Yvonne Bezerra de Mello, Uerê was born in Rio de Janeiro in 1980, from the creation of the *Escola Sem Portas Nem Janelas*, with groups of homeless children and young people. The project grew and established itself on the national and international scenario as a respected organization and a model school in the support of children traumatized by violence.

How it works

The project offers a complement to formal teaching, with Portuguese, Math, History, Geography, Sciences, and Languages classes. Children also participate in extracurricular workshops and have three daily meals. The Uerê-Mello pedagogy has a differential in the classroom management, since it enables teachers to teach the subjects in a new model, respecting the time of biological concentration of each age group, warming up brain activity in the classroom for greater learning performance. In addition, it aims to contribute to overcome the trauma caused by violence that lead to difficulties in the student's learning.

The Uerê Project was awarded in three of its six programs available to the community:



LITERACY PROGRAM



SCHOLARSHIP PROGRAM



FOOD PROGRAM

Literacy Program

The Literacy Program is the flagship of implementation of the Uerê-Mello Methodology, as it provides quality teaching and global monitoring involving the school, the family, and the community, with psychologists and educators available for care.

In the project, the literacy is done interactively, creatively, and fast through the phonic method combined with technology. It is for students of all ages with multiple learning difficulties, including problems with focus, brain plasticity, brain speed, coordination, memory, and emotion.

Scholarship Program

Created in 1998, the Scholarship Program started with the foundation of the Uerê Project model-school. Children and young people who are already in the project are chosen for the program. They participate, in alternate shifts,



in curricular and extracurricular activities at the Uerê and partner school.

The support of the participants is done through periodic evaluations with two-monthly tests of the partner school, pedagogical diagnosis and the use of the project carried out three times a year, in addition to the daily observation of the child's school and family situation.

Food Program

The only way for many children who participate of the actions to eat healthily is in the Food Program. The project offers breakfast, lunch and afternoon snack. The meals are prepared considering the needs for the development of children and young people, with balanced dishes, and fresh and nutritious food.



600

MEALS ARE DAILY SERVED IN THE PROGRAM



5

STUDENTS FROM THE SCHOLARSHIP PROGRAM WERE SUPPORTED BY BEJA INSTITUTE IN 2022



300

CHILDREN, ON AVERAGE, ARE ATTENDED PER YEAR IN THE LITERACY PROGRAM



FORMING READERS

Books and games to change the world

Pró-Saber SP library strengthens education by taking reading to children and family members of the community of Paraisópolis

The mission of Pró-Saber SP is to strength the integral education of Brazilian children through reading and playing, transforming their families and their communities in Paraisópolis, in São Paulo. The work is aligned with the purposes of Beja Institute in children and adolescents education. Therefore, we support the maintenance of the Pró-Saber SP Children's Library, a space for reading and coexistence.

“Every reader matters”

This is the maxim of the project that has the library as its “heart”, the central point, the place where people of all ages, from babies to adults, go to find literature, stories, and affection. The library books are borrowed to children, young people, and adults who visit the place, and they are read to parents on the monthly storytelling circle.

5 DIFFERENTIALS OF THE LIBRARY

- Reading mediators available to readers
- Partnership with public schools of the community
- FLIPRÓ Book Fair: presence of illustrators, writers, and storytellers everyday in the library
- Daily reading activities and games with children
- Referring of children with reading difficulty



07



Pró-Saber
São Paulo

Opened in 2003, Pró-Saber SP is a non-profit civil society organization that operates in the community of Paraisópolis, in São Paulo. It applies its own methodology rigorously in practices and monitoring of indicators, transparent and open management for listening and exchange. The basis of the project is to believe that reading, playing, and protagonism change the world, and that each reader matters.

The place is also used for the enrolled to play chess, draw and talk to friends. A space of coexistence in the community.

Formation of children readers

Pró-Saber SP developed a social technology for formation of children readers. It aims to be a national reference in education programs based on reading and playing games, planning to contribute to the end of inequality. The results of the projects demonstrate the impact it has on the formation of children.

Perceptions of the family

Parents' testimonies translate into words the transformations that the stimulation of reading leads to each family. They demonstrate how the opportunity to have access to books and a space of knowledge and hospitality can change the dynamics not only of the children and their relationship with school, people and the world, but help improve the process of family integration.

Future

With the library set and the projects involving more and more people in the community, Pró-Saber SP dreams and plans its expansion. The idea is to set up itinerant libraries with mediators to bring books to several places in the neighborhoods and attract more children to the world of reading. And also create groups to support the literacy of post-pandemic children.



80%

of the interviewed families realize that there is an impact on the child's reading skill.



78%

of the interviewed realize that the child bringing books home everyday impacted the whole family.



12,000

children and young people have already been attended by Pró-Saber SP.



1,600

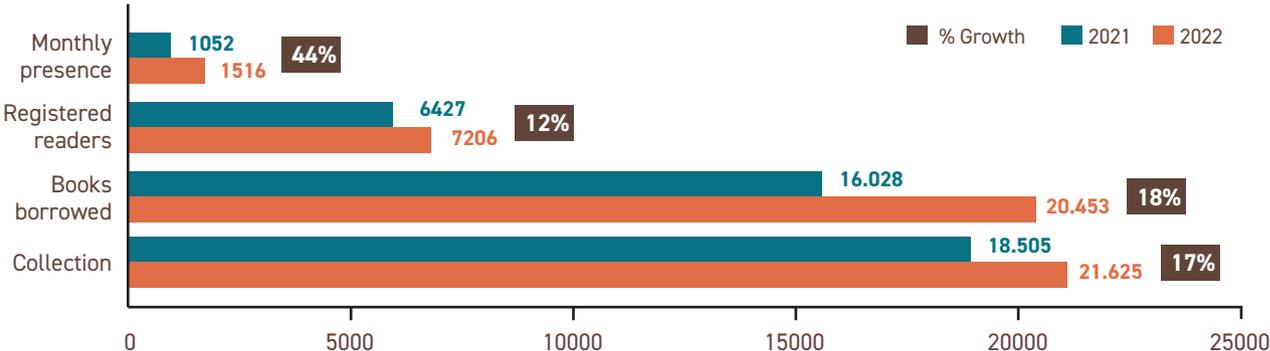
books are borrowed on average per month in the library.



100,000

books have been borrowed since the inauguration.

Library Growth - 2021 x 2022





**GENDER EQUALITY/
INCOME GENERATION 50+**

AWARENESS

Inequality on the scene

Audiovisual projects of Maria Farinha Filmes help to bring important messages to a greater number of people.

The mission of Maria Farinha Filmes is to bring up sensitive issues to humanity, connected to the socio-environmental dimension. We understand that the purpose of Maria Farinha Filmes approaches our philosophy in building a fairer, equal, inclusive, and plural world.

Inform to raise awareness

Social transformation involves the dissemination of information to promote awareness. Bringing the message to a greater number of people is part of the process to change the scenario of inequalities.

For this purpose, Beja Institute supports two audiovisual projects: "A mão invisível" and the documentary "Quantos dias. Quantas noites.", produced by Maria Farinha Filmes, an audiovisual sector of Alana. The projects cover two of our action axes, **gender equality** and **income generation 50+**, respectively.

Beja Institute supports two Maria Farinha Filmes audiovisual projects

**QUANTOS DIAS.
QUANTAS NOITES.**

A MÃO INVISÍVEL

08



Maria Farinha Filmes is the largest impact entertainment producer in Latin America, focused on stories that inspire positive environmental and social change. For over thirteen years, its films, series and other formats have impacted people, organizations and inspired public policies.

“Quantos dias. Quantas noites.”



Scan the QR code and watch the video

“The most important thing of this century will be aging. We are much more concerned about the impact of technology than the most important and revolutionary impact, which is the fast aging in a context of poverty and inequality”. Excerpt from the documentary “Quantos dias. Quantas noites.”

Expected to be released in the first half of 2023 - still no confirmed date - the documentary “Quantos dias. Quantas noites.” brings crucial issues to the debate on ageism. The subject gains importance with the increase

“When you are excluded, you live far away, and public transportation is terrible, you don’t have access, you don’t have decent work opportunities to protect you. It’s difficult to keep healthy.”

Excerpt from the documentary “Quantos dias. Quantas noites.”



09

“How will I age? Like my grandfather, my grandmother? How will it be the same? It can’t be. I will not stay in a room, retired for the world, out of sight. I will stay in the front room”

Excerpt from the documentary “Quantos dias. Quantas noites.”

“Only 25% of the chance to achieve longevity is hereditary. The rest is what you do with your lifestyle, behavior, and your attitude toward all of this”

Excerpt from the documentary “Quantos dias. Quantas noites.”



in longevity, which is also highlighted in the work along with transversal themes, such as the challenge of generating income for people over 50, social inequality, and debates about racism.

The work invites the public to reflect on decent aging, stimulating the community to debate about the theme, starting from the premise that the human being is living longer and the great revolution of the 21st century will

be longevity. This reflection leads us to re-signify what represents age and even the term “best age”, considering that the best age is the one we feel good about it, whether at 18, 50 or 75.

“A mão invisível”

How do we get here?

This question leads to great reflections when in the context of gender equality, as in the project “A mão invisível” - a provisional title for the work. It brings discussions on the theme of the Care Economy in a global context, also addressing related topics.

The initiative covers transversal themes, dealing with subjects such as girls education, the approach of violence related to gender equality, and income generation of vulnerable people.

Beja Institute supported the research and the script for the production of the work, in the format of international documentary feature, expected to be released in 2024. Other important partners are joining the cause, such as UN Women.

“What interests are being contemplated when women occupy the place of ‘natural’ caregivers?”

“A mão invisível” theme questioning.



Through an investigation, the film seeks to answer questions such as:

“The division of work between productive and reproductive (caring) has always been like this?”

“What interests are being contemplated when women occupy the place of ‘natural’ caregivers?”

“How did we let them reach their limit?”

“Why is this happening??”

“Where have we come from and where are we going to if we leave things as they are now?”.



**GENDER
EQUALITY**

10

FAMILIES IN VULNERABILITY

Attention to women’s mental health and families in vulnerability

The project includes research and actions to strengthen families and reduce domestic violence in the region of Sapopemba - SP

The pandemic highlighted the importance of mental health for the complete well-being of the human being. People in vulnerable situation feel even more the social effects we experience, such as unemployment, isolation, barriers imposed by the lack of opportunities. They are also those with less access to services that could help balance mental health.

We know that for the development of effective actions, quality information is necessary to support the initiatives. Considering all these aspects, Beja Institute is developing a project with Caliandra Saúde Mental, a company focused on the creation and promotion of mentally healthy environments, which involves research for data collection and practical actions based on the information obtained in Sapopemba. The goal is to strengthen families and reduce domestic violence in this district located in the southeastern part of the East Zone of São Paulo.



CALIANDRA
SAÚDE MENTAL

The company focused on mental health aims at the development, resilience and growth of each one, resulting in the gains that affect everyone around it. It understands mental health with different hues and colors, but always with balance.



6 NEIGHBORHOODS/ REGIONS

occupy the mapped region, situated in the territories of Parque Santa Madalena, Promorar, and Jardim São Roberto.

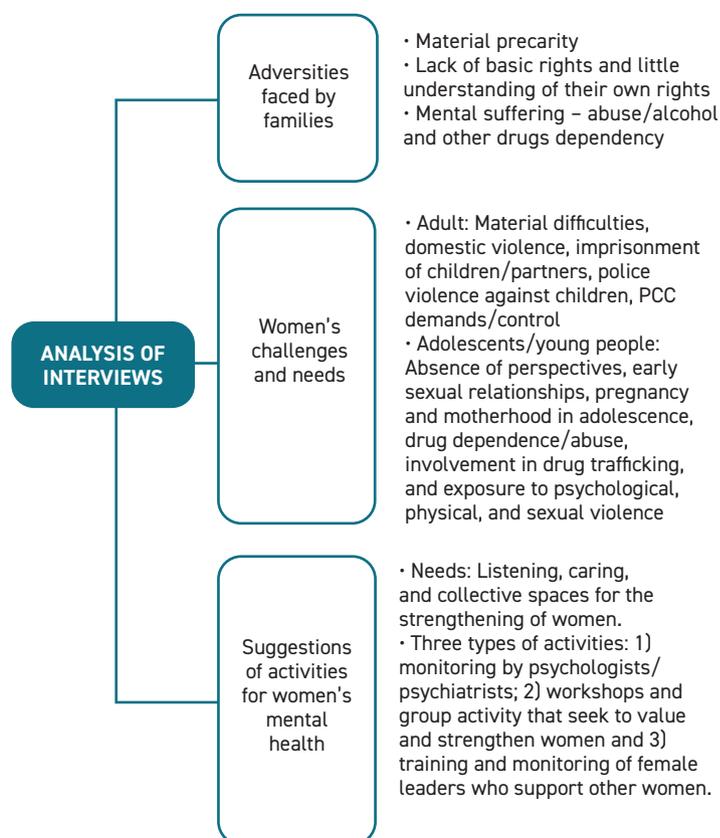
This place, which was chosen as a region with high social vulnerability with 46 favelas and 50 thousand people living below the poverty line, has basic structure, such as the Brazilian Health Unit (UBS), public schools, and social assistance, but the services available do not meet the needs of the entire local population. Women are the ones who suffer the most with the lack of understanding from the public authority about their needs

“Gente precisa de gente”

With experience and clinical practices in mental health, Caliandra developed, hired by Beja Institute, the pre-project, which involved an on-site research to map social vulnerabilities, based on interviews with 10 professionals and community leaders. From the results obtained, a pilot project “Gente precisa de gente” was developed, which will last one year, with actions focused on benefiting families in situations of high social vulnerability in the region of Sapopemba. The initiatives focus mainly on families headed by women.

From the survey of information in the pre-project, mental health care actions were proposed for women, with workshops, training and supervision of groups that accompany other women in the region, therapy as well as psychological and psychiatric monitoring. The proposal also includes the elaboration of videos related to female mental health and dissemination of women’s mental health care practices, aimed at network, social assistance, and health professionals who work in Sapopemba.

The results obtained by the mapping research were:



Source: Caliandra pre-project results report

It is estimated that activities directly reach about 150 women from the age of 15 and approximately 80 professionals from the social assistance and health network who work in services and with equipment in the region.

Several activities will be carried out to promote the mental health of women in the region.



Listening and monitoring spaces with mental health professionals

Essential services to welcome families with a team of professionals trained to listen and receive without judgment.



Workshops

Workshops with activities that offer the possibility of income generation for families, such as cooking, aesthetic, embroidery, personal hygiene, cultural traditions, among others



Group of women

Creation of groups of women to exchange experiences with other women in the region, also serving as a social emotional support network.



External activities

Promotion of actions that integrate other regions to strengthen networks, practicing and sharing of experiences with other projects intended to women in vulnerable situations.



Videos

Aimed at professionals in the social assistance and health networks, short videos will be produced to disseminate themes related to female mental health, including the issue of alcohol and other drugs use, anxiety and depression disorders, domestic violence, promotion of female self-care/protagonism and management of everyday situations.

VIOLENCE AGAINST WOMEN

11

Reality is very close to the experiences of the Brazilian population

Research supported by Beja Institute shows that half of Brazilians know at least one woman who suffers domestic violence

Domestic and family violence against women in Brazil is a serious and urgent topic, which demands investments to ensure greater visibility in society, expand public debate, and demand more effective answers from the State to protect women and repress the aggressors.

To act actively in this area, Beja Institute joined the Patricia Galvão Institute, which is a reference in data production on violence against women and their contexts, and the Intelligence in Research and Consulting Strategy (IPEC). With this partnership, we conducted the opinion poll **“Support networks and institutional exits for women in situations of domestic violence”**.

INSTITUTO PATRÍCIA GALVÃO

Founded in 2001, Patrícia Galvão Institute is a non-profit social organization that acts strategically in the articulation among the demands for women’s rights, visibility, and public debate on these issues in the media.

Among the activities that the Institute develops are public opinion polls at national level, production of advertising campaigns against domestic violence, promotion of media workshops for social leaders and experts, and realization of national seminars “Women and the Media” and the International Seminar on Culture of Violence against Women.



OBJECTIVE OF THE PROJECT

Expand and qualify the public debate on domestic violence against women and on the policies and services that the State offers as support to victims in Brazil.



METHODOLOGY

Opinion poll by mapping the perceptions of the population on the incidence, importance, and severity of gender violence and on public actions and services to support and protect victims



SAMPLE

1,200 polls were conducted, 800 with women and 400 with men.

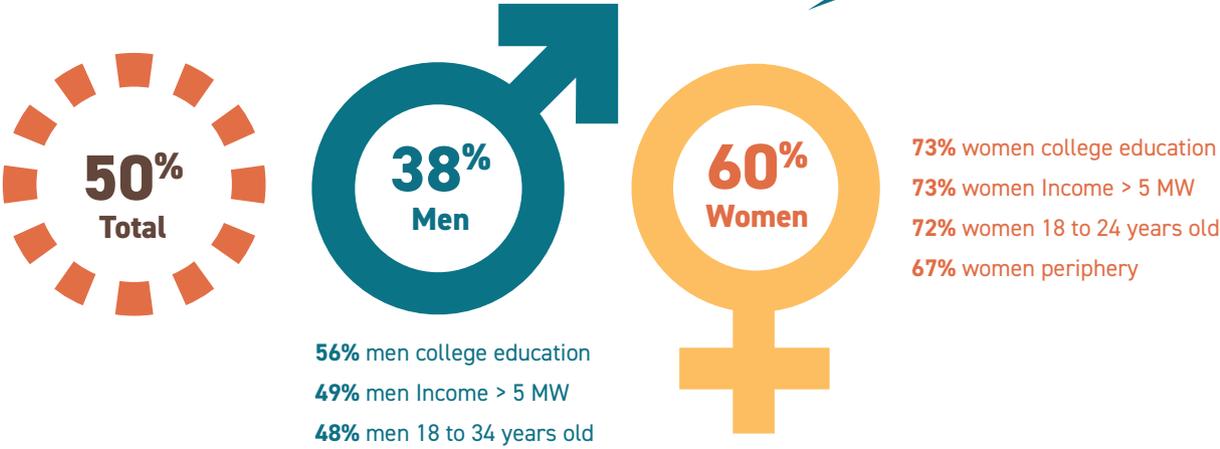


FIELD PERIOD

October 14 to 24, 2022.

This poll shows that half of Brazilians know at least one woman who suffers domestic violence.

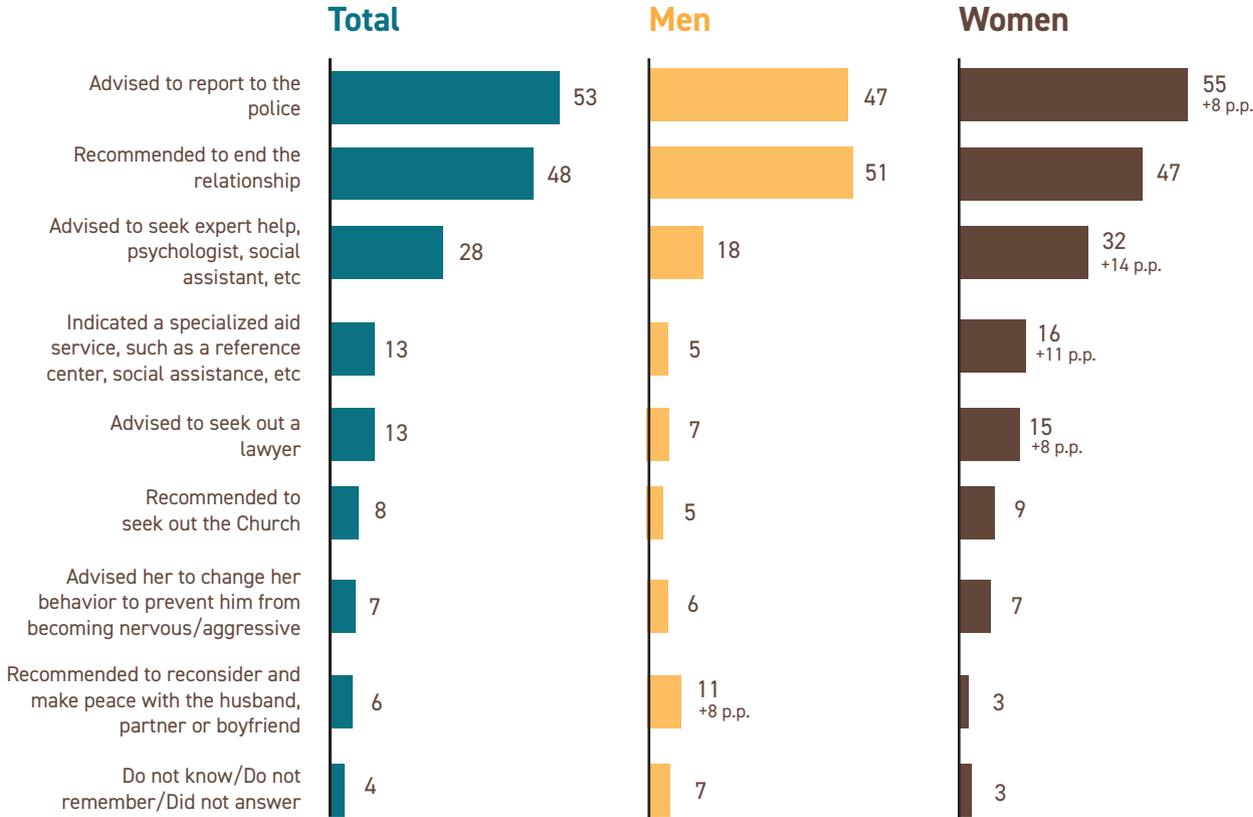
The poll shows that half of Brazilians know at least one woman who suffers domestic violence



Base: Sample Total: Total (1,200) | Masc. (400) | Fem. (800)

In addition, most respondents advised to report to the police or end the relationship:

Most advised the victims to report to the police or end the relationship; more women than men recommended to seek expert help, while among men, the advice to make up with their partner stood out.



Base: Talked to the woman: Total (413) | Men (99) | Women (314)

View of the population

The result of the opinion poll "Support networks and institutional exits for women in situations of domestic violence" brings an updated view of how the Brazilian population understands that violence against woman is fought by the public authorities and the society. It adds important information that can guide the creation of public improvements in the care and support of women victims of violence.

In order to increase the access of women in situations of domestic violence to public services throughout the country, the number of assistance services, specialized police stations in the support of women, and units of *the Casa da Mulher Brasileira* must be increased

99% Increase the number of services to women attacked, including small and medium-sized cities

98% Increase the number of police stations specialized in women support, which currently are in only 7% of Brazilian cities, to 100% of the municipalities

97% Increase the number of units of the Casa da Mulher Brasileira, which has in one place all the services that victims may need (police, justice, shelter, psychological and social assistance, etc.)

Base: Sample Total (1,200)

Aiming to improve public service support for women who suffer domestic violence is practically consensus that must...

98%

TRAIN HEALTH AND SOCIAL ASSISTANCE PROFESSIONALS TO RECOGNIZE and GUIDE victims of domestic violence

98%

TRAIN EMPLOYEES to improve customer service of reporting channels

99%

EXPEDITE THE INVESTIGATION PROGRESS of reports

97%

IMPROVE THE ATTENDANCE OF COMMON POLICE STATIONS for cases of domestic violence

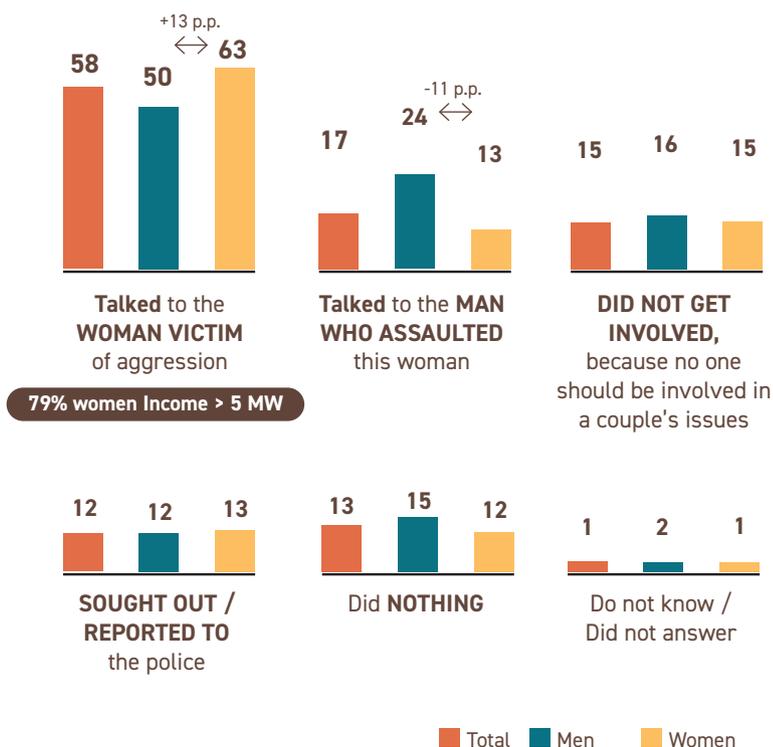
99%

ENSURE PROTECTION for women who report

Base: Sample Total (1,200)

After knowing the aggression, the main reaction was to talk to the victim, being more expressive among women, while talking to the aggressor stands out among men

Reactions after knowing the aggression (%)



Base: Know a woman who suffers or has suffered some kind of physical or verbal aggression: Total (701) | Men (211) | Women (490)

Seven out of ten say that many police officers do not believe in the seriousness of domestic violence reports and that justice treats this type of violence as an unimportant subject

 **72%** Many police officers do not believe in the seriousness of the reports and that the woman is at risk

 **69%** Overall, the Brazilian justice treats violence against women as an unimportant subject

Base: Sample Total (1,200)



Webinars

The project had four debate webinars on the subject: November and December 2022, as well as February and March 2023. All webinars were attended by:

Cristiane Sultani

Founder and President of Beja Institute.

Jacira Melo

Executive Director of Patricia Galvão Institute.

Marisa Sanematsu

Director of Content at Patricia Galvão Institute.

Maria da Penha

Since August 7, 2006, Maria da Penha Maia was widely known for her representative case of domestic violence with the creation of the Maria da Penha Law (n. 11.340). One Maria among thousands, who turned her pain into activism.

Regina Célia Barbosa

Co-founder and Vice-president of Maria da Penha Institute.

Lt. Claudia Moraes

Lieutenant Colonel of the Military Police of Rio de Janeiro, highlight of the category Public Security of the Public Spirit award, founder of the Patrulha Maria da Penha (PMERJ).

Silvia Chakian

Public Prosecutor, Coordinator of the Women's Ombuds Office of São Paulo State (MPSP).

Leila Linhares Basterd

Executive Coordinator of the feminist NGO Cepia – Citizenship, Study, Research, Information, Action, and member of the Maria da Penha Law Consortium and the OAS Mechanism Expert Committee, which monitors the Inter-American Convention of Belém do Para.

The results of the opinion poll and the webinars carried out are available for public consultation on Beja Institute website





**INCOME GENERATION 50+/
IMPACT INVESTMENT**

12

INVESTMENT

Impact to transform the market

Beja Institute supports the creation of new businesses that contribute to social changes

The process of social transformation is quite complex and depends on multiple actors to be achieved. In this context, crowdfunding, a modality of the “Philanthropy of Good” offered by Sitawi, plays an important role.

The main objective is to promote strategies to encourage the creation of new businesses for investment in the promotion of employment and income, with a look at the most vulnerable populations and encouraging entrepreneurship.

In 2022, we were partners of Sitawi on two fronts with different approaches: Impact investment and research on the 50+ market, to understand what the opportunities for job and income generation in Brazil are aimed at this population.

Among the actions of Sitawi, Beja Institute supported:

Incentiv.me

Support to the company Incentiv.me, a tax innovation startup that connects the ecosystem of tax incentive laws through products and services to projects that solve collective social problems. The organization was born with the objective of developing services that facilitate the capture of financial resources for social projects across the country, and in parallel, promoted the social responsibility of companies.

Founded in 2018, Incentiv.me has a mapping of incentive laws, evaluates the amounts available for investment and has its own marketplace platform. In addition, it provides assistance to projects, carries out ESG acceleration and monitoring programs.

sitawi finanças
do bem

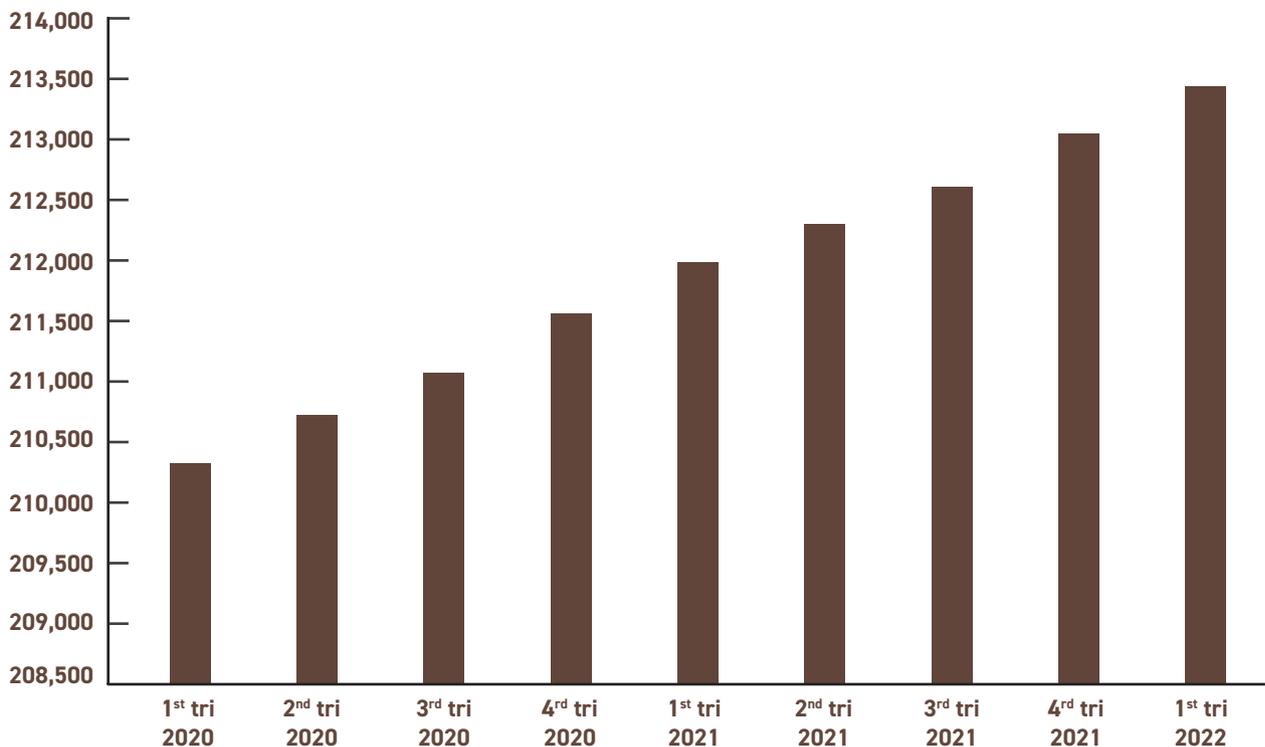
Social organization of public interest (OSCIP) active in the development of innovative financial solutions for positive social and environmental impact.

Market Research 50+

The research found that the “silver market” is a worldwide trend. However, most companies that are dedicated to this market are focused on health and well-being. The challenge is to expand the services available, training of qualified people for the new professions desired by the market, and stimulate the qualification for entrepreneurship, both initiatives directed to the “silver market” and people in this age group.

The result of the research is supporting strategies to encourage the creation of new businesses and initiatives to promote employment and income. The idea is to focus not only on senior executives and consultancies, but to expand the look at the most vulnerable populations, stimulating entrepreneurship.

Population growth over 40 years old in Brazil



From 2022 census data of the Brazilian Institute of Geography and Statistics (IBGE), it will be possible to know the current age pyramid and refine the projection models.

280

social projects were received by the company.

R\$ 88 MILLION

were used to promote education, inclusion, and health.

INCENTIV.ME PLATAFORM:

506 projects,
76 clients and investors,
4.018 users and potential
to raise about
R\$ 670 million.



INCOME GENERATION 50+/ IMPACT INVESTMENT

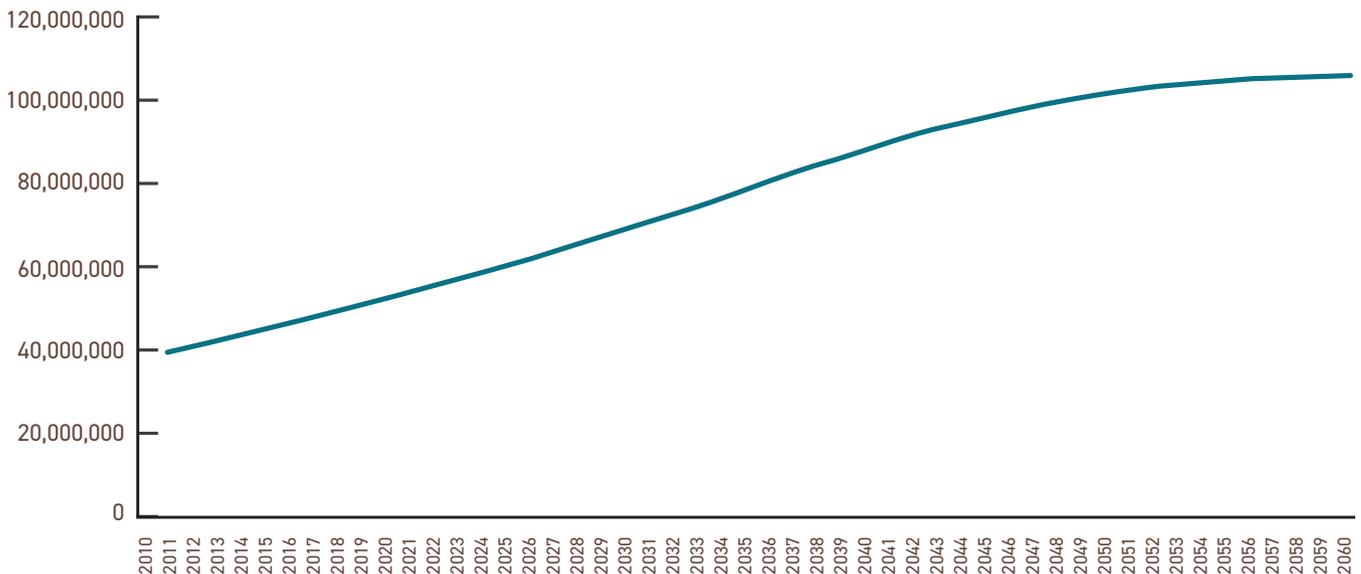
13

The Brazilian business ecosystem can benefit from the educational bonus that 50+ professionals add to the market. They are more mature people who feel willing to continue contributing; tending to have higher educational level than younger generations and greater professional experience. This virtuous combination puts Brazil in a unique situation compared to several other economies.

Being a developing market, not all companies were created with the objective of serving the population 50+.

Companies dedicated to income generation 50+ and employability, focus of the research done in partnership with Sitawi, represent 9.31% of the market. The sectors of well-being and care are traditional in this market and generally dedicated to the population from the age of 75.

Projection of the Brazilian population 50+



Source: IBGE: Demographic Census 2010

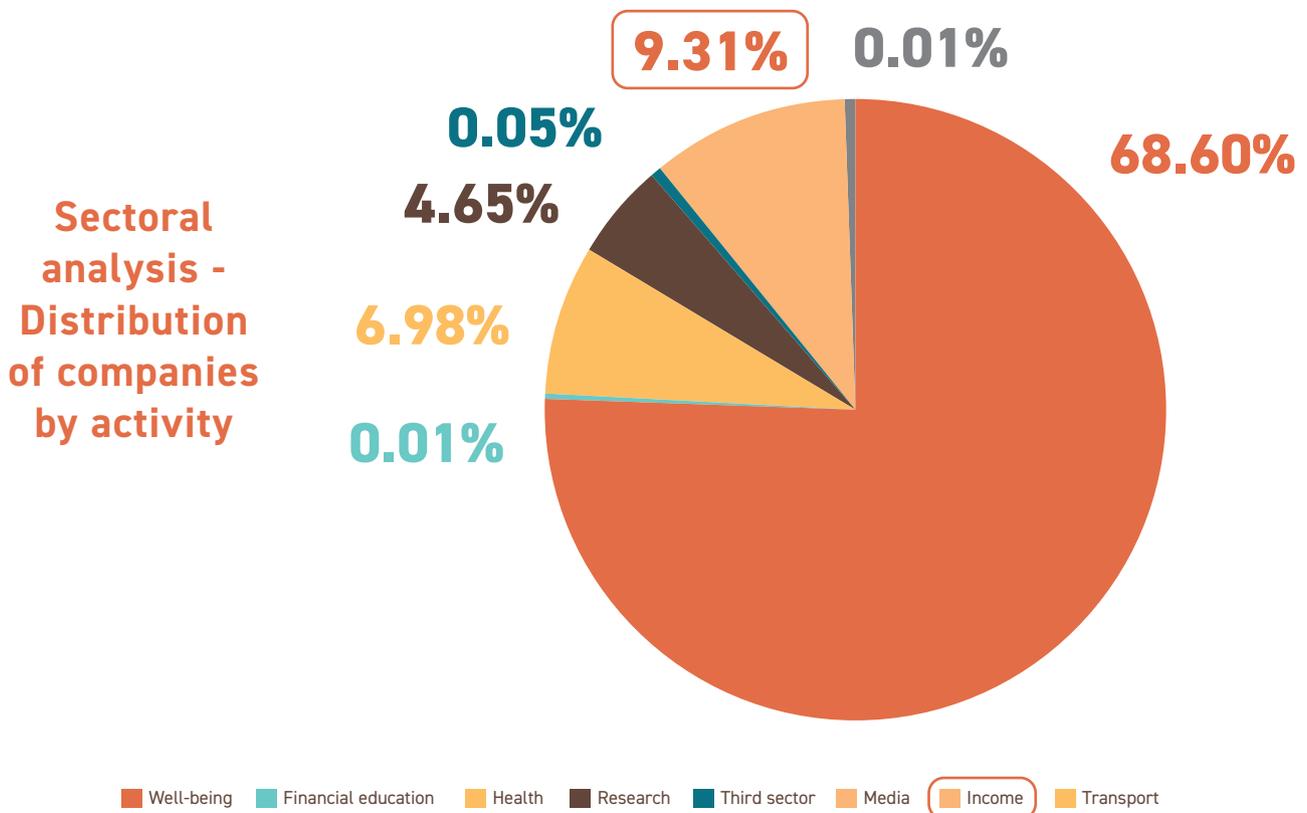
In 2040, 57% of the economically active population in Brazil will be over 45 years old. The aging dynamics of the population is still to be properly evaluated

Women's silver economy

According to the economist Yuwa Hedrick-Wong, the number of women usually overcomes men between the ages of 30 and 40, and this gap tends to increase over time in almost all countries. The fact that women live longer than men shows that we will not have a market made up of a silver majority, but a silver female majority.

Investing in the qualification of women over 50 in the lower layers of the Brazilian population (historically less favored by the educational opportunities than men) makes sense to maintain an active economy as well as for the support of families.

Being a developing market, not all companies were created with the objective of serving the population 50+





TRANSFORMATION

Strengthening the donation as a social phenomenon

With guidelines in common with Beja Institute, the Movement for a Culture of Donation (MCD) works to ingrain donation as part of Brazilian culture

Educate, promote, create, and strengthen. With these guidelines in common, Beja Institute supports the MCD, the objectives of which are aligned with the Transversal Result recorded in the Theory of Change of our institute.

Purpose of the MCD

The MCD aims to defend donation as a social phenomenon, understanding its formative forces and seeking to cause reflection about its potentiality. It seeks to trace strategies of action (from the great images brought by MCD members), besides encouraging the production, dissemination, and exchange of knowledge about the subject. Its goal is to be an active and collective voice in favor of the culture of donation in Brazil.

14



Movement for a Culture of Donation

Created in 2012 as a broad articulation, the MCD performs an essential work for Brazilian society by the culture of donation. It consists of individuals and legal entities that have been voluntarily organized themselves, in an informal and organic way, to sow and germinate ideas that promote donation in Brazil. It has in its governance structure influential professionals and prominent and strategic volunteers for each assignment. It inspires and mobilizes people and organizations in order to ingrain donation as part of our culture.

Guidelines for the culture of donation



EDUCATE FOR THE CULTURE OF DONATION



PROMOTE ENGAGING NARRATIVES



CREATE A FAVORABLE ENVIRONMENT FOR DONATION



STRENGTHEN CIVIL SOCIETY ORGANIZATIONS



STRENGTHEN THE ECOSYSTEM PROMOTING THE CULTURE OF DONATION

"We dream of a society in which people donate generosity". In which causes and organizations receive the necessary resources to fulfill their role and form an organized, vibrant, strong, autonomous civil society, and this way democracy becomes stronger. In which each citizen is aware of their social role and the relevance of their donation to improve the life quality of people, their community, and our country. In which donation has become culture".

Long-term strategy

The actions developed by MCD are focused on transforming society in the long term, a proposal that goes along with the view of Beja Institute. Therefore, the institute being supportive and part of the movement promotes a rich continuous shared learning, and enables us to be in strategies with a reputable team in several areas and with common goals. It greatly enriches the knowledge and paths outlined by Beja Institute.

Long-term strategic objectives

- 1** Collectively define multi-annual guidelines that inspire and guide the ecosystem promoting the culture of donation.
- 2** Promote collective initiatives of members of the movement who address these guidelines.
- 3** Validate, make visible, and articulate the members of the Movement who address these guidelines.
- 4** Qualify the narratives about donation.
- 5** Qualify donation practices.
- 6** Support articulated actions for the promotion of donation, with emphasis on advocacy, and data production and knowledge.



Panorama 2022

Check out the main deliveries that the Movement for a Culture of Donation made last year.

Guidelines:
Field mapping and beginning of the process of establishing and monitoring goals.

Generation and systematization
of knowledge about culture of donation via assignment.

Governance:
expansion of the coordinating committee.

Communication:
MCD newsletter.

Phase 1
of the Economic Contribution Study of the Third Sector.

Vibrant and engaged
community of the Movement for a Culture of Donation.



URBAN SPACES

Revitalization of the square contributes to increase well-being of the population

Beja Institute adopts Atahualpa Square in Leblon and promotes improvement so that the place can be a space for community coexistence

15



Atahualpa Square

“Beja Institute wants to leave a legacy to the neighborhood. We made a project that brings life to the square, provides integration between different publics, and is accessible to all people. With the new toys, every day at different times, the playground is crowded.

Because of a greater circulation of people in the square, security was increased in the place, which is connected with one of our fronts, the reduction of violence against women and children. We

have also done an integration work with traders in the square, in order to contribute to urban cleaning and public service”

Cristiane Sultani, Founder and President of Beja Institute



Make the public space usable by the residents of Leblon, communities and nearby neighborhoods, offering leisure and entertainment with cultural, educational and sport activities. This was the motivation for Beja Institute to support the revitalization and adoption of Atahualpa Square in Leblon with the Adote Rio Program, promoted by the Fundação Parques e Jardins in the city of Rio de Janeiro. It aims to attract the participation of companies, associations of residents, and citizens for the environmental management process of the city through the adoption of public areas such as squares, gardens, and flower beds.

“I’ve always been in love with Rio. Since I came to live here, I realize that there is a passion of the people from Rio for the city, but there isn’t much care for it. In this square, for example, there were syringes used for drugs in the playground. And there was a great potential for this space to be better used. We know that well-used public spaces reduce violence and drugs issue. There is a culture in

Events such as reading circles, environmental and cultural actions, a bike rack and other urban interventions are also planned in partnership with local public schools



The square received:

- New playground equipment with sustainable toys
- Gymnastic equipment adapted for the best age and inclusive, suitable for wheelchair users and people with disabilities
- Special space for pets
- Inclusive bathroom
- Drinking fountain
- Living space
- Community library to encourage reading and access to culture for the whole population
- Access ramps
- New benches
- New trash cans
- Landscaping design

São Paulo of entrepreneurs adopting public spaces. We have a wonderful view, beautiful landscapes and spaces that need this revitalization. We decided to adopt Atahualpa Square, creating a nice place of coexistence for the population”, says Cristiane Sultani, Founder and President of Beja Institute. The revitalization project was conducted by Beja Institute along with the Carioca Cidade Criativa Institute and other partners.

Opportunity for 50+

The space also generates income for caretakers, men and women over 50 years old, an initiative aligned with one of the front actions of the Institute, gender equality, and the fight against ageism.

Revitalization

The revitalization of Atahualpa Square was marked by a special reopening event, with presentations of some of our partners. There was a Christmas concert of Camerata Uerê, which operates in the Complexo da Maré and has the support of our institute. We also had the play “A Batalha da Natureza”, conducted by the Mar Adentro Institute, which discussed in a playful way themes related to environmental conservation, such as the correct disposal of waste. The audience could participate in a quiz about fauna and flora. It also had: health and wellness activities, adoption fair of dogs and cats, and a Wish Tree.



16



Quintessa is an ecosystem of entrepreneurial and innovative solutions to the social and environmental challenges of society.

ENTREPRENEURSHIP

Accelerating the solutions the country needs

Beja Institute finances the acceleration of three social businesses together with Quintessa. Such businesses provide job opportunities for mature people, refugees, and support for the management of the social assistance system

Performing through a new way of doing business, developing profitable companies that help solve major social and environmental challenges, promoting the transformation of the country reality. This goal of Quintessa is quite related to the guidelines of Beja Institute and motivated the partnership of supporting the accelerator, which, in 2022, chose three companies to go through its acceleration process:

Maturi it creates opportunities for mature people keep working, learning, teaching, motivating, and inspiring.

Toti Diversidade it prepares refugee people for the labor market, as well as being a solution to the deficit of technology professionals, with training and hiring.

Gesuas solution for public management in the social assistance area, enabling more assertive social diagnosis.

Maturi

Although the 50+ population is a fundamental part of the labor force in the country, the low representativeness of this public in the market grows every year. Among the challenges to reverse the situation, there are the age prejudice and the difficulty of making the private sector consider this change as a priority in the agenda of diversity and inclusion.

Operating for seven years, Maturi impacts many people directly, hiring and training them.

Maturi operates on three fronts

MaturiJobs

Hiring platform that connects professionals over 50 with companies

MaturiAcademy

Content platform to prepare and update the 50+ population that seeks to stay in the market.

Branding

Consulting with projects for companies that are interested in talking to mature public.

25%

of the Brazilian population is formed by 50+ people, according to IBGE data.

6,000

people have already been hired with the platform.

200,000

people are registered in the Maturi community, one of the company's largest assets. 50,000 people have already participated in the training.

Toti Diversidade

Toti has found a way to solve two problems: The deficit of skilled professionals for the technology market, and the lack of opportunities for refugees arriving in Brazil. It trains and promotes the hiring of refugees, which generates a great impact on the families' quality of life and adds to the economy of the country, with more workforce and consumer market. Toti is also a solution for companies to have diversity.

Gesuas

The lack of management of the Unified Social Assistance System is a challenge. Social inequality is a systemic problem in Brazil and aggravates the vulnerability situation of millions of Brazilians. To ensure the rights such as health, safety, education, among others, the government needs to prioritize investments in social diagnostics and creation of effective policies, which requires management of social assistance networks. The biggest difference is the level of knowledge of the company about the reality of social assistance. Gesuas is a systemic solution for Social Assistance, which effectively helps the public manager.

92%

of the people who requested refuge in Brazil received this benefit in the first half of 2022.

66%

of refugees in Brazil face unemployment or difficulty finding a job, according to research by the NGO *Estou Refugiado* in partnership with the Qualibest Institute.

34.3%

was the growth in the number of vacancies in the technology sector in the last 10 months of 2022, according to data from Empregos.com.br.

800.000

new technology posts should be created in five years, according to the Association of Information and Communication Technology and Digital Technologies Companies.

53,000

technology professionals graduate every year in Brazil.

52%

of the families registered in the Consultation, Selection, and Extraction of Information of CadÚnico (CECAD) are in extreme poverty (CAED 2022). The income of 1% of the richest people in the country is 34 times higher than the income of the poorest half of the population (Brazilian Institute of Geography - IBGE).

Gesuas aims to make the management of Social Assistance more efficient, with two solutions:

Management software – Promotes the intelligent management of social assistance information provided to citizens by the municipal social assistance network.

Gesuas University – training program to empower social assistance professionals and generate the basic multiplier effect to create a more efficient and effective management.

17

SOCIAL ADVANCEMENT

Investing in the power of business against poverty

Beja Institute invests in Yunus Negócios Sociais Brasil, promoting social business to improve the conditions of vulnerable populations

Seeking its purpose to help promote social transformation for a better world, Beja Institute finds a way to successfully act in its mission of social investment in partnership with Yunus Negócios Sociais Brasil, which believes in the power of business to end poverty.

Social business is a company with a social mission at its core, created to solve a specific problem for the benefit of poor and deprived members of society. It differs from a charity because it aims to generate profit and be financially self-sustainable.



Yunus Negócios Sociais Brasil is a pioneering model of the co-founder, Nobel Peace Prize prof. Muhammad Yunus. Its performance takes place on two major fronts: both with direct actions in the community and in the promotion to support large corporations. This approach has common parameters with the guideline of Beja Institute of expanding the effect of initiatives, impacting a greater number of people and infrastructure. It agrees with the impact scale that aims to reduce inequalities, present in our Theory of Change.

The social businesses Yunus invests in are focused on:



- Build sustainable solutions for social and environmental challenges



- Meet the unmet needs of low and middle income communities by providing them



- Develop significant and self-sustainable models in local economic ecosystems

- accessible products and services
- market access for products
- sustainable income opportunities and/or working with them as suppliers

Investments in Brazil

Yunus began in 2016 in Brazil with a group of investors across the country, focused only on established Brazilian social businesses and targeting a broad set of impact sectors. Small and medium sized investments are made as loans with favorable conditions. Within the investment portfolio, we highlight the following two.

Children development

Education is one of the priorities of Beja Institute, which is based on quality programs that allow the development of children and adolescents to star their own stories.

Yunus cases of Education in Brazil follow this purpose, such as Estante Mágica, which enabled the students to be authors of their own books through an initiative to improve the problem of reading deficit.

Continuing education

Promoting employability and increasing the family income of the most vulnerable populations is one of the priorities of Beja Institute, especially with the increase of unemployment in the country during the pandemic. Yunus-supported Escola do Mecânico project is a good example of the initiative in this area.

Unemployment in Brazil

13,4 million of people were unemployed in the country in 2020, a record number.

Results of *Escola do Mecânico*

30,000 students have already been trained by the initiative, in 35 schools spread across 9 Brazilian states.

Aimed at promoting the employability of the low-income population, the Escola do Mecânico offers professional qualification for students of the mechanical area of automobiles and motorcycles to enable them to find a job or set up their own business. The initiative also gives scholarships to students who are unable to pay the full amount of the course because they have recently lost their source of income.

Reading deficit in Brazil

50%

of students in Brazil perform below the basic level of reading proficiency.

29%

of the adult population is considered functional illiterate.

Results of *Estante Mágica*

4,500

schools have already been involved in the project, spread in the

27

federative units of the country – 26 states and 1 federal district.

+400 THOUSAND

students transformed into authors.

Involved with the work in the production of books, students from public and private schools improved their writing and grammar skills. They receive the digital version of the books for free and can buy printed copies, which are delivered to an autograph session.

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POSITIVE IMPACT

Each investment must generate value

Beja Institute believes in the proposal of Positive Ventures of decisive investments that make a difference to a more sustainable and inclusive economic model.

Make each investment generate economic, social and environmental value. This is the focus of Positive Ventures' work, which only acts with so-called decisive investments, supported by evidence that makes a difference to achieve a more sustainable and inclusive economic model in the world. Investments have a minimum duration of 10 years.

Beja Institute believes in this proposal and work done and decided to invest in the fund created and directed to the positive social and environmental impact. Our goal here is also learning in this type of investment.

positive
ventures

Positive Ventures is a venture capital manager that aims to manage positive social and environmental impact funds with technology bias – impact tech.

To achieve its purpose, it identifies courageous and innovative entrepreneurs who dare to reimagine the folds of the social and environmental fabric, seeking to build companies that are at the service of society



WE ARE A SOCIAL IMPACT ORGANIZATION THAT AIMS AT COLLABORATIVE PHILANTHROPY FOR EDUCATION, GENDER EQUALITY AND INCOME GENERATION.

We have a different vision to support projects not only with financial resources, but also with other tools that can help them develop fully and become sustainable.

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BALANCE



We bring in the balance of this report a statement of the values spent by Beja Institute throughout the year 2022 and its distribution in supported projects and partners.

The projects were chosen according to our strategies of action.

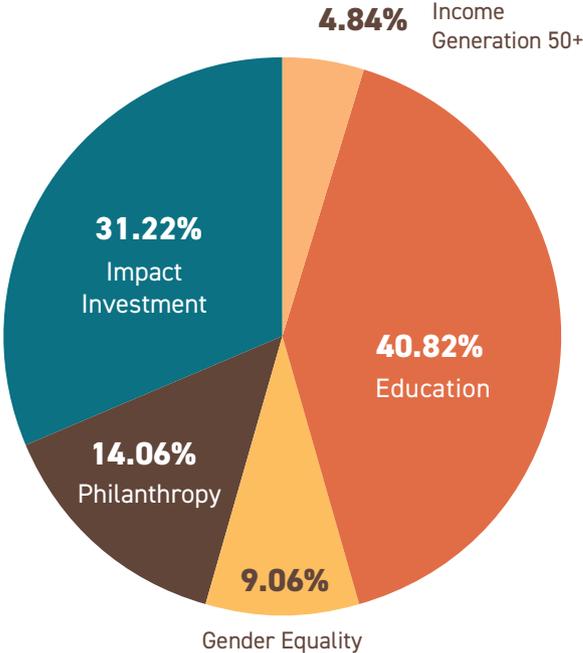
Contributions and investments

In our first year, we provided **R\$ 7,643,455.69**, with the largest destinations for Education (40.82%) and Impact Investment (31.22%).

	Value 2022	US\$*	%
Education	R\$ 3,119,784.71	\$ 597,923.36	40.82%
Gender Equality	R\$ 692,490.98	\$ 132,719.59	9.06%
Income Generation 50+	R\$ 370,000.00	\$ 70,912.47	4.84%
Philanthropy	R\$ 1,075,000.00	\$ 206,029.48	14.06%
Impact Investment	R\$ 2,386,180.00	\$ 457,324.11	31.22%
Total (2022)	R\$ 7,643,455.69	\$1,464,909.00	100%

* Value in dollar calculated based on the selling Ptax of the Central Bank of Brazil (BACEN) on 12/30/2022 - R\$ 5,2177 <https://www.bcb.gov.br/estabilidadefinanceira/historicocotacoes>

Investments and support follow our strategy, which is based on a systemic view of social change and recognition that the effects of poverty and inequality should be fought both urgently – to meet the immediate demands of the vulnerable population – and structured - initiatives for long-term sustained changes, enabling access to qualified education for all through public policies, and dissemination of information that directs strategies in public and private areas.



Distribution of contributions and investments by programs and partners

PROGRAMS	INSTITUTE	LOCATION	PROJECTS	GLOBAL	CONTRIBUTION	US\$	DURATION
Education	MAR ADENTRO INSTITUTE	RJ	ENVIRONMENTAL EDUCATION PROGRAM	R\$ 300,000.00	R\$ 200,000.00	\$ 38,331.07	12 months
		RJ	SUPPORT FOR STUDENT TRANSPORT	R\$ 35,100.00	R\$ 35,100.00	\$ 6,727.10	1 month
	PROSABER	SP	COMMUNITY LIBRARY (20,000 titles)	R\$ 235,334.31	R\$ 235,334.31	\$ 45,103.07	6 months
	UERJ PROJECT	RJ	SCHOLARSHIP PROGRAM (5 students)	R\$ 60,000.00	R\$ 60,000.00	\$ 11,499.32	12 months
		RJ	FOOD PROGRAM	R\$ 50,000.00	R\$ 50,000.00	\$ 9,582.77	12 months
		RJ	LITERACY PROGRAM	R\$ 47,760.00	R\$ 47,760.00	\$ 9,153.46	12 months
	IPTI	SE	CRIA PROJECT	R\$ 2,000,000.00	R\$ 400,000.00	\$ 76,662.13	5 years
	CENPEC	RJ/SP	RESEARCH	R\$ 202,273.00	R\$ 141,590.40	\$ 27,136.55	6 months
OECD Alliance - IELS	BR	INDICATOR / RESEARCH	R\$ 1,950,000.00	R\$ 1,950,000.00	\$ 373,727.89	3 months	
Gender Equity	PATRÍCIA GALVÃO INSTITUTE	BR	OPINION POLL VIOLENCE AGAINST WOMAN	R\$ 190,900.00	R\$ 190,900.00	\$ 36,587.00	3 months
	MARIA FARINHA FILMES	BR	AUDIOVISUAL - A MÃO INVISÍVEL (Research/Script)	R\$ 150,000.00	R\$ 150,000.00	\$ 28,748.30	12 months
	CALIANDRA	SP	PRE-PROJECT MENTAL HEALTH	R\$ 78,000.00	R\$ 78,000.00	\$ 14,949.12	3 months
SP		"GENTE PRECISA DE GENTE" PROJECT	R\$ 1,641,545.88	R\$ 273,590.98	\$ 52,435.17	12 months	
Income Generation 50+	SITAWI	BR	MARKET RESEARCH 50+	R\$ 120,000.00	R\$ 120,000.00	\$ 22,998.64	3 months
	MARIA FARINHA FILMES	BR	QUANTOS DIAS QUANTAS NOITES	R\$ 250,000.00	R\$ 250,000.00	\$ 47,913.83	12 months

PROGRAMS	INSTITUTE	LOCATION	PROJECTS	GLOBAL	CONTRIBUTION	US\$	DURATION
Philanthropy	GIFE	BR	MCD Associated	R\$ 30,000.00	R\$ 30,000.00	\$ 5,749.66	12 Months
	IPTI	SE	DISCLOSURE EVENT PROJECTS - CRIA	R\$ 30,000.00	R\$ 30,000.00	\$ 5,749.66	1 Month
	ATAHUALPA SQUARE	RJ	REVITALIZATION	R\$ 1,500,000.00	R\$ 1,015,000.00	\$ 194,530.16	24 Months
Impact Investment	SITAWI	BR	INCENTIV-ME (Investment)	R\$ 20,000.00	R\$ 20,000.00	\$ 3,833.11	
	QUINTESSA	SP	ACCELERATION OF 03 STARTUPS	R\$ 1,117,000.00	R\$ 1,117,000.00	\$ 214,079.00	12 Months
	YUNUS	BR	FIDC (investment)	R\$ 1,000,000.00	R\$ 1,000,000.00	\$ 191,655.33	
	POSITIVE VENTURES	Global	FIDC (investment)	R\$ 1,166,000.00	R\$ 249,180.00	\$ 47,756.67	
				TOTAL R\$ 7,643,455.69		\$1,464,909.00	





BOARD

Beja Institute

Founder and President: Cristiane Sultani

Board Member: Peter Tamm

Vice President: Guilherme Araujo

Executive Director: Cecilia Calmon

Administrative and Financial: Vanessa Tena

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Communication and Marketing: Ana Cristina Fernandes

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José Henrique Longo and Osvaldo Jacon

Advisory Council: Nina Hoas, Márcio Black, Anna

Helena Altenfelder, Graciela Selaimen, Aline Sultani and

Rosemarie Nugent Setubal

Legal Advisor: Priscila Pasqualin (PLKC Advogados)

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Annual Report 2022

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