

INSTITUTO DE PESQUISAS EM TECNOLOGIA E INOVAÇÃO

IPTI

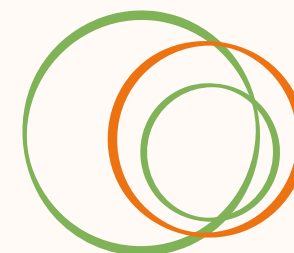
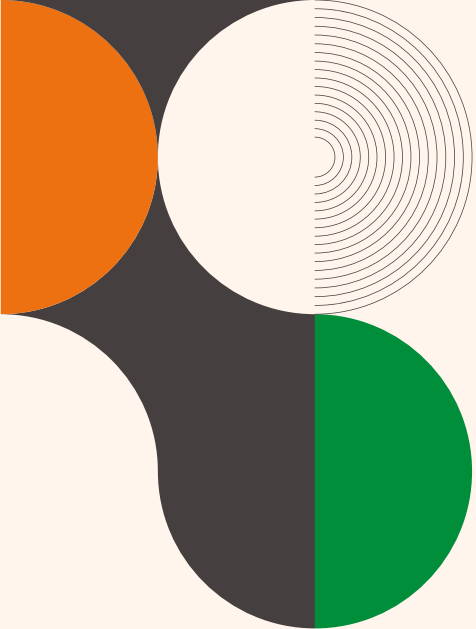
ACTIVITIES REPORT 2023



Awaken people's creative and transformative potential so they can make a difference in their communities, in Brazil, and around the world.



IPTI



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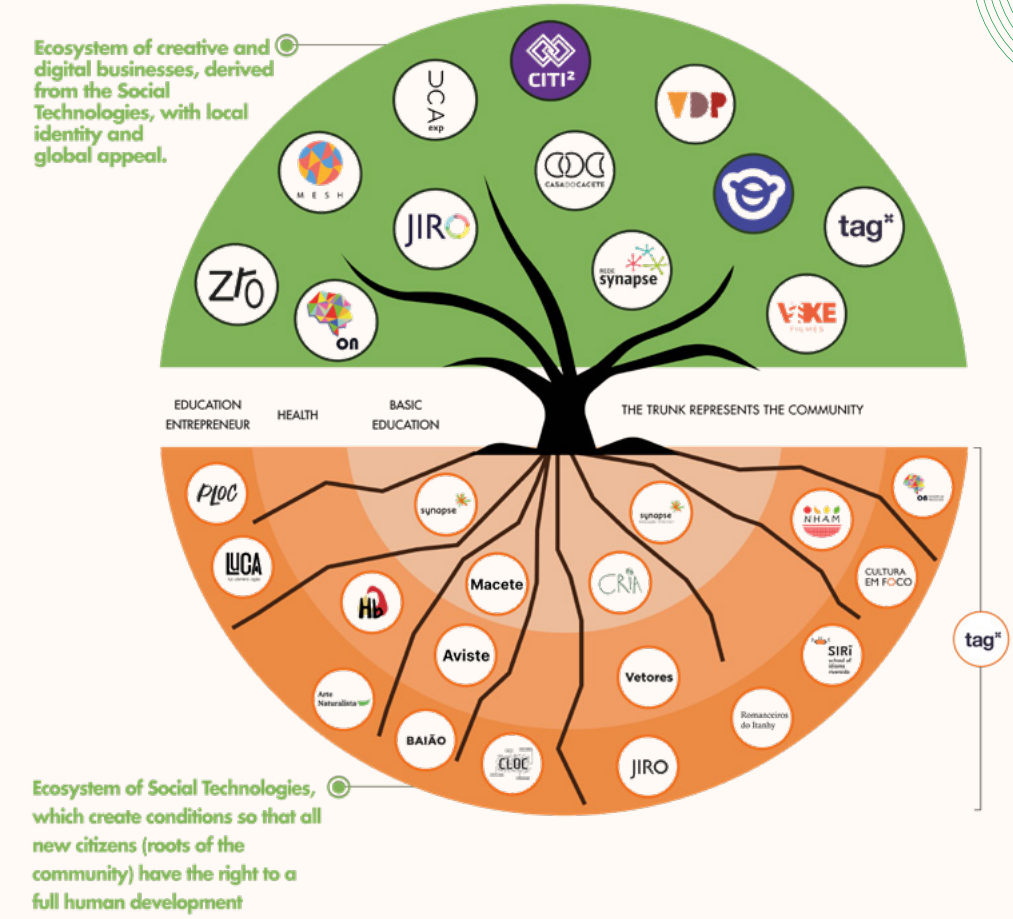
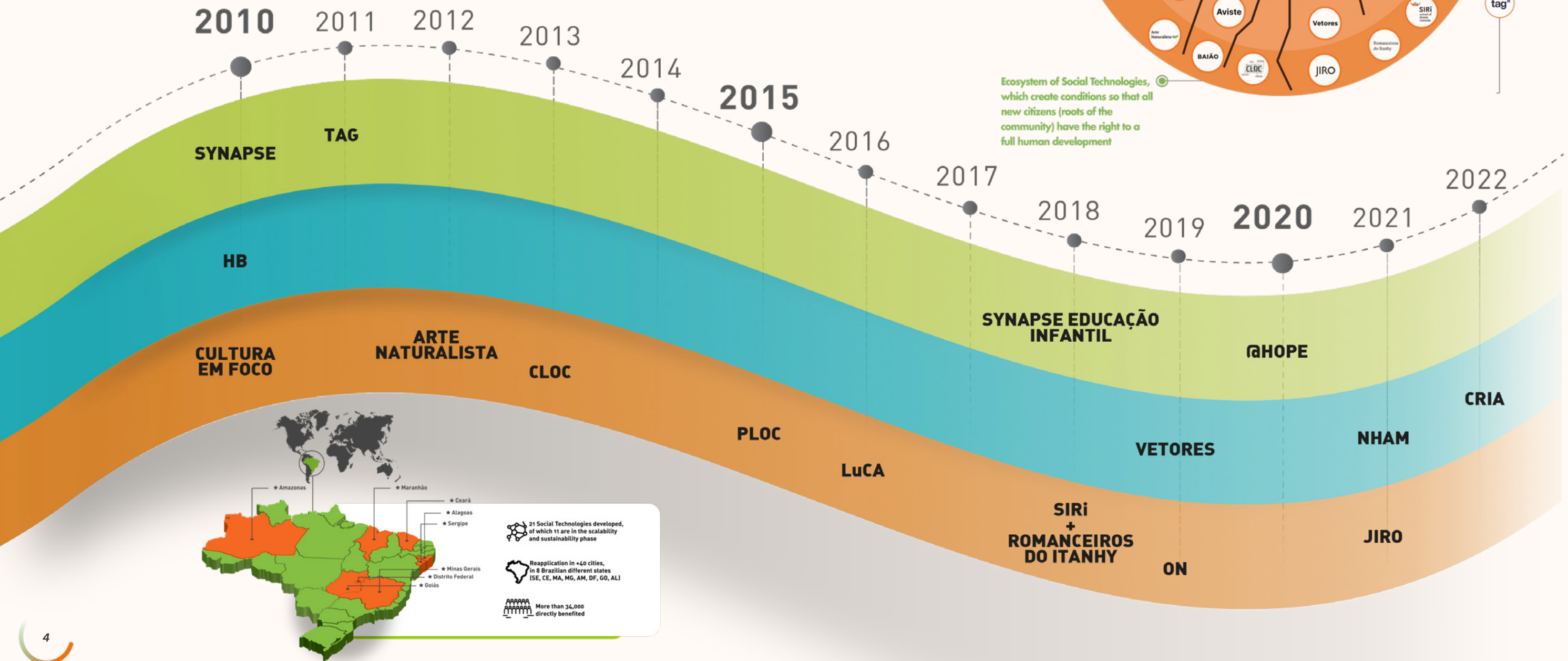


THE HUMAN PROJECT

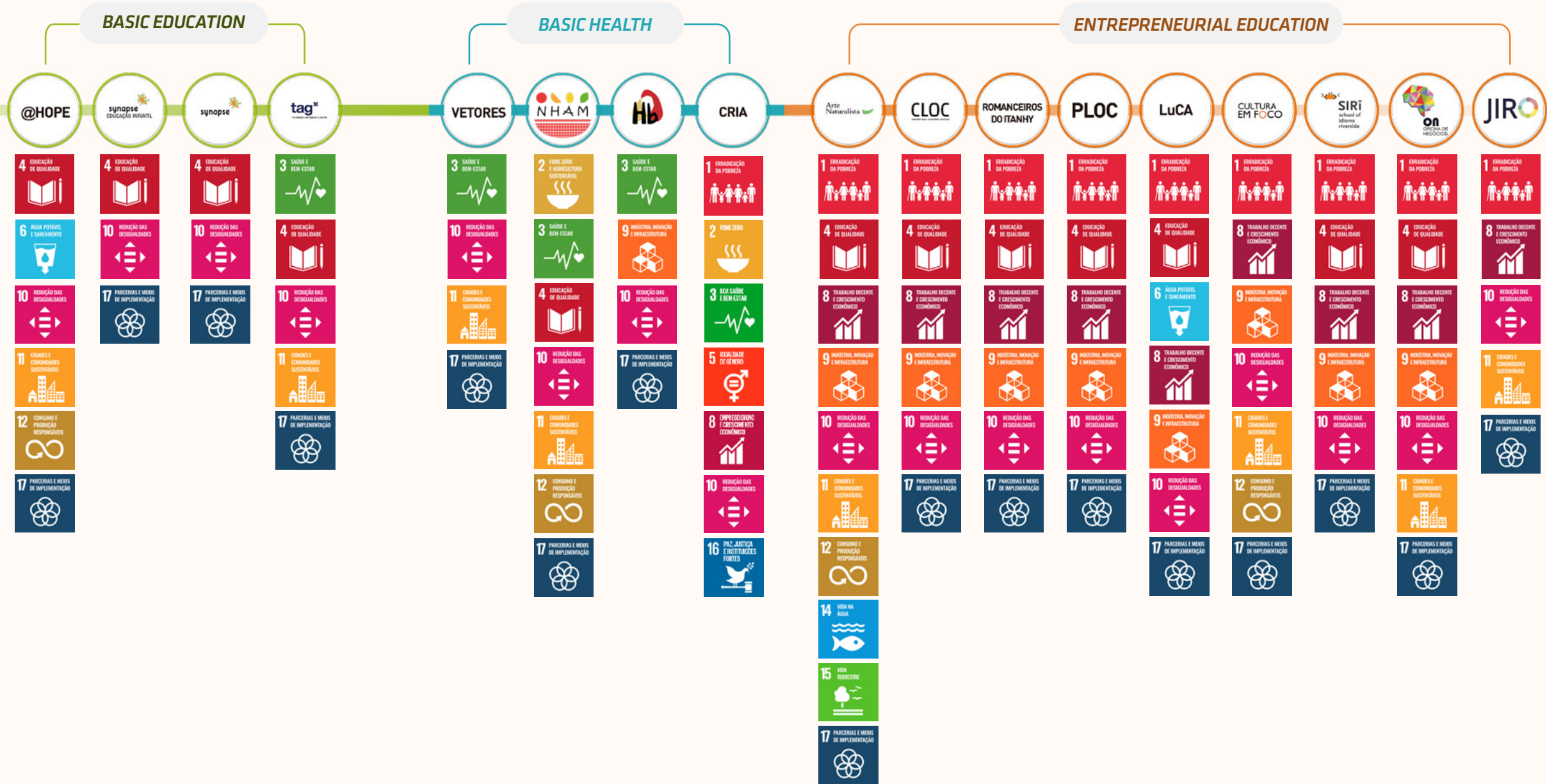
Our Model for Overcoming the Poverty Trap

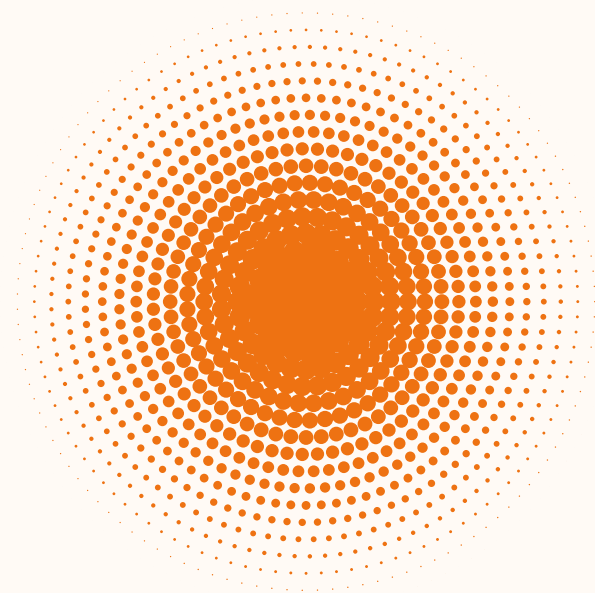
The Human Project is a model for fostering economic and social prosperity in underestimated cities, based on the development of human capital from a long-term perspective. Its goal is to eliminate poverty from people's mindsets and unlock their creative and entrepreneurial potential, enabling them to become the main drivers of change.

THP is implemented through the creation of Social Technologies designed to tackle the key factors that sustain the poverty trap, with a special focus on basic education, health, and entrepreneurial education. This is done through a systemic, adaptive, and business-oriented approach that ensures sustainability and financial autonomy. Throughout the process, community members actively participate as co-creators of solutions, later becoming reapplicators (scaling) and entrepreneurs—transforming these solutions into social businesses with local roots and global impact.



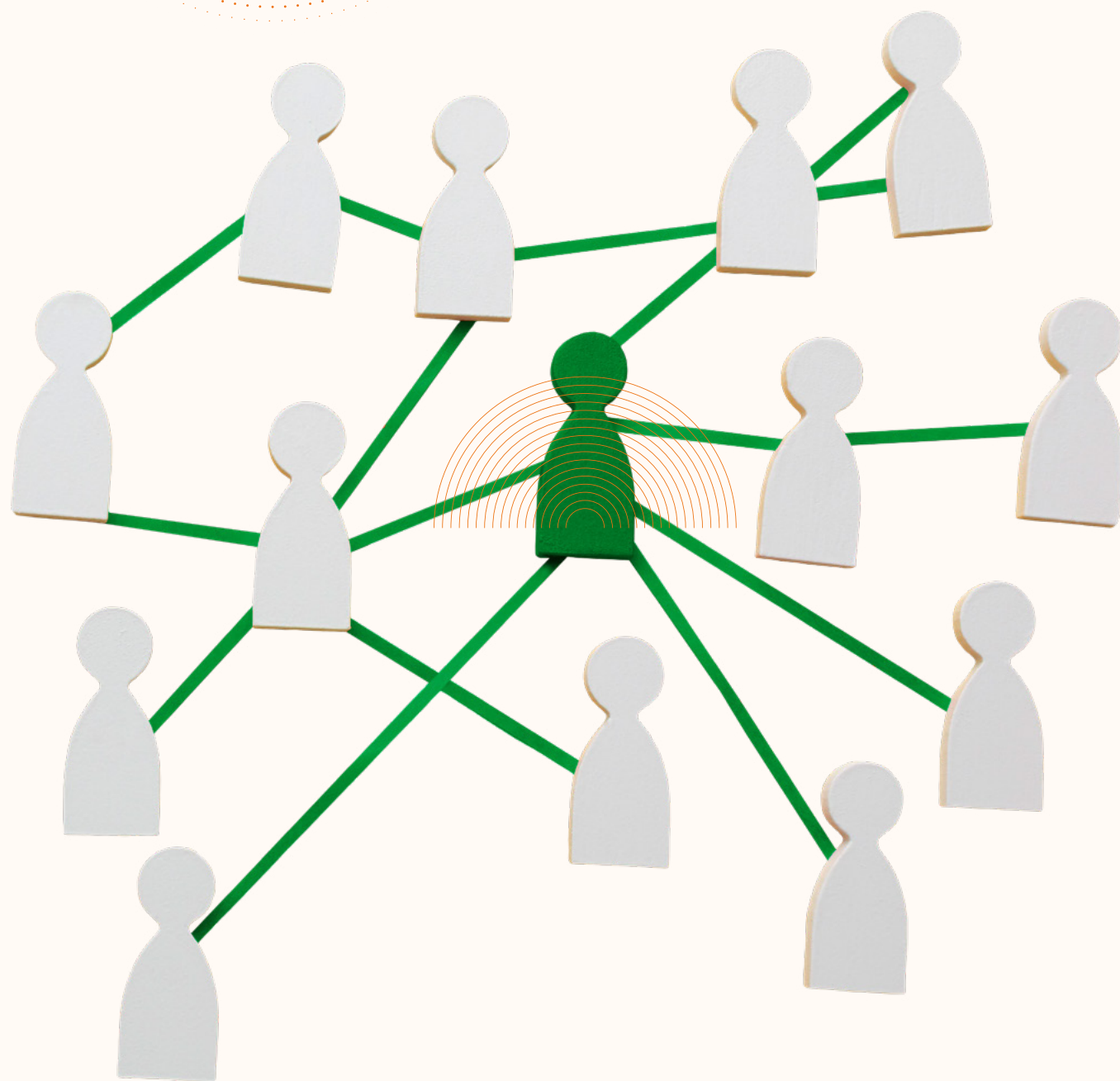
THE SOCIAL TECHNOLOGIES DEVELOPED BY IPTI INTERACT
WITH AND ARE INTEGRATED INTO VARIOUS SDGS





THP

AND THE SERGIPE GOVERNMENT



In Sergipe, the pursuit for opportunities played a big part in 2023. To boost economic, scientific, technological, and social development in the state, cooperation between the public sector and civil society has proven to be an essential driver of progress. Through innovation and commitment to social transformation, we were able to implement solutions that not only improve quality of life but also empower those in need. This power of change is the focus of the collaborative work between the Government of Sergipe, the State Secretariat for Economic Development, Science, and Technology (Sedetec), and The Human Project (THP) for the creation and implementation of social technologies.

In this partnership, the primary goal is to develop and reapplicate innovative solutions in basic education, entrepreneurial education, and primary healthcare. Beyond providing new tools and opportunities for the community, these technologies positively impact the lives of countless young people in Sergipe, offering them a more promising future.

Each social technology implemented aims to serve as a model for state public policies and a reference for social investments by companies in Sergipe. This reinforces the commitment to provide excellent services to state administration agencies to improve people's lives. This year has been one for consolidation and expansion, with social technologies reaching new areas and mobilizing new agents.

For the upcoming cycle, we reinforce our mission to continue working towards the development of Sergipe. To that end, we renew our readiness to face challenges, working with dedication and creativity. May the results achieved and the positive outlook for the future guide us on this path.

VALMOR BARBOSA

STATE SECRETARY FOR ECONOMIC DEVELOPMENT, SCIENCE, AND TECHNOLOGY



MESSAGE FROM THE PRESIDENT

20 YEARS

A TIME FOR CHANGE!

SCAN THIS CODE WITH YOUR
SMARTPHONE AND ACCESS THE
REPORT FROM PREVIOUS YEARS.



In 2023, we celebrated 20 years of existence, and our institutional report highlights an important milestone: the renaming of our organization to **The Human Project – THP**.

Throughout 2023, we embarked on an intensive process to select a new name for our organization. This need arose from the desire to better convey the purpose of our actions, as our formal name – Institute for Research in Technology and Innovation (IPTI) – did not reflect our work's purpose and human capital development model.

Our development model, “**The Human Project**” has been developed and refined over 20 years of work dedicated to underserved communities. Our model proposes a virtuous cycle in which research, training, and entrepreneurship are intrinsically linked actions. This model is implemented through the development of Social Technologies in basic education, primary healthcare, and entrepreneurial education, aiming to create conditions for the full human development of all individuals. In this new phase of our organization, we want to spread knowledge and understanding of everything we've developed to a greater number of people.



This year, we have been active in 28 municipalities across Brazil through partnerships and agreements with more than 30 organizations. We estimate that we have reached over 40,000 people, both directly and indirectly.

In 2023, we also continued to expand our activities in Santa Luzia do Itanhy, carrying out a series of initiatives at the CVT – Technological Vocational Center – in the Crasto community. Additionally, in the Pedra Furada community, we continued expanding the classrooms of Escola dos Sonhos (@Hope) and began the construction of the CRIA Space, our project focused on motherhood and early childhood.

Also, in 2023, we got recognition from Acquisition International with the award for Best Non-Profit Organization in the Social Innovation category, an achievement for which we are grateful to our entire team and established partners.

Finally, the details of this incredible year will be shared on the following pages of this report, and we hope that, like us, you feel proud to see a glimpse of what we are capable of achieving when we work together with the community and with the support of our institutional partners.

Thank you very much!

RODRIGO DE MAIO ALMEIDA
PRESIDENT



synapse

Synapse is a Social Technology in basic education, aimed at promoting the improvement of the teaching quality and learning Portuguese and Math to elementary school students in Brazilian public schools.

Created in Santa Luzia do Itanhy/SE, it is a pedagogical methodology that combines knowledge from Neuroscience applied to learning with the experiences of public school teachers in their classrooms. Its goal is to contribute to the improvement of teaching quality and learning in early childhood education and literacy.

Through that, Synapse's methodology adopted two important pillars: the contextualization of teaching inside students' realities and the construction of learning objectives. That way, it tends to guide and support teachers in the process of elaborating class plans and teaching necessary contents, as well as makes assimilating new concepts easier for students, as the knowledge is associated with their day-to-day elements.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- SYNAPSE EI
- TAG
- HB
- NHAM
- ARTE NATURALISTA
- CLOC



SYNAPSE HAS EXPANDED ITS ACTIVITIES TO OTHER STATES

In 2019, Synapse accomplished its first reapplication to another state, achieving the state of Maranhão. In 2021, Synapse also took its methodology to Ceará and Minas Gerais, bringing the total to four benefited states.

In 2022, despite the psychological distress experienced by teachers and students after the pandemic and the challenges it posed to learning, Synapse continued its teacher training in the states where it was active. Additionally, in collaboration with teachers, Synapse revised and improved pedagogical notebooks to address newly identified classroom needs and developed new support resources.

In 2023, Synapse evolved into a new institution called REDE SYNAPSE, as a movement toward sustainability and the project's maturity. It has now started to support itself while maintaining an executive partnership with THP. REDE SYNAPSE is a non-profit social organization aimed at promoting human development through education, utilizing its own Social Technology, the Synapse Methodology. By offering training courses and continuous pedagogical support within its network, the NGO empowers and supports teachers of early childhood education and the early grades of elementary school (1st to 3rd grades), ensuring the reapplication and dissemination of its methodology.

Currently, REDE SYNAPSE comprises teachers from various Brazilian states who, despite experiencing distinct realities, face very similar challenges in their classrooms. 2023 was also marked by the training of 505 education professionals in 11 new municipalities across six Brazilian states (SE, MA, PB, PA, CE, and MG), with highlights including the implementation in the Amazon region, in the city of Acará-PA, and the hinterlands of Paraíba. Additionally, a partnership was initiated with BNDES through match funding with public-private companies, along with updates to the Pedagogical Handbook. These updates included contributions from teachers in all the states where the methodology is applied, resulting in material with a national edition and five regional editions, featuring activities and guidance tailored to each region's context.

On November 8th, 2023, the event 'Abaixo-Não-Assinado' was held to introduce REDE SYNAPSE as a new institution dedicated to promoting the Synapse methodology and enhancing quality education through teacher training.



- > **19** municipalities benefited across six states.
- > **646** participants.
- > **250** participating schools.
- > **15.494** students impacted.
- > **8** new reapplicators trained.

UPCOMING CHALLENGES



- > **Strengthening the sustainability of REDE SYNAPSE**, to generate new ventures, such as creating open or postgraduate courses.
- > **Organizing fundraising events** to support quality education in Brazil.
- > **Expanding to** one more state, 20 new municipalities, training 1,000 teachers, and impacting 30,000 students.

synapse

EARLY CHILDHOOD EDUCATION



The Synapse Early Childhood Education Social Technology aims at the integral development of children and the improvement of early education through pedagogical practices related to cognitive and non-cognitive skills. Initiated in 2018, Synapse EI was designed in alignment with Synapse, ensuring that students enter elementary school under more suitable conditions and perform better in the literacy process.

Synapse EI's methodology is based on analyzing the main challenges encountered in classrooms, developing activity plans, and systematizing the educational reality of schools. This is done through a participative process involving the teachers from Santa Luzia do Itanhhy. In 2018, training sessions with teachers were held focusing on Waldorf Pedagogy, which helped define the strategy for creating pedagogical resources in 2019.

Thus, in 2019, the first versions of the Caderno Pedagógico (Pedagogical Notebook) and Planos de Aula (Class Plans) were developed for each age group in early childhood education, aligned with the BNCC (Base Nacional Comum Curricular - National Common Curricular Basis) and the state of Sergipe's curriculum. To assist teachers in designing playful and immersive activities, two MAPEIs (Materiais de Apoio Pedagógico para a Educação Infantil - Pedagogic Support Materials for Early Childhood Education) were also created.

In 2021, Synapse EI resumed its in-person activities, continuing teacher training and expanding to two additional schools. The following year, the Social Technology scaled up and was implemented in schools in Campo do Brito, São Miguel do Aleixo, Santa Rosa de Lima, and Nossa Senhora de Aparecida.



In 2023, the program was consolidated across all schools in Santa Luzia do Itanhhy and reapplied in Laranjeiras, thus covering six municipalities in Sergipe. The actions included teacher training, with a 100% certification rate in Santa Luzia do Itanhhy and 96% in Laranjeiras, the development of materials on mental health and well-being, the organization of first aid workshops, and the distribution of Cadernos Integrados (Integrated Notebooks) and MAPEIs. A Planning Support Group (GAP) was also established, reflecting the increased engagement of educators. These initiatives highlight Synapse Early Childhood Education's commitment to promoting quality education and emphasizing the importance of mental health and well-being in educational environments.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- SYNAPSE
- TAG
- HB
- NHAM
- ARTE NATURALISTA
- CLOC
- CRIA



PROJECT NUMBERS

- > **46** communities benefited across six municipalities in the state of Sergipe.
- > **166** teachers trained.
- > **2** new reapplicators trained.
- > **1.953** students benefited.

UPCOMING CHALLENGES



- > *Expanding to new municipalities in Sergipe, while ensuring the continuity of actions in schools already in operation.*
- > *Strengthening integration with the Rede Synapse*
- > *Continuously improving activities through impact evaluation and identifying areas for enhancement.*

tag*

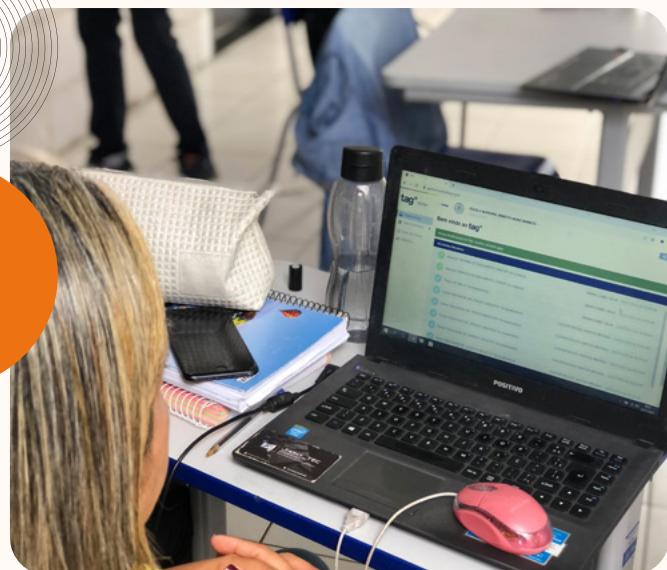
Tecnologia de Apoio à Gestão

Social Technology TAG consists of a free computerized system that aims to integrate the management of education, health, and social assistance information in a municipality, therefore allowing the systemic monitoring of youth development.

To better adapt to the reality of small Brazilian municipalities, TAG works both on and offline, allowing synchronization through flashdrives, data storage in clouds, and reach of rural areas that struggle to access the internet.



Created in 2016, TAG's first version only encompassed school management, with functionalities such as registering students, teachers, grades, and attendance, as well as managing meals, automatization of class plans, and reports. Besides, TAG already included gadgets for supporting the management of Bolsa Família and was integrated into the EducaCenso system, MEC's, SIAE's, and SEED's (educational sphere), allowing students' data conservation even if they switched schools. Currently, TAG is the only system recognized by the Ministry of Education as an educational technology in school management.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

● SYNAPSE
● SYNAPSE EI
● HB
● NHAM
● CLOC

IPTI

Concerning health, TAG acts along with HB as a Social Technology, monitoring the diagnosis and the fight against iron deficiency anemia in schools, including identifying nutritional problems such as obesity and malnutrition among students.

In terms of scalability, TAG had its first reapplication in public schools in Boquim, then expanded to 9 more municipalities in the Baixo São Francisco region. In 2019, TAG accomplished its first reapplication in another Brazilian state (Bacabeira, Maranhão).

This year, TAG also provided technical improvements to the system's interface, working on the usability via mobile, optimizing screens, and improving navigation, thus making it easier to access through tablets and smartphones. During 2022, TAG took an important step towards expanding as a Social Technology, supported by Petrobrás to be reapplied in the states of São Paulo and Rio de Janeiro, and already preparing to reach the states of Rio Grande do Norte and Espírito Santo. The goal for 2023 is to reach a total of 14 new municipalities. In addition, TAG was contemplated by the match funding between BNDES (Banco Nacional de Desenvolvimento Econômico e Social - National Bank for Economic and Social Development) and private partners, which will take the Social Technology to 36 more municipalities by 2024.

Also focusing on the technology's improvement, TAG developed elements in 2022 such as an electronic journal functionality (offered for a pilot test), which allows teachers to register attendance, grades, and class plans directly on the system. 2022 also brought the development of CÔRTEX, a hardware capable of operating as the "brain" of all data processing, on and offline, collecting information from devices with access to TAG through a local network and sending it to a municipality's educational database. The goal here is to overcome the barriers of internet accessibility, faced by many Brazilian schools.

In 2023, the prospecting of new municipalities for the BNDES and PETROBRAS projects continued, both in-person and virtual meetings to present the system and assess the interest of the municipalities. Throughout the year, various training sessions were carried out, focusing on teaching technicians how to export data from the system to EducaCenso, as well as training teachers on the new electronic diary feature. Adjustments were also made to optimize the training process, reducing the estimated time from 24 weeks to between 1 and 8 weeks, depending on the municipality. Another important point was the development of materials to guide the use of the system in training modules, along with tutorial videos showing how to perform tasks and the launch of the user support channel.



PROJECT NUMBERS

- > 29 municipalities benefited in 8 states
- > 90.466 students registered

UPCOMING CHALLENGES

- > Raising awareness of new municipalities
- > Reducing the time to correct software issues

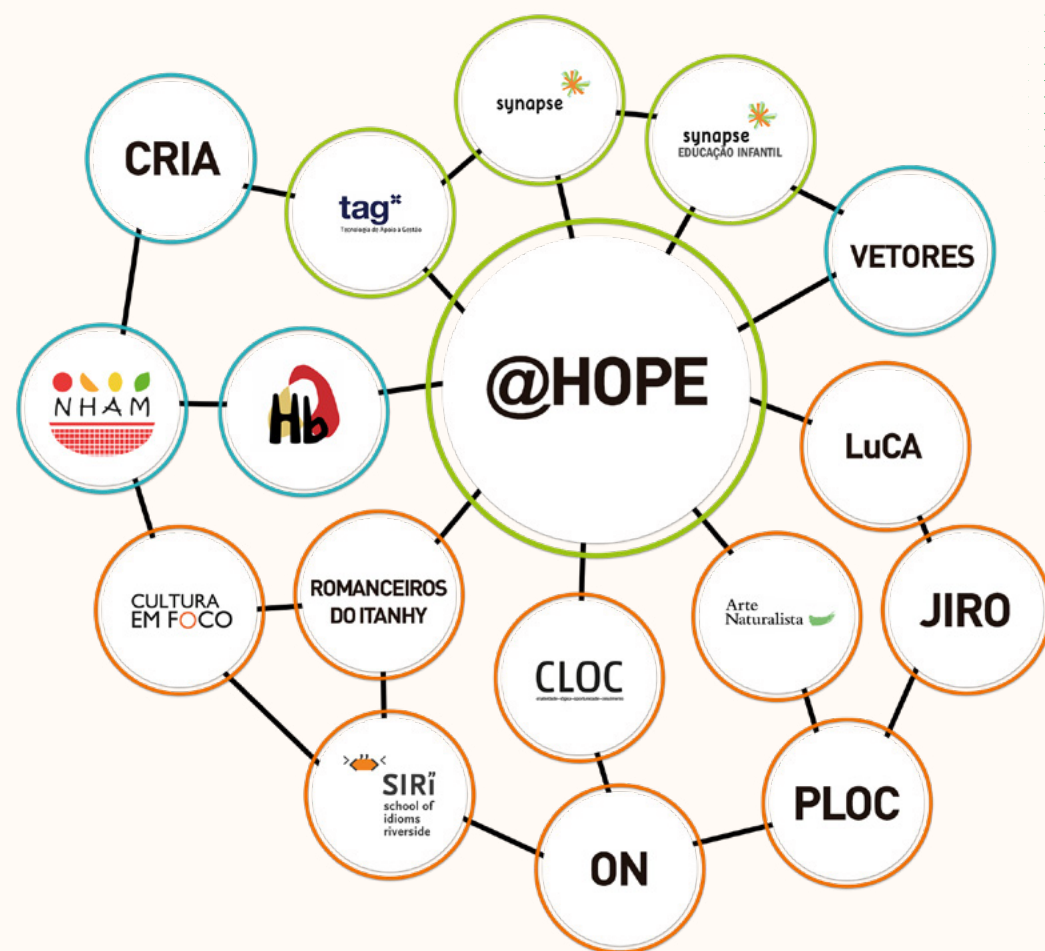
@HOPE

ARTE & TECNOLOGIA PARA MELHORES OPORTUNIDADES NA EDUCAÇÃO PÚBLICA

@Hope is a Social Technology that aims to generate a public school model with a pedagogic perspective that integrates Social Technologies in Basic Education, Entrepreneurial Education, and Health.

To achieve that, we created an architectural proposal and are building a public school in Pedra Furada, which will function as a visual example of IPTI's human development model, inspiring other schools to go down the same transformative path.

Apart from the construction of a model school, from an architectural and sustainability standpoint, @HOPE's perspective is to elaborate and consolidate a pedagogic proposal that prepares new generations for 21st-century demands, integrating curricular content with classes in arts, technology, and entrepreneurship.



ARCHITECTURAL PROJECT

The architectural project was developed through a partnership with the community around the school (council, teachers, employees, director, students, and parents) from Pedra Furada, generating a reference document that can be accessed through the link: <https://www.ipti.org.br/athope/>

The project was awarded by the Instituto dos Arquitetos do Brasil São Paulo's department in 2018, as the best project in the institutional buildings (non-executed works category).



Arte Naturalista

Arte Naturalista is a Social Technology in entrepreneurial education that seeks the identification and development of local talents in illustration techniques such as watercolor, pointillism, graffiti, and pastel, introducing visual arts into schools and stimulating sustainable businesses. Inspired by the local ecosystem in Santa Luzia do Itanhy, students learn how to illustrate the region's fauna and flora, awakening an understanding of the importance of environmental protection and strengthening the community identity through valuing its natural resources, way of life, and local knowledge. As students develop their artistic abilities, they integrate a team of illustrators responsible for the reapplication of the methodology in the community schools.

Since its beginning in 2014, Arte Naturalista has benefited over 1,800 students, and in 2016 the first design and fashion startup in Santa Luzia do Itanhy, named Casa do Cacete (CDC). In 2019, designer Daniel Moraes organized an innovative artistic residency with the students, during which 3 murals were developed, serving as the foundation for CDC's "Muralista" collection.

In 2021, to expand students' perspective beyond botanical illustration, new techniques were included. This process was highlighted by the "Seres Imaginários" (Imaginary Beings) workshop, led by visual artists Ronaldo Fraga and Miro Dantas, to integrate art and technology through teaching digital painting techniques on the app Procreate. This innovative work resulted in the "Seres Imaginários" collection by CDC.

In 2023, two printing workshops were held, led by designer Edlange Lopes, to deepen knowledge of printing techniques and the production of more complex patterns. Additionally, the youth participated in the "Oficina Identidade" (Identity Workshop) with Tatiane Costa, owner of the company Negra Luz (Afro accessories) and idealizer of the Feira de Mangaio (Exhibition that values Black entrepreneurs), to raise awareness of local riches, strengthening their identity through stories and experiences from the Crasto village.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- SYNAPSE
- SYNAPSE EI
- LUCA
- PLOC
- ROMANCEIROS DO ITANHY
- OFICINA DE NEGÓCIOS
- JIRO



CASA DO CACETE - CDC



www.casadocacete.com

- f casadocacete.br
- casadocacete
- Casa do Cacete



Created in 2016 by Arte Naturalista students, Casa do Cacete (CDC) is the first design and fashion startup in Santa Luzia do Itanhy, having already developed partnerships with renowned brands such as Morena Rosa, Osklen, and Insecta. Through its work, CDC has gained recognition in three important award ceremonies:

- 1º PLACE** In the *Inovação Comunitária (Community Innovation) award*, sponsored by BrazilFoundation, which allowed the creation of a basic silk screen print for shirt production that became CDC products;
- 5º PLACE** In the *A Casa-Museu do Objeto Brasileiro (The House -Brazilian Object Museum) award*, in the socio-environmental action category
- 3º PLACE** In the *Von Martius sustainability award*, 2016 edition, Nature category.



PROJECT NUMBERS

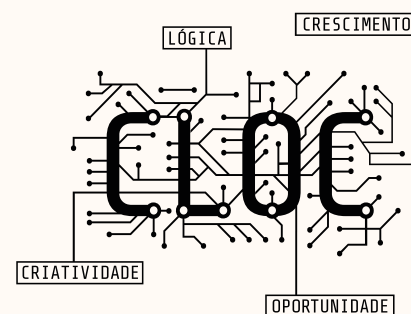
- > **98** participants
- > **3** municipalities benefited in 2 states
- > **5** reapplicators working in Santa Luzia do Itanhy and 1 field coordinator working in Umari
- > **1** business generated
- > **1** art exhibition in Umari/CE

UPCOMING CHALLENGES

- > *Reformulating* the second version of the booklet
- > *Creating synergy* with other social technologies
- > *Starting the work plan* in the city of Laranjeiras/SE

BUSSINESSES:

- > *Use Caçarema*, with two ON reapplicators.



CLOC is a Social Technology in entrepreneurial education focused on teaching programming and robotics to young people from Santa Luzia do Itanh. The goal is to structure a local IT center with the qualifications and capacity to promote business in the sector and act sustainably as instructors in public schools.

Beginning in 2013, CLOC's first activity took place, in its initial phase, with "Hora do Código" (coding time) and logic thinking activities. "Hora do Código" is an international initiative event that introduces Computer Science through creative tutorials that teach the basics, without the need for any previous experience.

Through that, students then stepped into a second phase, in which they learned coding languages such as HTML5 and CS53 until they reached an advanced level, with workshops on database and javascript. When students reach this level, they are invited to act as coding instructors in their own villages' schools, bringing continuity and scalability to the project, as well as generating opportunities for new talents.

As a result of this work, CLOC students developed robotics kits composed of recycled resources, 3D printed modules, and electronic platforms of Arduino, to contribute to the learning process of basic Mathematics, integrated with Social Technology Synapse.

In addition, in 2019, CLOC created the first IT startup in Santa Luzia do Itanh. In 2023, robotics was reinstated into the CLOC curriculum due to its prominence in previous years, returning as a part of the program. The robotics approach is carried out through educational kits and the Arduino platform, and it also focuses on developing training in digital games using a challenge-based methodology. As a result, a booklet was produced and two classes were implemented for this purpose, in addition to conventional training activities.

INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

TAG

NHAM

HB

SYNAPSE

SYNAPSE EI

VETORES

SIRI

OFICINA DE NEGÓCIOS



IPTI

In parallel, the TS restructuring process was started, reviewing existing content, incorporating new elements, and applying a new methodology. This reorganization work will continue throughout 2024. Finally, re-applicants were encouraged to update their knowledge, using the Alura platform to deepen their learning and explore new areas of knowledge.

CITI²



<http://citii.com.br/>

@citii_

Starting in 2019, CITI² (Centro Integrado de Tecnologia da Informação do Itanh - Itanh Integrated IT Center) is the first robotics and code teaching startup located in Santa Luzia do Itanh was created by students from the first class of CLOC.

CITI² is an important strategic partner of IPTI, supporting the development of computer systems related to other Social Technologies, such as CLOC and the tourism app JIRO, as well as NHAM's school meals management app

Beyond that, CITI² has developed a website for the Teens and Children Rights Municipal Council (CMDCA), along with other works.

ED-MUNDO



Ed-mundo (Education for the World) is the union of two THP Social Technologies: CLOC with its technological approach in programming and robotics, and the Oficina de Negócios (ON) with its awakening to entrepreneurship, financial education, and emotional intelligence.

The project proposes to develop skills in programming and entrepreneurship, providing participants with basic knowledge and tools to visualize perspectives of professional performance in Information Technology, generating work and income for the community. Currently, the project operates in Ceará, Bahia, and Minas Gerais, with more than 120 students graduated, 6 re-applicants, and 2 international awards.



PROJECT NUMBERS

- > **252** students in "Hour of Code"
- > **7** locations
- > **63** students graduated in phase 1
- > **26** students graduated in phase 2
- > **19** students graduated in phase 3
- > **20** students graduated with digital game instruction
- > **9** students graduated in robotics and English

UPCOMING CHALLENGES



- > *Upcoming challenges*
- > *Creating a continuation plan* for students who go through CLOC
- > *Increasing integration with the IT* area and referral to the job market
- > *Creating indicators* to validate the methodology
- > *Developing new re-applicants*, to reach new locations
- > *Developing a student platform* and new teaching materials

LuCA

LUZ, CÂMERA, AÇÃO

LuCA is a Social Technology in the area of educational entrepreneurship focused on audiovisual language, through which youth is selected and trained in filming techniques with digital cameras, smartphones, and software, as well as editing, sound, and post-production techniques. Through this process, the best students become instructors in their schools and can seek professional quality.

Developed in 2017, LuCA stems from the systematization of the experience acquired from the Arte com Ciência Social Technology, which had the perspective of training High School students on the production of educational audiovisual objects, through workshops on creating and editing videos, photos, podcasts, and texts. The central idea was that these educational objects could be shared, under license (Creative Commons), with students and teachers from other benefited schools, through the digital platform also developed by IPTI Guigoh.

The following years were marked by several important events, such as the beginning of the reapplication, and the Social Technology could be spread among new villages; the production of several short films and series, with the participation of the director of photography Anderson Craveiro for a production where the students themselves developed the script; and the beginning of the first class on Motion Graphics and 3D Animation, to work on concepts of animation, design, and cinema.

In 2022, LuCA deepened its work with Motion Graphics, through a new class focusing on script and the History of Animation, and three workshops focusing on introductory graphic animation language for advanced students, resulting in the production of a short film. Besides, additional training was offered on photographic language, ministered by community reapplicator Vitor Cruz, which resulted in 30 high-quality artistic photographs.

In 2023, the project developed its first booklet, making it even easier to reapply in other locations. 60 young people were also trained through audiovisual production, photography, and script workshops, in addition to the photography immersions in Povoado Crasto and Cajazeiras, both in Santa Luzia do Itanhy. As a result, 5 short films were produced: “Entre as Marés”, “Educando Gerações”, “Raízes Vivas”, “A Doçura da Experiência” and “Doce Legado”. Another achievement was the creation of Cineminha do Itanhy, a film club in Povoado Crasto focused on watching children’s films, where children can have inspiring, educational, and creative experiences through cinema.



INTEGRAÇÃO COM OUTRAS TECNOLOGIAS SOCIAIS DO MODELO THE HUMAN PROJECT

ARTE NATURALISTA

ROMANCEIROS DO ITANHY

PLOC

JIRO

SIRI

OFICINA DE NEGÓCIOS

IPTI

VIXE
FILMES

VIXE FILMES

Vixe Filmes is the first audiovisual startup in Santa Luzia do Itanhy, founded in 2020 by a group of students who noticed a great business opportunity. Among its main achievements, it is worth highlighting:

> Production of a documentary for the “**Saberes e Fazeres da Pesca Artesanal**” (Knowledge and Acts of Artisan Fishing) Celse program, in order to value community culture. The production included a partnership with PLOC students for sound elements. There was also an educative workshop for the regional youth on the subject and sound types of equipment.

> Production of the “**Abaixo Não-Assinado**”, campaign movie, partnering with RPS and Artplan.

> Award for “**Best Sound Design**”, t the Caruaru Film Festival for the short film “O Repto”, produced by the young people of LuCA in partnership with Vixe Filmes. This short film was also nominated for the international film festival **The Lift Off Sessions**, in the United Kingdom.



PROJECT NUMBERS

- > **94** participants
- > **4** villages
- > **4** new reapplicators trained
- > **2** businesses generated

UPCOMING CHALLENGES

- > **Training new reapplicators**
- > **Integrating new companies** generated with the methodology

PLOC

PLOC is a Social Technology of entrepreneurial education that combines sound and art, taking advantage of the landscapes' sounds to promote opportunities for creative, cultural, and economic development for young people in the community. Its goal is to offer workshops about recording, editing, production, and sound composition to encourage the creation of soundtracks for films, games, and other entrepreneurial possibilities. In this way, it seeks to prepare students to become future sound technicians, record producers, sound designers, and audiovisual artists.

Since its inception in 2017, PLOC has focused on stimulating students' creativity through the exploration of sound recording and editing techniques, as well as musical composition and improvisation. As a result of this phase, the technical work for three music videos was carried out; the recording and construction of the sound design for the series "1 Pé de Banana Nanica", the musical group "Orquestra Imaginária PLOC" and participation in the audiovisual workshop with the team from Oitorama Filmes, in São Paulo.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- ARTE NATURALISTA
- LUCA
- SIRI
- JIRO



In 2022, two artistic collaborations were developed with guest workshop leaders Andrey May, with the creation of websites and digital sound platforms, and DJ Dolores, on sound identity for audiovisual productions.

In 2023, PLOC continued its activities, promoting two sound workshops in the village of Cajazeiras, in addition to the audiovisual, podcast, and Blender software workshops. In parallel, a group of students continued to assist and participate in sound production moments of LuCA Social Technology film productions.



PROJECT NUMBERS

- > 94 participants
- > 4 villages
- > 4 new reapplicators trained
- > 2 businesses generated

UPCOMING CHALLENGES

- > Training new reapplicators
- > Integrating of new companies generated with the methodology



CULTURA EM FOCO

Cultura em Foco is a Social Technology in entrepreneurial education that seeks to associate contemporary design and traditional techniques in a permanent cycle of innovation, aggregating value to production and helping the preservation of traditional Brazilian knowledge.

During its initial phase, Cultura em Foco developed a model that aims to value and professionalize the work of artisans, grouping artisan communities in Santa Luzia do Itanhhy and in five other municipalities in Sergipe and Alagoas. In this process, five collections were launched and more than 400 new products were designed. As a result of these efforts, the social company “Fellicia” was created, which played a crucial role in creating a fair remuneration model for artisans and enabling the distribution of products to various markets in Brazil and abroad, generating an increase in profits for the production chain. As a result, the products gained recognition in relevant spaces, such as fairs and exhibitions both nationally and internationally, large companies, magazine editorials, television productions, and museums.

In 2017, the “Origine-SE” project was launched, integrating design, Sergipe crafts, and tourism, aiming to create unique products to strengthen the regional tourism chain. After the pandemic, in 2021, Cultura em Foco returned with activities that integrated design, innovation, and sustainable techniques, offering workshops on the construction and production of ecological materials, such as BTC bricks, hand-made clay panels, and banana gardens, to generate employment and income in the community. The following year, the workshops gained two new techniques: hydraulic tiles and school gardens, in addition to support with entrepreneurial training meetings for the beneficiaries, to support them in understanding and managing the social business for product sales.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

ARTE NATURALISTA

NHAM

OFICINA DE NEGÓCIOS

IPTI



The year 2023 was marked by the continuity of the production and improvement of hydraulic tiles and BTC bricks, which were applied at the school of Pedra Furada’s community, in Santa Luzia do Itanhhy. Along with this, a communication study was started for “Vem da Pedra”, a company created by the beneficiaries of the project, in addition to participating in the training with Bemtevi, a Social Business that strengthens and deepens the work developed by other Social Businesses.



PROJECT NUMBERS

- > 13 participants
- > 1 business generated, benefiting 9 people
- > 23 indirect beneficiaries

UPCOMING CHALLENGES



- > Structuring the company *Vem da Pedra* working on the personal development of the beneficiaries
- > Researching products that can be part of the company’s collection

ROMANCEIROS DO ITANHY

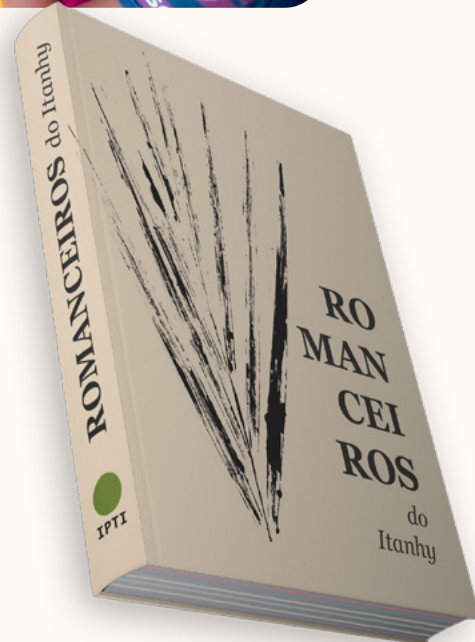
Romanceiros do Itanhy is a Social Technology created in 2017. It is dedicated to promoting narrative creativity and interest in literature among children and adolescents. This is achieved through storytelling and themed workshops, developing a deeper understanding and appreciation of writing and going beyond spelling and semantic learning, giving greater focus to the affective and structural processes involved in constructing a narrative. In this way, the workshops provide guidance and encouragement in the construction of their books. The goal is to give students complete freedom of expression and involve them in all stages of the creative process, including illustrations and graphic elements for books.

In 2021, Romanceiros do Itanhy brought a new proposal to stimulate creativity and literary interest in early childhood, with fundamental tools to promote full development. This work continued in 2022, benefiting 20 children and resulting in the production of a 20-book collection, created collaboratively. In this constructive process, the children had the support of 2 teenagers who participated in the first phase of Social Technology and teenagers from Social Technology Arte Naturalista who helped to create the stories and illustrations, respectively. As a result, the books were launched with an autograph session in the community and later exhibited at the Museu da Gente Sergipana, located in Aracaju.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- SYNAPSE EI
- ARTE NATURALISTA
- LUCA
- OFICINA DE NEGÓCIOS
- CRIA



In 2023, the methodology of Romanceiros do Itanhy was systematized, generating the "Pedagogical Support Material - MAP". This document contains guidelines for pedagogical practices and resources, infographics of the reapplication and integration model between the Synapse EI and Romanceiros do Itanhy methodologies, as well as standardized lesson plans for storytelling and narrative production workshops. 81 books were purchased for the project's new children's collection, along with basic furniture to compose the workshop environment. The project reached 74 children and offered 96 workshops. These activities took place in Pedra Furada and Crasto, with occasional storytelling sessions in preschools and elementary schools in these communities.



- > 75 participating children
- > 2 active reapplicators
- > 133 indirect beneficiaries

UPCOMING CHALLENGES



- > **Ensuring the effectiveness** of the application and reapplication of the methodology, through the improvement of pedagogical practices and resources
- > **Raising awareness and selecting** adolescents from the municipal schools of Santa Luzia do Itanhy
- > **Holding training workshops** on storytelling techniques and literary elements
- > **Selecting** certified adolescents to form a group of reapplicators
- > **Participating in the construction** of the digital collection
- > **Continuing actions** in the communities of Crasto and Pedra Furada, involving the awareness of families with children aged 4 to 10 in these villages



on OFICINA DE
NEGÓCIOS

The Business Workshop (ON) is a Social Technology in entrepreneurial education created in 2021, based on the knowledge acquired from the “Pense Grande” program (Fundação Telefônica Vivo) and the financial education games “Bons Negócios” and “Picnique” (Bank of America). From this, a methodology composed of three pillars was developed: entrepreneurship, emotional intelligence, and financial education. Based on these, ON aims to develop the individual’s entrepreneurial potential by providing all the technical tools necessary to consolidate a business idea. Due to these aspects, TS serves as a foundation for several others within THP.

In the following years, two educational financial education games were initially developed (“Quiz da Feira” and “Troca de Gastos”) and 6 reapplicators of the methodology were trained, which was consolidated and opened doors for the TS introduction in three villages in Santa Luzia do Itanhy. A reapplication manual was also produced, which includes QR Codes to access videos presenting the activities and recommend practices to assist in the activities. In addition, the team created a new educational game: “Game ON”, which encompasses the three pillars of the methodology.

In 2023, the implementation of Phase 2 of the Business Workshop began, aimed at personalized monitoring of individuals who already have a consolidated business idea. During this process, aspects such as pricing, sales strategies, business organization, catalog creation, and opening a CNPJ (company), among others, are covered.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

ARTE NATURALISTA

CLOC

LUCA

PLOC

SIRI

JIRO

ROMANCEIROS DO ITANHY

SYNAPSE

CULTURA EM FOCO

CRIA

IPTI



The community recognized the project as a reference in knowledge about entrepreneurship, resulting in spontaneous demand and increasing the number of beneficiaries. During the training, three CNPJs (companies) were opened and fifteen ideas with significant growth potential were developed.

In addition, the incubation proposal was conceived, which consists of continuous monitoring of businesses until they reach sufficient maturity to enter the market. This proposal will be put into practice and validated in 2024.



PROJECT NUMBERS



- > 50 students graduated in PHASE 1
- > 29 students graduated in PHASE 2
- > Creation of incubation proposal and testing with 6 business ideas
- > 3 companies opened after the formation of PHASE 2
- > 15 business ideas with growth potential
- > 2 new games developed

UPCOMING CHALLENGES



- > Inserting ON's entrepreneurial training methodology *into the school curriculum*
- > *Continuing the training of reapplicants* and reaching new locations
- > *Developing teaching materials* for financial education
- > *Establishing connections* with teachers from Santa Luzia do Itanhy
- > *Re-implementing PHASE 2* in other municipalities
- > *Strengthening ON's methodology* and performance in the CVT
- > *Testing and validating* the incubation process



SIRi

school of
idioms
riverside



SIRi is a Social Technology in the area of entrepreneurial education focused on teaching English to young people in vulnerable communities.

Starting in 2018, SIRi's methodology values imagination and interactivity, utilizing educational games and having the students' experiences as a reference to insert the English language into public schools in a sustainable way. Besides, SIRi offers qualification in English to young entrepreneurs from Santa Luzia do Itanhy, enabling them to communicate with potential clients and partners internationally.

The following years were marked by several events, such as the beginning of the reapplication of the methodology, online meetings with young volunteers from the United States to develop conversation skills, educational games development, reapplication booklets, and English teaching material aimed at small tourist business in partnership with JIRO Social Technology.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- ARTE NATURALISTA
- CLOC
- LUCA
- PLOC
- SIRi
- JIRO
- OFICINA DE NEGÓCIOS

In 2022, the first social business in the area of English teaching was created in Santa Luzia do Itanhy: MESH – Mangrove English School House, focused on remote communities with limited access to digital technologies. It seeks to develop a specific methodology for each group, using their characteristics, difficulties, and objectives to better contribute to learning. The purpose of MESH is to become sustainable, providing support for SIRi to prepare young people to enter the globalized job market.

2023 was marked by the creation of new materials for pedagogical support, the main one being the SIRi app. Its format is similar to Google Classroom, where it is possible to present additional content and information and practice English through interactive quizzes, in addition to being used for students' performance assessments. In addition, other conversation classes were started, allowing the improvement of students' learning, and the connection of the SIRi methodology with two other Social Technologies: Oficina de Negócios (entrepreneurship) and CLOC (programming).



UPCOMING CHALLENGES



- > Restructuring of methodology
- > Incorporating SIRi into other Social Technologies
- > Defining the medium-term scope of the project
- > Organizing the objective of Social Technology
- > Implementing training in a shorter period of time
- > Reaching other locations
- > Developing new features for the APP

JIRO | Jornadas Integradas por Rotas Originais

JIRO is a Social Technology in the area of entrepreneurial education focused on revealing, promoting, and integrating micro-entrepreneurship in tourism and experience. The aim is to provide high-quality, original tourist experiences, featuring natural beauty, traditional cuisine, and locally crafted products that highlight the cultural richness and stories of the communities involved.

When it began its activities in 2021, JIRO involved microentrepreneurs from 4 municipalities in Sergipe: Santa Luzia do Itanh, Indiaroba, Estância, and Barra dos Coqueiros. As a result, 24 small businesses benefited from training in areas such as audiovisual, basic English, storytelling, entrepreneurship, and financial education, all carried out in synergy with other Social Technologies developed by THP. In this way, it was possible to add value to existing tourism experiences, improving the presentation, service, and management of these businesses. Finally, the first version of the JIRO website (www.jiroturismo.com) was developed in collaboration with CLOC Social Technology.

In 2022, JIRO's workshops continued reaching the same municipalities, with new participants. As a result, by the end of the year, JIRO included 5 touristic routes structured in 3 different municipalities, as well as a diversity of small businesses integrated into its network, encompassing visual artists, artisans, flour houses, agriculture, culinary, poetry, music, trails, inns and much more.

Also in 2022, JIRO's visual identity was developed, as well as the first version of an app for commercializing products and touristic services, contemplating the functionality of registering touristic experiences and information on location, prices, and availability.

In 2023, the beta version of the app was made available on the Play Store for testing and improvements, in addition to the beginning of the JIRO business model in partnership with Bemtevi. Subsequently, the reapplication of Social Technology began in São Cristóvão and Itaporanga D'Ajuda, expanding from 4 to 6 municipalities.

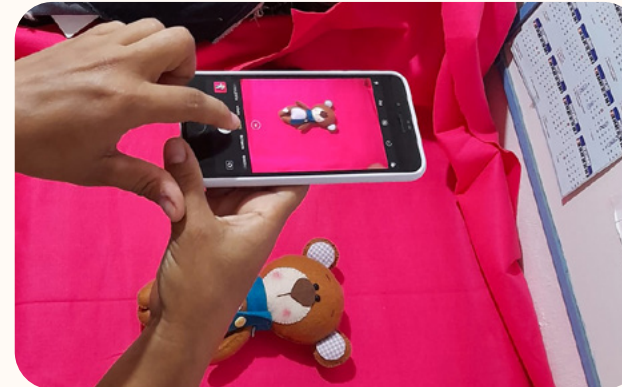


INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- ARTE NATURALISTA
- LUCA
- PLOC
- SIRI
- OFICINA DE NEGÓCIOS
- CLOC
- ROMANCEIROS DO ITANH



IPTI



The activities in São Cristóvão provided an opportunity to improve the methodology to a lean and assertive version and the presentation of English and audiovisual content, which are complementary to the methodology. QR codes with maps showing the city's attractions were also developed, to be installed in the city and facilitate the movement of visitors/tourists.

Five beneficiaries were trained in São Cristóvão, 10 in Terra Caída (municipality of Indiaroba), and 4 in Crasto (Santa Luzia do Itanh). In addition, 6 beneficiaries began training in São Cristóvão and another 3 in Itaporanga D'Ajuda.



PROJECT NUMBERS

- > 11 villages benefited in 6 municipalities
- > 42 participants
- > 3 active reapplicators
- > 75 indirect beneficiaries

UPCOMING CHALLENGES

- > Continuing with JIRO workshops in six municipalities
- > Inserting entrepreneurs into the JIRO app
- > Making corrections to the app and testing new features
- > Developing and installing signs for new beneficiaries in São Cristóvão and Itaporanga D'Ajuda



HB is a Social Technology in primary healthcare for the diagnosis and treatment of iron deficiency anemia in schools, seeking to contribute to the full development of children and adolescents. Considered the largest nutritional disease in the world by the World Health Organization, it affects a quarter of the population. It has consequences related to low motor and mental performance. It is based on a portable, simple, and low-cost mechanism for measuring the hemoglobin level in the blood and on an awareness-raising methodology for the detection, treatment, and adoption of healthier eating habits.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

NHAM
TAG
SYNAPSE
SYNAPSE EI
CLOC
CRIA

IPTI

Since the beginning of the activities, the rates of iron deficiency anemia have been reduced from 32% to 5.8% among students in Santa Luzia do Itanhhy/SE. As of 2015, it gained scalability and began to be reapplied in other locations, such as Boquim/SE and Borba/AM. The rates in these locations were reduced from 25% to 4.8% and 59% to 3.9%, respectively. With this result, HB won the Banco de Brasil Foundation Social Technology Award in 2013, and 2017 the experience in the village of Axinim, in the municipality of Borba/AM, became the winner of the “Mostra Brasil, aqui tem SUS”, in the Conasems Webdocs Award category.

The year 2023 focused on validating the mathematical model and the application under development in partnership with the Federal University of Juiz de Fora. For this, 5 schools in different districts were selected, namely: Raimundo Ferreira – Rua da Palha; Senador Leite Neto – Cajazeiras; Antônio Ribeiro – Sede; Jessé da Silva Prado – Sede; Paulo de Souza – Areia Branca. Thus, 383 blood samples were collected, of which 55 children tested positive for iron deficiency anemia and 33 began treatment. The magazine “Guerra nas artérias: o Ataque dos Vermes” was also completed and printed, as well as the construction of the “HB Workshop”, developed through a partnership with NHAM and the nursing team of the municipal Health Department, establishing awareness strategies and themes to be applied playfully during meetings with the community.



PROJECT NUMBERS

- > 5 schools in 4 municipalities
- > 382 students tested

UPCOMING CHALLENGES



- > *Raising awareness among parents and guardians* about the importance of participation in the project activities
- > *Continuing development* of the HB equipment, specifically designed to facilitate the detection of iron deficiency anemia



NUTRITION FOR A HEALTHY AND APPETIZING MEAL

NHAM is a Social Technology in the area of basic health focused on promoting food security in schools, integrating data science with the work of lunch ladies and family agricultors in the region, also combining Hb and TAG Social Technologies. In other words, Hb allows the collection of student health data regarding iron deficiency anemia and BMI (Body Mass Index), leading to the identification of malnutrition or obesity among students. This data is then directly registered to the TAG database and crossed with other student data, such as sex, age, weight, height, hemoglobin level, as well as family history regarding diabetes and hypertension.

TAG's data is used to provide NHAM lunch ladies with information on the nutritional needs of each group of students, helping them prepare and adapt school meals. In addition, it facilitated the management of product inventory, guiding lunch ladies on how to replace items in case of shortage, and ensuring the nutritional value of meals. Inventory control also makes it possible to inform family farmers of product purchase forecasts, contributing to planting planning, in addition to managing the delivery and receipt of products at the city's school lunch center.

In 2022, NHAM focused on strengthening the role of lunch ladies as educators in Food Security and Nutrition. This was done through training cycles and support materials on the topic. In parallel, they applied a form to assess student acceptance of food, using the results to prepare school menus.

During 2023, the main activities developed included classes taught by the lunch ladies, the creation of pedagogical resources, workshops for the building of a vegetable garden, and the development of a software model for food substitution, menu creation, and systematization of inventory control. In addition, the implementation of the Presence Cortex linked to the distribution of school meals was an important milestone. As in the previous year, the lunch ladies also played an active role in the acceptability testing of food, directly impacting 90 and indirectly impacting 801 children, in addition to contributing to the preparation of the Support and Pedagogical Material (MAP).



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

HB

TAG

SYNAPSE

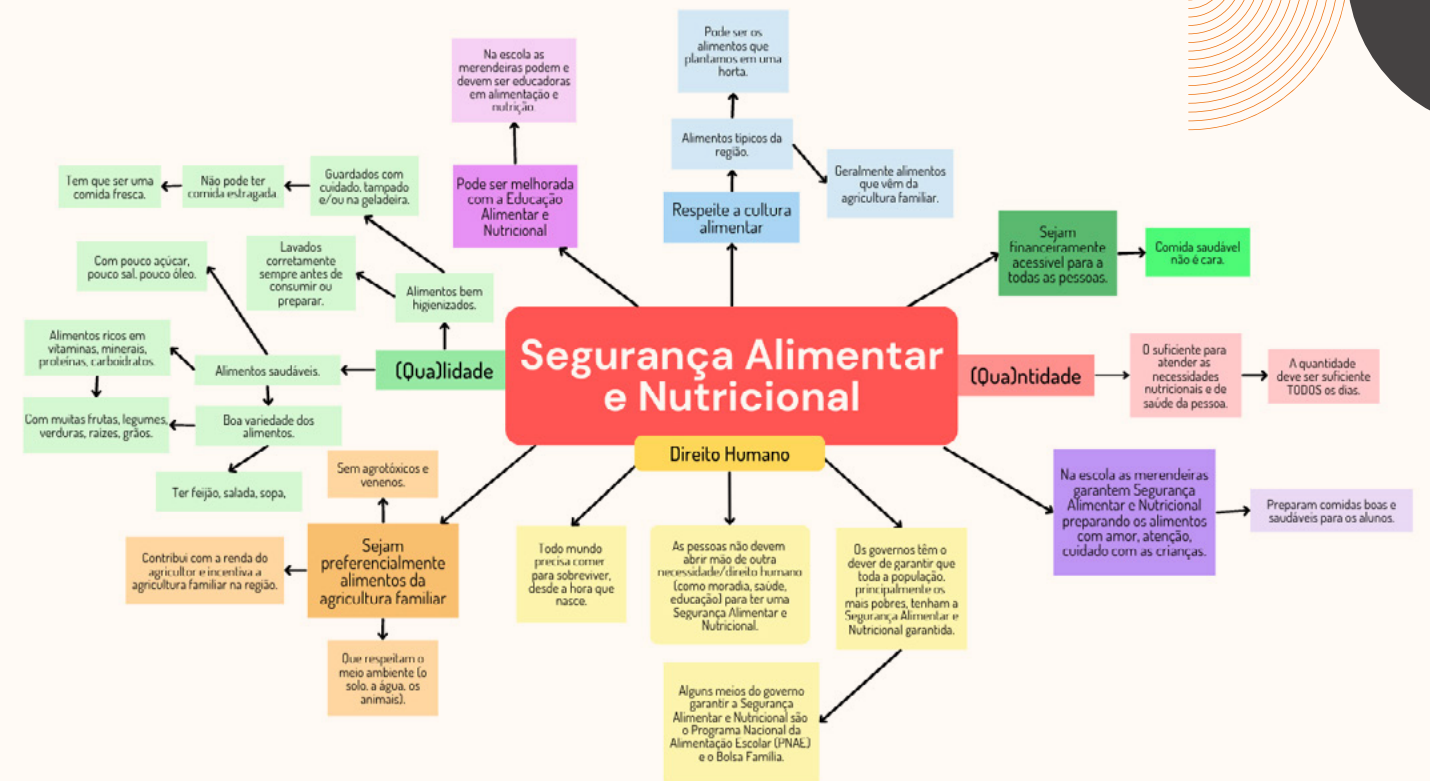
SYNAPSE EI

CLOC

CRIA



IPTI



PROJECT NUMBERS

- > 4 schools
- > 12 participants
- > 4 vegetable gardens built
- > 711 711 school students benefited

UPCOMING CHALLENGES

- > **Strengthening the confidence** of food educators in teaching classes, ensuring the scalability and sustainability of the Social Technology
- > **Guiding farmers** on good eating practices and the use of the APP, raising awareness among them, together with local cooks, to participate in CUCA's festive Saturdays
- > **Facilitating NHAM** exchanges in other schools in the municipality

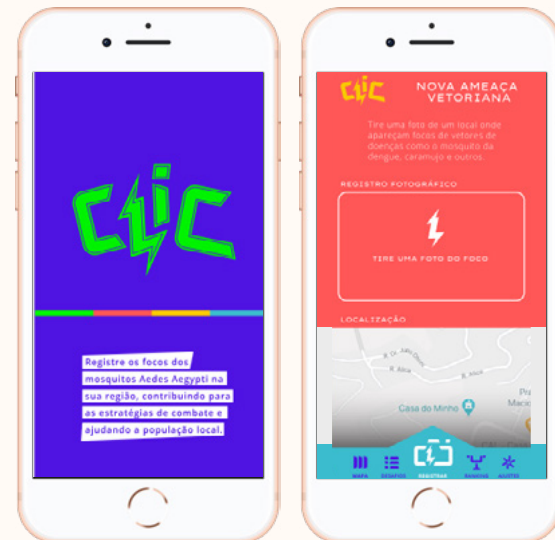
VETORES

TECNOLOGIA DE APOIO AO MONITORAMENTO
E VIGILÂNCIA EPIDEMIOLÓGICA

Vetors is a Social Technology in basic health, aimed at combating vectors that cause epidemiological diseases, such as Dengue, Zika, Chikungunya, and Schistosomiasis.

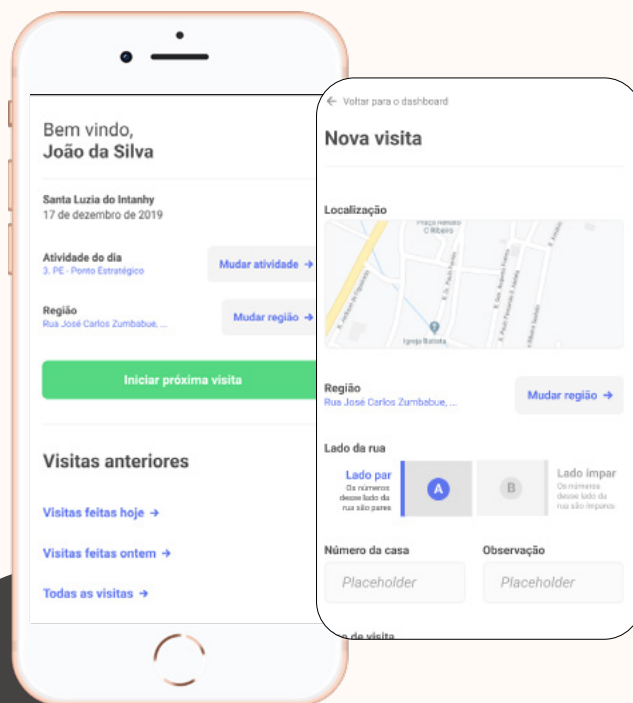
Created in 2019, Vetors involved health professionals from Santa Luzia do Itanhy to develop the “CLIC - Comunidade” APP, focused on encouraging community participation and collaboration in monitoring and eradicating vectors through gamification strategies. The APP uses a scoring and rewards system to encourage community members to geographically register vector spots and participate in control activities.

Complementarily, we also developed two other versions of CLIC, integrated with DataSUS and SisPNDC:



CLIC - ENDEMIC AGENT

Endemic agent: an app to be used by endemic agents, replacing old paper spreadsheets to support the control and overseeing of home visits.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

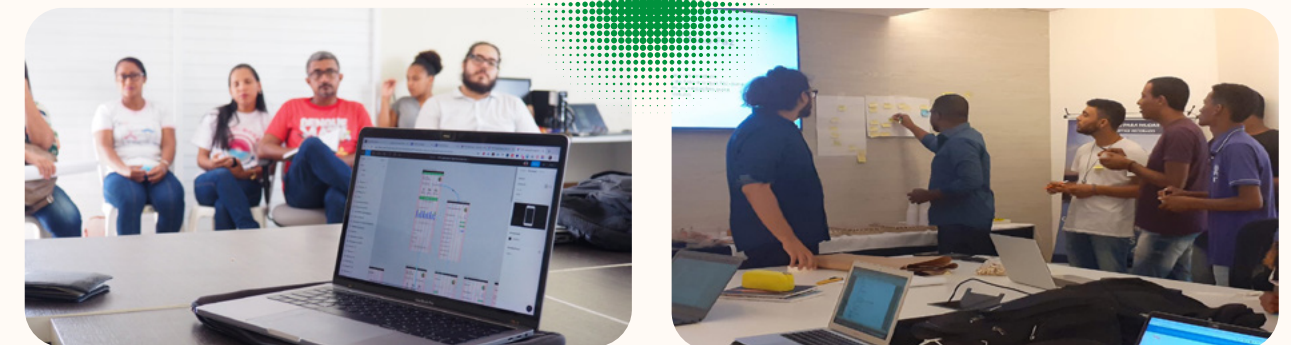
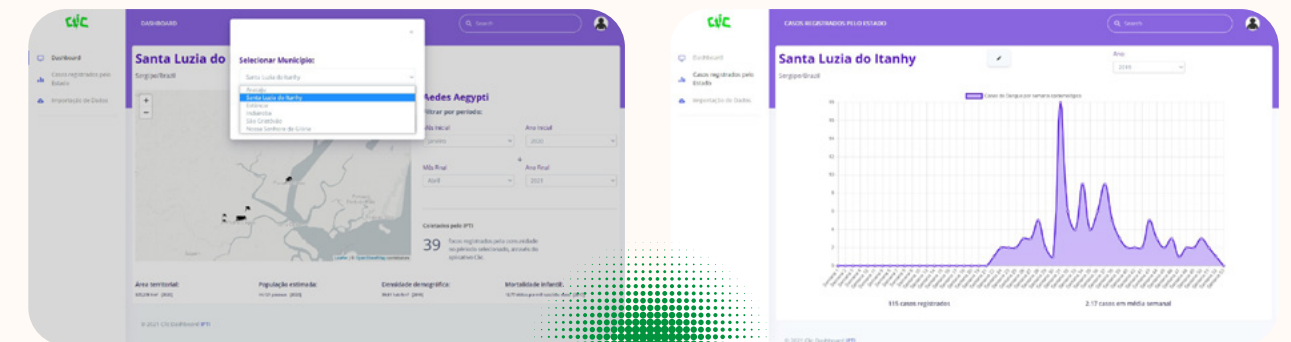
HB

CLOC

IPTI

CLIC – DASHBOARD

A decision-support tool for public managers, featuring interactive maps and graphs that identify areas most prone to vector spots based on data from the CLIC – Community and CLIC – Endemic Agent apps.



CLIC already has available versions for download at Google Play Store and Apple Store.

To help with community engagement, Vetores also developed the episode “A Comunidade Contra-ataca” (Community strikes back) for the “Guerra nas Artérias” comic book by Tecnologia Social Hb, focusing on raising community awareness on vectors and the importance of collective action to prevent epidemiological diseases.

Last year, Vetors also worked on developing an animated miniseries, with the support of Carlos Saldanha, to help engage the community. The miniseries tells the story of creatures, known as “Vectorians”, who dominated the planet in the year 3022. To solve the problem, it was necessary to send an agent to the past to find two young scientists who could change the future. However, an accident happens and the time machine sends the agent back to when the scientists were still teenagers. Now, the three must join forces to fight the Vectorians and change the future of humanity.

UPCOMING CHALLENGES



- *Developing an animation* based on the world of CLIC
- *Implementing augmented reality* in the CLIC app
- *Transforming the CLIC app into a community engagement tool in public health*
- *Implementing an intelligent assistant* that answers questions about vector-borne infectious diseases: Til

CRIA

CULTIVATE AND RAISE INFANCY AWARENESS

CRIA is a Social Technology in basic health that aims to promote adequate conditions for motherhood and fatherhood in early childhood. Covering the period from -2 years (24 months before the beginning of pregnancy) to +3 years of age for children, the project emphasizes the importance of external factors in child development, including during pregnancy. Located in the community of Pedra Furada, in Santa Luzia do Itanh, CRIA seeks to be a global model and reference, integrating initiatives related to parenthood, humanized health, and biodynamic agriculture. In addition, it promotes elevating the role of motherhood in social and economic development, promoting female entrepreneurship and addressing issues such as family planning, reducing gender-based violence, and promoting food security. In short, CRIA aims to improve various aspects of child and community development, dialoguing with existing public policies to ensure their sustainability and scalability.

In 2022, CRIA began its activities along with the Pedra Furada community, organizing meetings in conversation circle formats and dynamics on the following topics: children's rhythm and routine; prenatal care; childbirth; shantala; food security; yoga and breathing and stretching exercises; child development milestones; the importance of playing; breastfeeding; emotions and challenges in family relationships; parenting; postpartum depression; pregnant women and family members rights; self-esteem; bullying; and mental health in childhood. By the end of the year, the maturity of the participants in understanding the topics covered and their appropriation of the Social Technology was evident, as they were able to discuss deeper topics such as violent communication, mental health, and teenage pregnancy, for example, understanding their influences on the family axis and child development.

During 2023, new activities were developed. Over 6 months, the training cycle for Adolescent Health Agents (ASA) was carried out, divided into basic, intermediate, and advanced modules. The topics covered included Immunization, sexually transmitted infections, medicinal plants, body and sexuality, family planning, and chronic diseases. In parallel, training for the basic module for Child Development Agents (ADI) was carried out, in collaboration with Synapse EI technology. The program addressed 4 protagonists in the relationship with the child: Individual (walking, talking, thinking), Family (meaning and good practices, rhythm and routine), CRIA Space (physical structures and environments in child development), and Community (support network).



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- SYNAPSE EI
- NHAM
- HB
- TAG
- OFICINA DE NEGÓCIOS
- ROMANCEIROS DO ITANH



Throughout the period, 25 meetings were held with residents of the Pedra Furada village. The exchanges covered topics such as Family Planning, Prenatal Care, Child Development Milestones, The Importance of Playing, Breastfeeding, Parenting, Toxic Stress, and the Importance of Food. Construction of the first spot of the CRIA Space - Human Development Module has also begun.

This spot will have two spaces: one focused on children and the other focused on parents from the Pedra Furada village. In addition, a situational diagnosis of the Pedra Furada village was carried out, including a survey of the number of residents, population profile, income, access to health services, and issues related to women's health, such as contraceptive methods, prenatal care, and pregnancy. Finally, four support materials were also produced: a Shantala manual, a Medicinal Plants book, a Breastfeeding Show game, and a Prenatal and Child Development booklet.



> 55 participants
> 106 indirect beneficiaries

> 4 participants in the CRIA training

UPCOMING CHALLENGES



- > **Engaging the community with Espaço CRIA**
- > **Establishing a routine of activities** at Espaço CRIA (including food safety practices, maternity/paternity preparation courses, yoga practices, Shantala practices, etc.)
- > **Managing the operation** and sustainability of Espaço CRIA
- > **Overseeing the first cycle of reapplication** for new members
- > **Providing Young CRIA Training**
- > **Creating a community garden and medicinal garden**
- > **Monitoring the health** of pregnant women, mothers, and children up to 2 years old
- > **Encouraging exclusive breastfeeding** in the first 6 months of the child's life through campaigns
- > **Atingir outras localidades**
- > **Increasing the number of people enrolled in the project**
- > **Developing the CRIA methodology**
- > **Creating reapplication material**
- > **Creating support materials** available for the routine of the community that frequents Espaço CRIA

IPTI'S 2023 GLOBAL ANNUAL EVENT

The 2023 IPTI Annual Event was held at the Yale Club in New York on May 16th and brought together people who believe in our mission, vision, and values based on human development. The focus of this edition was on the concept of reapplication. We had the opportunity to bring 2 representatives from Santa Luzia do Itanhhy, Maria and Paula, who work on the project to transform plastic waste into durable goods, they shared their life stories, future dreams, and how the project has changed the lives of the community.



PARTNERS AND SUPPORTERS IN 2023

*Garcia
family
foundation*

STELLA ✶ ARTOIS®

INPLUS
interior design

 **Safra Bank**

ORNARE

**JH HEIDNER
LAW FIRM, P.C.**



IPTI

EVENTO THP EM SÃO PAULO – THP EVENT IN SÃO PAULO

The 2023 dinner in the city of São Paulo took place on August 14th and also focused on the theme of scalability, with an emphasis on our reapplication model, and the highlight of the year was the Synapse Early Childhood Education Social Technology, with the presence of teachers and reapplicators from Synapse EI, Lícia and Nathalie, and the project coordinator Raiane, who talked a little about the pedagogical methodology and the experience of being able to take the knowledge to other Brazilian municipalities.



IPTI

PARTNERS AND SUPPORTERS IN 2023



biblioteca Luminescência*

Setting up a library is part of our strategy to promote human development, based on integrated actions in art, science, and technology. Biblioteca Luminescência is a great incentive for arts in the entire community of Santa Luzia do Itanhhy, mainly for young people and teenagers from Crasto village, where it has been installed since 2013.

The library specializes in Visual Arts but also has publications in children's literature since it is located next to Sítio do Pica Pau Amarelo children's school. It contains a rich collection of 1,272 volumes, organized according to the Universal Decimal Classification (CDU), also including the Dewey Cutter authors' table. In addition to the collection, other initiatives are developed to increase interest in the arts.

The name Luminescence is related to the phenomenon of bioluminescence, quite common in the Crasto region due to the presence of dinoflagellates (microorganisms that light up when excited) in coastal environments. This denomination is also related to Saint Luzia, the holy protector of the eyes. Just like this saint protects and enlightens citizens, the library has the power to illuminate the lives of those who seek knowledge.



PARTNERS AND SUPPORTERS IN 2023



FINANCIAL STATEMENT

Title PROJECTS	Knowledge Area	Period of the Contract		Contracted Value	Amount received in 2023	Source of Resources	
						Public	Private
Técnicas Construtivas - n.º 892115/2019	Creative Economy	2019	2024	R\$ 546.677,60	-	100%	-
Synapse - Ceará	Education	2020	2024	R\$ 354.724,13	-	-	100%
Synapse Laranjeiras	Education	2020	2023	R\$ 3.779.516,88	R\$ 809.138,55	-	100%
Luca FBB	Creative Economy	2020	2023	R\$ 289.732,36	R\$ 34.718,82	-	100%
Projeto Synapse 20578 - FBB	Education	2021	2024	R\$ 482.513,34	R\$ 18.833,94	-	100%
Jiro - n.º 898821/2020	Creative Economy and Education	2020	2024	R\$ 1.534.000,00	-	100%	-
Tag no Maranhão	Health	2021	2022	R\$ 64.146,00	R\$ 16.036,50	-	100%
Jiro Fase 2 - n.º 919068/2021	Creative Economy and Education	2021	2023	R\$ 850.000,00	-	100%	-
Synapse Educação Infantil & Synapse & TAG - nº 916449/2021	Education	2021	2023	R\$ 500.000,00	-	100%	-
Ed Mundo - Fortaleza/CE	Creative Economy and Education	2022	2024	R\$ 303.966,00	-	-	100%
Arte Naturalista	Creative Economy	2022	2023	R\$ 108.000,00	-	-	100%
Cloc	Creative Economy and Education	2022	2023	R\$ 240.000,00	-	-	100%
Romanceiros do Itanhy Infantil - Tem Uma História no meu Desenho	Education	2022	2023	R\$ 57.250,00	-	-	100%
Segurança Alimentar nas Escolas (SAE)	Health	2022	2024	R\$ 445.572,00	-	-	100%
HB - diagnóstico, prevenção e combate à anemia ferropriva nas escolas	Health	2022	2024	R\$ 386.676,80	-	-	100%
ON - Oficina de Negócios	Creative Economy and Education	2022	2023	R\$ 226.692,80	-	-	100%
Consolidação e reaplicação de tecnologias sociais pedagógicas e de apoio à gestão escolar nas redes públicas de ensino	Education	2022	2025	R\$9.874.396,00	R\$1.773.100,50	50%	50%
Cria	Health	2022	2026	R\$ 4.213.384,00	R\$ 1.563.384,00	-	100%
Alavancagem Jiro - Jornadas Integradas por Rotas Originais	Creative Economy and Education	2022	2024	R\$ 200.000,00	R\$ 142.190,00	-	100%
Macete N.º 935368/2022	-	2022	2024	R\$ 500.000,00	R\$ 500.000,00	100%	-

Title PROJECTS	Knowledge Area	Period of the Contract		Contracted Value	Amount received in 2023	Source of Resources	
						Public	Private
Animação e Motion Graphics	Creative Economy and Education	2023	2024	R\$ 350.000,00	R\$ 350.000,00	-	100%
Arte Naturalista Ceará	Creative Economy	2023	2025	R\$ 399.200,00	R\$ 389.332,96	-	100%
Artes Visuais	Creative Economy	2023	2024	R\$ 207.750,00	R\$ 207.750,00	-	100%
Cloc - Jogos Digitais	Creative Economy	2023	2024	R\$ 333.723,00	R\$ 333.723,00	-	100%
Cultura em Foco	Creative Economy	2023	2024	R\$ 100.000,00	R\$ 100.000,00	-	100%
EdMond Ceará	Creative Economy and Education	2023	2025	R\$ 732.935,61	R\$ 716.755,72	-	100%
Segurança Alimentar nas Escolas (Nham - Fase 3)	Health	2023	2024	R\$ 413.000,00	R\$ 413.000,00	-	100%
Synapse Educação Infantil - Fase 4	Education	2023	2024	R\$ 262.500,00	R\$ 262.500,00	-	100%
Oficina de Negócios	Creative Economy and Education	2023	2024	R\$ 273.339,50	R\$ 273.339,50	-	100%
Siri	Education	2023	2024	R\$ 312.800,00	R\$ 312.800,00	-	100%
Synapse Educação Infantil Laranjeiras-SE	Education	2023	2023	R\$ 216.000,00	R\$ 216.000,00	-	100%

MANAGEMENT CONTRACT							
Title	Knowledge Area	Period of the Contract		Contracted Value	Amount received in 2023	Source of Resources	
PROJECTS						Public	Public
Management Contract 01/2021	P&D	2021	2026	R\$ 2.993.935,20	R\$ 614.256,00	100%	-
DONATION							
Individual and Legal Entity	-	2023		-	R\$2.315.981,00	-	-
SERVICES							
Ed Mundo Juazeiro/BA	Economia Criativa e Educação	2022	2024	R\$ 335.554,76	R\$ 74.774,00	-	100%
PARTNERSHIP							
Cloc	-	2023		R\$ 58.230,00	R\$ 58.230,00	-	100%

The financial statements for the year ended December 31, 2023 were audited by Deloitte and are attached to our website - <https://www.ipti.org.br/transparencia/>



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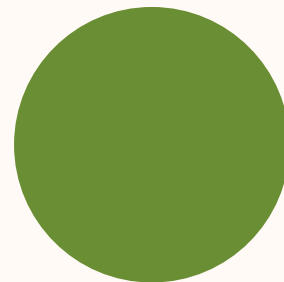
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