

THE HUMAM PROJECT

THP

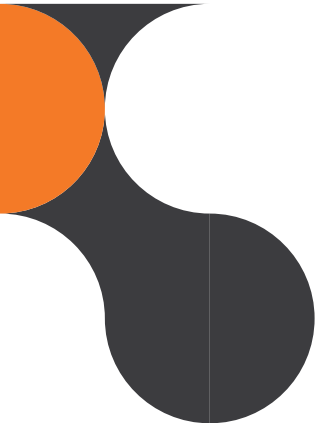
SOCIAL REPORT



2024

Awaken people's creative role so they can
make a difference in their community
in Brazil and around the world





SOCIAL REPORT 2024



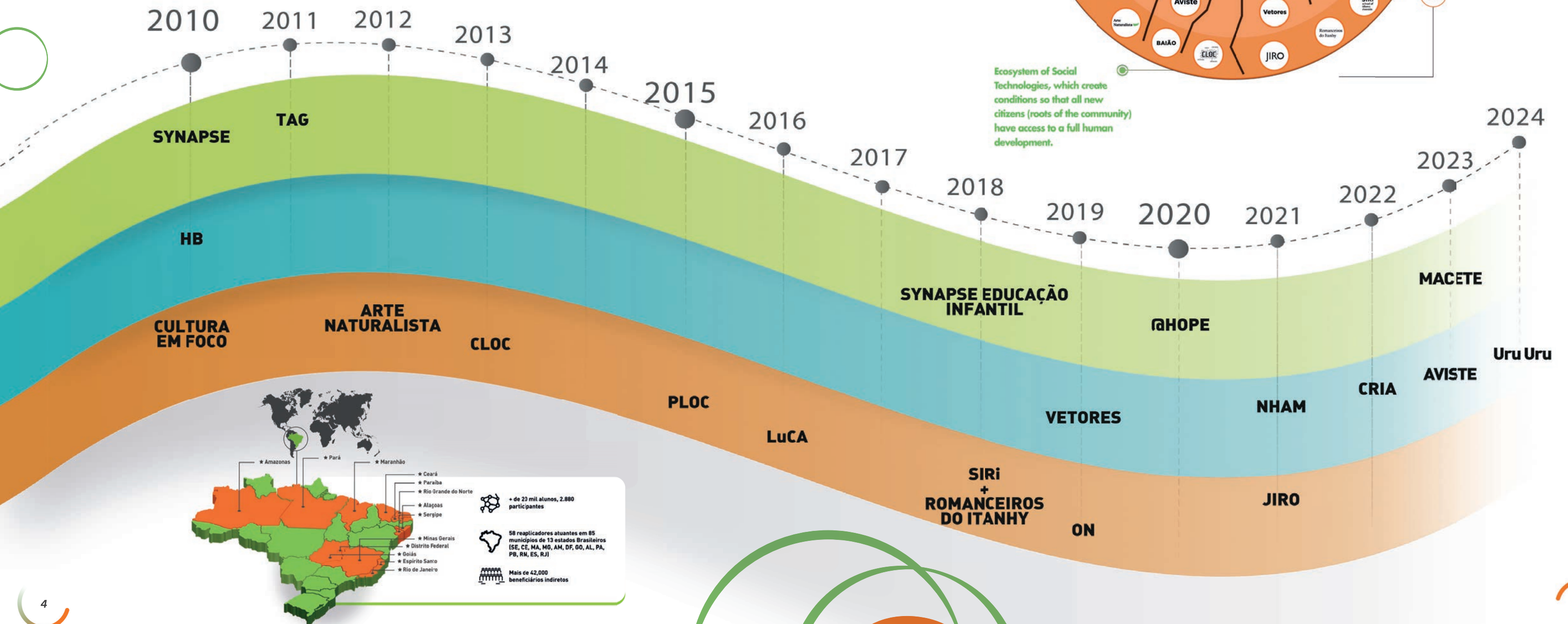
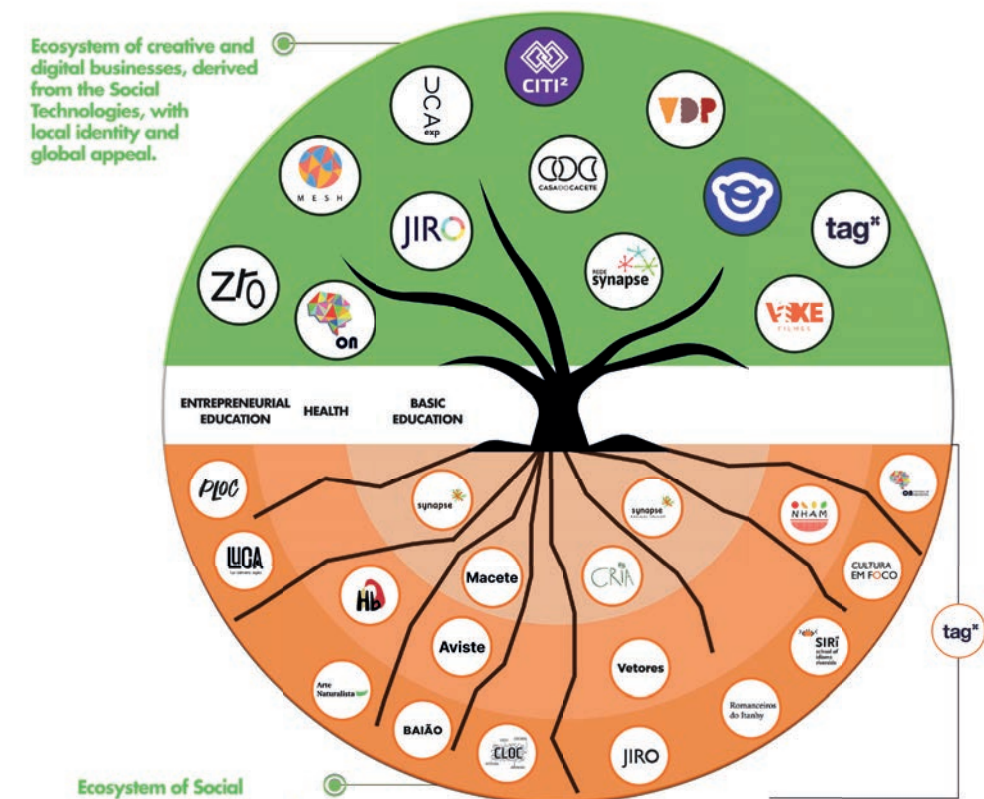
SUMMARY

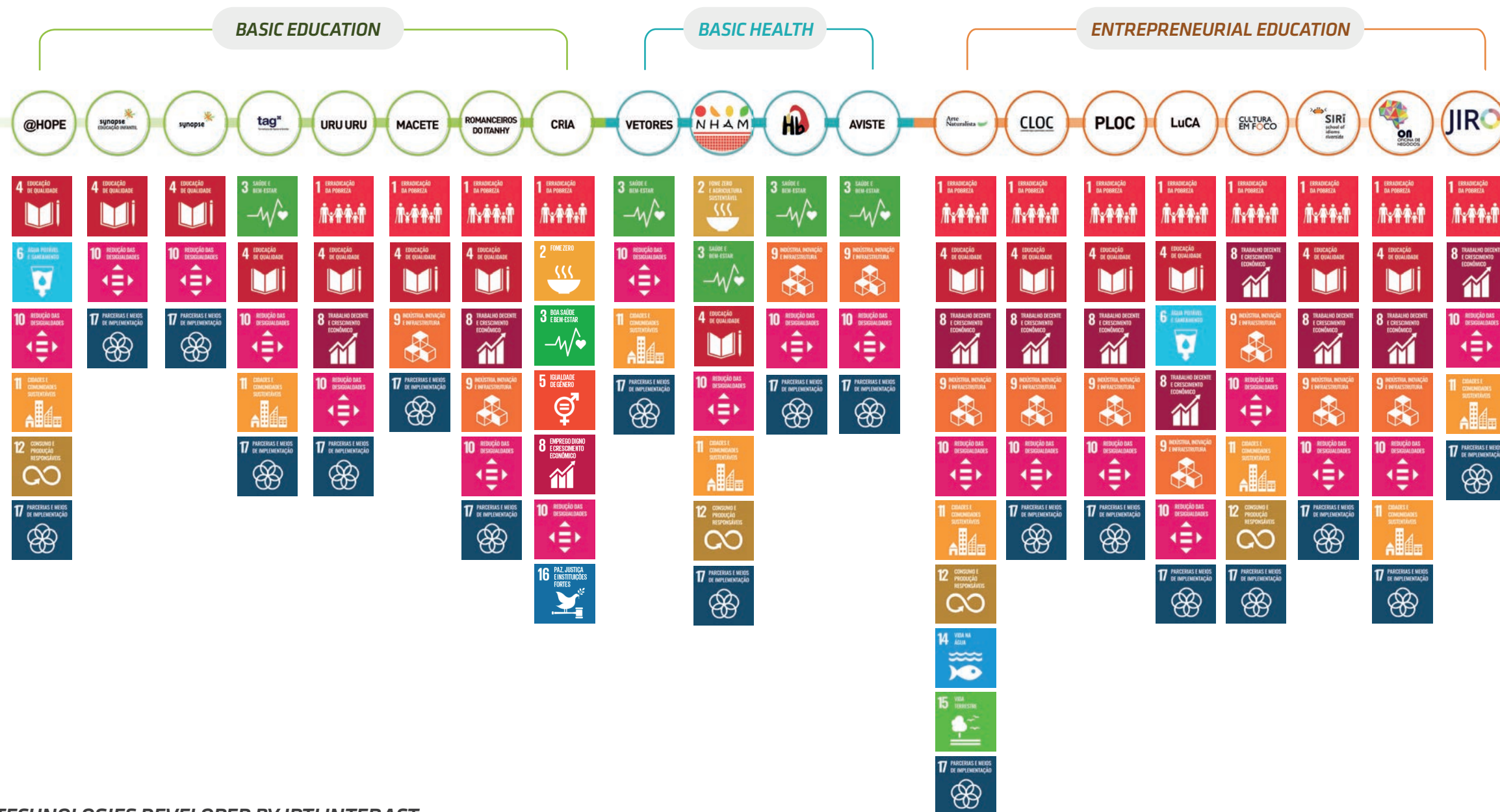
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THE HUMAN PROJECT

The Human Project is a model for promoting economic and social prosperity in underestimated municipalities. From a long-term perspective, based on human capital development, The Human Project seeks to overcome the poverty mindset and unlock people's creative and entrepreneurial potential, enabling them to lead change.

THP develops Social Technologies to tackle the deep causes of poverty, with a focus on basic education, health, and entrepreneurial learning. Through a systemic, evolving, and business-oriented approach, THP wants to ensure both sustainability and financial independence. All of this is achieved through community members acting as co-builders of the solutions, later becoming reapplicators and entrepreneurs who transform these solutions into social businesses with local roots and global appeal.





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

THP

AND THE SERGIPE GOVERNMENT



During 2024, The Human Project (THP) and the State Government, through the Secretariat for Economic Development and Science and Technology (Sedetec), once again joined forces for the benefit of Sergipe and its people. Continuing the successful partnership, both institutions demonstrate how the combination of efforts between the public sector and civil society can generate highly impactful outcomes.

Through the implementation and expansion of social technologies, THP and Sedetec continue to pursue their mission of reshaping realities and creating tools that transform local contexts, always with scalability in mind. All of this is achieved by using innovation as both a tool and a guiding principle in their processes.

As a result of this joint effort, the state is growing in strategic areas, especially in basic education, entrepreneurship, and health. This growth is not only geographical, reaching new territories, but also human, with new actors becoming involved in the constructive network.

On this journey, Sedetec, in partnership with THP, reaffirms its commitment to pursuing broader horizons and new possibilities for Sergipe. The smallest state in the country is full of talented people willing to face challenges and work in pursuit of greatness. With this certainty, we move forward.

VALMOR BARBOSA

STATE SECRETARY FOR ECONOMIC DEVELOPMENT
AND SCIENCE AND TECHNOLOGY

MESSAGE FROM THE PRESIDENT

2024

**CONSOLIDATING THE
NEW PHASE OF THP**



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



In addition to our work with projects in 46 municipalities across 9 Brazilian states, throughout 2024 we continued a series of institutional actions driven by the changes initiated in 2023.

Now as The Human Project – THP, we spent much of 2024 enhancing our institutional communication and our website. Beyond organizing content about the projects and improving navigation among various topics, our website is where we make all information about our governance and financial statements available, with full transparency. In addition, we integrated accessibility features and communication channels with the external public into our website, whether for information requests or for reports.

Another significant institutional action in 2024 was the launch of 'Utopia Pragmática' (UP). Created to engage sustainability leaders from the private sector, UP is a dialogue platform for objective and forward-looking discussions on how to innovate in social investment and drive community-based processes that foster social and economic prosperity, paving the way for viable, impact-oriented investment.

Also in 2024, we inaugurated the CRIA Space in Pedra Furada community in Santa Luzia do Itanhhy, Sergipe. This newly opened space is dedicated to fostering the development of women and children during early childhood. It is here that we run CRIA, our most challenging project in terms of Social Technology, as it encompasses various aspects related to early childhood simultaneously, while seeking to achieve financial sustainability for the space, emphasizing community leadership, especially among young people.

In addition, we expanded institutional actions aimed at our governance, such as improving the Integrity Program and Institutional Policies, as well as changing the composition of our Board of Directors, bringing in even more people and organizations committed to the synergy between the public, private, and third sectors.

In conclusion, I wish you an engaging read and I extend my gratitude to all those who contribute to our mission!

RODRIGO DE MAIO

CHIEF EXECUTIVE OFFICER



synapse

Synapse is a Social Technology for basic education, created in 2010 to improve the quality of teaching and learning in Portuguese and Mathematics for students in the early years of Elementary School 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 real-life experiences of public-school teachers in their classrooms. Its goal is improving the quality of teaching and learning in early childhood education and literacy. With that in mind, it adopted two key pillars: contextualizing teaching to the students' reality and planning based on learning objectives. In this way, it aims to guide and support teachers in preparing lesson plans and teaching the necessary content, making it easier for students to grasp concepts by associating them with elements from their daily lives.

Thus, over the next three years, Synapse tested and validated its methodology, reapplying the Social Technology in other municipalities of Sergipe. As a result of this work, Synapse now offers pedagogical resources such as: the Pedagogical Workbook and the Lesson Plan Workbook, to support teachers; the Digital Platform, containing content and activities for students' access via tablet; and the Pedagogical Support Materials (MAP), which are playful resources for teachers to use in the classroom.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

SYNAPSE EI

TAG

HB

NHAM

ARTE NATURALISTA

CLOC

THE HUMAN PROJECT



Synapse expanded its activities to other states, reaching Maranhão in 2019 and Ceará and Minas Gerais in 2021, benefiting a total of four states. Even in the face of challenges caused by the pandemic in 2022, Synapse continued teacher training in the states mentioned, as well as reviewing and improving pedagogical materials, adapting them to new needs identified in the classroom.

In 2023, Synapse evolved into a new nonprofit institution called REDE SYNAPSE, which seeks to strengthen its project in a sustainable and independent way while maintaining its partnership with THP. REDE SYNAPSE is dedicated to human development through education, using its own Social Technology—the Synapse Methodology. It offers training courses and continuous support to Early Childhood Education and Elementary School teachers (1st to 3rd grade), promoting the dissemination of its methodology.

That year, REDE SYNAPSE trained 505 education professionals in 11 new municipalities across six Brazilian states (Sergipe, Maranhão, Paraíba, Pará, Ceará, and Minas Gerais). Among the milestones were its expansion to the Amazon region, in Acará (Pará), and to the countryside of Paraíba. It also began a partnership with BNDES through Matchfunding with public-private companies and updated its Pedagogical Workbook, incorporating contributions from teachers

from different regions, resulting in materials with activities adapted to the local context. In November 2023, the “Abaixo-não-assinado” event was held to publicize REDE SYNAPSE as a new institution committed to disseminating its methodology and promoting quality education through teacher training.

Over the past year, REDE SYNAPSE has consolidated and expanded its actions in favor of quality education in several regions of the country. Significant results were achieved, including the implementation of the Synapse Social Technology in 16 new municipalities, bringing innovation and effective methodologies to more communities. In addition, 10 municipalities received advanced training in the Synapse Methodology, strengthening the capacity of teachers and education professionals to effectively apply pedagogical practices.

To support this process, six editions of the Synapse Pedagogical Material were developed and made available, in order to offer activities and guidelines adapted to regional realities, contributing to teaching improvement. Also, a Communication Plan was established, and Official Channels were created, ensuring greater transparency and reach of the REDE SYNAPSE's actions. A recurring donation platform was also implemented on the official website, making it easier to provide ongoing support to the initiatives.



PROJECT NUMBERS

- 29 municipalities in 6 states
- 1094 participants
- 250 participating schools
- 20.000 students benefited
- 21 reapplicators

NEXT CHALLENGES

- Design the Synapse Academy
- Promote the sustainability and autonomy of REDE SYNAPSE



synapse

EARLY CHILDHOOD EDUCATION

Created in 2018, Synapse Early Childhood Education is a Social Technology that promotes children's holistic development and enhances the quality of early education through practices that nurture both cognitive and non-cognitive skills. Designed in alignment with Synapse, it helps students build a solid foundation for elementary school, ensuring greater success in the literacy process.

The Synapse EI approach is based on mapping the main challenges faced in the classroom, developing activity plans, and understanding the educational reality of schools through a participatory process involving teachers from public schools of Santa Luzia do Itanhy. In 2018, training sessions were held with teachers on the principles of Waldorf Pedagogy, which helped define the strategy for developing pedagogical resources in 2019. Since 2019, Synapse Early Childhood Education has developed pedagogical materials aligned with the BNCC and the Sergipe Curriculum, such as the Pedagogical Workbook, Lesson Plans, and Pedagogical Support Materials (MAPEIs). With the pandemic in 2020, these resources were adapted to online format, offering psychological support to teachers and strengthening their self-perception and self-worth. This collaborative effort resulted in the second version of the Planning Workbook, the creation of four additional MAPEIs, and the implementation of a Youtube channel with 48 videos and online folders, essential for educators' appropriation of the methodology. From 2021 onwards, the project resumed in-person activities, expanding training to more schools, and in 2022, applied the Social Technology in several municipalities. In 2023, Synapse consolidated its initiatives in all schools of Santa Luzia do Itanhy and expanded them to Laranjeiras, reaching six municipalities across Sergipe. Actions included teacher training, mental health resources, first aid workshops, distribution of pedagogical materials, and the creation of a planning support group, highlighting Synapse's dedication to providing quality education that cares for the well-being of children and educators alike.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

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

THE HUMAN PROJECT



In 2024, the reapplicators of Synapse Early Childhood Education brought the methodology to TS NHAM, contributing significantly to pedagogical activities. They conducted training sessions with NHAM educational staff and participated in pedagogical journeys promoted by REDE SYNAPSE, representing the Synapse EI methodology. In addition, teachers in the municipalities where Synapse EI operates remain connected as a network, strengthening the educational practices developed. These actions had an important impact on the consolidation and reinforcement of pedagogical practices.



PROJECT NUMBERS

- **46** villages benefited across 6 municipalities in Sergipe
- **166** teachers trained
- **2** new reapplicators trained
- **1.953** students benefited

NEXT CHALLENGES

- Expand to more municipalities and increase the number of participating teachers
- Test the scalability of the model in states beyond Sergipe

tag*

Tecnologia de Apoio à Gestão

TAG is a Social Technology created in 2016, designed to enable comprehensive monitoring of the development of children and adolescents throughout their school years. Its structure was designed through a computerized system, to integrate the management of information related to education, health, and social assistance, and is made available free of charge to small Brazilian municipalities. To better adapt to the reality of these locations, including rural areas with limited internet access, it operates in both online and offline formats, and offers synchronization via USB drive with cloud data storage. In its first version, TAG provided only school management tools, with features such as student and teacher registration, grade and attendance records, school meal management, lesson plan automation, and report generation. It also included resources to support the administration of the Bolsa Família program and integration with the Ministry of Education's EducaCenso system and the State Secretariat of Education's SIAE system, facilitating the maintenance of student records in cases of school transfers. Later, TAG integrated health and social assistance data, enhancing the system and enabling public managers to make better decisions based on the correlation of this combined information. Currently, the system is the only one recognized by the Ministry of Education (MEC) as an Educational Technology for school management.



When it comes to health issues, TAG operates in synergy with the HB Social Technology, managing data from the campaign against iron-deficiency anemia in schools and identifying nutritional issues such as obesity and malnutrition among students. Regarding social assistance, it provides computerized management of the Social Assistance Reference Center (CRAS), the Guardianship Council, and the Municipal Council for the Rights of Children and Adolescents (CMDCA), allowing effective management of family information and daily interventions carried out by municipalities. In terms of scalability, TAG was first reapplied in public municipal schools of Boquim/SE, and later in nine other municipalities in the Baixo São Francisco, region of Sergipe. In 2019 TAG was reapplied for the first time in another Brazilian state, in Bacabeira, Maranhão. That same year, technical improvements were made to TAG's system interfaces, enhancing mobile usability, optimizing screens, and improving navigation to facilitate use via tablets and smartphones.

INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

● SYNAPSE

● SYNAPSE EI

● HB

● NHAM

● CLOC

THE HUMAN PROJECT

The year 2022 was a milestone in the expansion of this Social Technology, with Petrobras as a partner enabling the reapplication of the system in the states of São Paulo, Rio de Janeiro, Rio Grande do Norte, and Espírito Santo. Additionally, TAG was included in the BNDES matchfunding program in partnership with private companies, further expanding its presence in more municipalities.

To improve the technology, an electronic diary feature was developed and made available for pilot testing, allowing teachers to record attendance, grades, and lesson plans directly in the system. The "CÓRTEX" hardware was also created, functioning as a data processing hub, operating both online and offline, collecting information from devices connected to TAG through a local network and sending it to the municipal database, overcoming internet connectivity issues faced by many Brazilian schools.

In 2023, efforts focused on prospecting new municipalities for projects supported by BNDES and Petrobras, with in-person and virtual meetings to present the system and assess city interest. Several training sessions were carried out, both for technical staff (on exporting data to EducaCenso) and for teachers (focused on the new electronic diary feature). The training process was optimized, reducing its duration from 24 weeks to 1 to 8 weeks, depending on the municipality. Additionally, user guides, tutorial videos, and a support channel were created to facilitate the use of the system and ensure successful implementation.

In the past year, TAG has continued to evolve alongside contemporary challenges of public management and smart cities – those that place people at the center, value innovation, and respect territorial diversity. To date, TAG Education has been successfully reapplied in 62 municipalities across 10 Brazilian states. It is currently in the validation phase of its full social assistance module, which covers CRAS, CREAS, foster care centers, and the Guardianship Council, integrated with the education module, already fully implemented. More than just a technological tool, TAG connects information across different areas, automates processes, and expands the response capacity of municipal public management. By generating intelligence quickly and promoting smoother intersectoral coordination, it strengthens social protection networks and places families at the center of decision-making. That is why each new feature of TAG is born with a clear purpose: to transform data into concrete actions that impact lives.



Módulo Diário Eletrônico (Professores) - TAG

Visualizações	Picos simultâneos	Tempo total de exibição
948	253	278:13:55
Taxa de chat	Duração média das visualizações	Duração
5	17:36	1:24:29

PROJECT NUMBERS

- 29 municipalities in 8 states
- 97.670 registered students
- 715 participants

NEXT CHALLENGES

- Deliver the Waitlist and Online Enrollment functionalities to municipalities, promoting agility, transparency, and efficiency in school slot management.
- Continue updates and the sharing of virtual knowledge, strengthening user training and the qualified use of the tool, especially connected with the changes in municipal administrations.
- Integrate TAG data with at least two external sources to enhance cross-sector analysis.
- Develop an accessible and functional Dashboard with strategic indicators for the municipalities.
- Implement the new functionality control structure, optimizing system use according to the different realities and needs of the municipalities.
- Validate the Social Assistance TAG, with full implementation of the CRAS, CREAS, Casa Lar, and Guardianship Council modules, strengthening integration with the Education and Social Assistance areas.
- Promote initiatives that can ensure the sustainability of TAG.



The “Uru Uru” project integrates music training and production with the strengthening of cultural traditions, working with children and adolescents from Afro-descendant communities in Santa Luzia do Itanhhy, mainly in the village of Crasto. The project’s name refers to the typical song sung by the fisherwomen who catch “aratu”, a small crustacean that represents the main source of income for riverside families. The initiative was born from the work carried out by The Human Project (THP) in the region, which included soundscapes for soundtracks (PLOC) and rhythmic instrumental training (Baião). Recently, a women’s movement emerged in Crasto to revive the cultural traditions of their ancestors, with an emphasis on Samba de Coco and Reisado. The project aims to offer music training and percussion instrument construction courses, promoting the propagation of cultural traditions among children and adolescents from the municipality’s villages, starting with the Crasto group. Furthermore, the musical production partnered the PLOC team with the Uru Uru group, celebrating local culture and creating innovative musical works rooted in the region’s tradition, with the aim of inspiring new generations. The objective is to involve and engage young people in a process of reviving and strengthening the cultural traditions of the Afro-descendant communities of Santa Luzia do Itanhhy, combining local protagonism, art, design, and innovation.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

PLOC

THE HUMAN PROJECT



PROJECT NUMBERS

- 49 participants
- 4 villages in 1 municipality
- 4 para-folkloric performances presented
- 4 songs produced and released in an EP

NEXT CHALLENGES

- Expanding the scope of Uru Uru to other villages in the Santa Luzia do Itanhhy
- Systematizing the methodology under development



MACETE (Mathematics, Art, Science, Entrepreneurship, Technology, and Ethics) is a Social Technology based on the STEAM methodology, designed for municipal public schools. It integrates knowledge from the exact sciences with the expressiveness of innovation and the arts, fostering the development of ideas and prototypes to solve common challenges in underserved areas. Between 2023 and 2024, two schools in Santa Luzia do Itanhy collaborated in the development of this methodology, which is based on three stages: Engage, Investigate, and Act. This systemic approach promotes synergy with other social technologies developed by The Human Project, strengthening the impact and integration of actions.

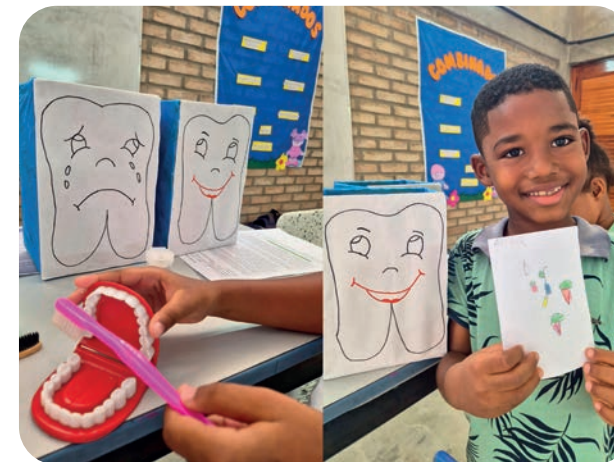
During this period, 54 students from the municipal school system, along with 6 teachers and 8 reapplicators from other social technologies, actively participated in developing the MACETE methodology. This collaboration culminated in the production of the first reapplication booklet, marking the conclusion of the first implementation cycle.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- ARTE NATURALISTA
- LUCA
- PLOC
- SIRI
- LILO CULTURA EM FOCO
- CLOC
- ROMANCEIROS DO ITANHY

THE HUMAN PROJECT



This process highlights social technology's commitment to fostering pedagogical innovation and empowering the autonomy of those involved, solidifying MACETE as an effective tool for developing creative and sustainable solutions in school communities in underserved contexts.



PROJECT NUMBERS

- 54 participants
- 1 village in 1 municipality
- 8 Active reapplicators from other Social Technologies
- 6 Teachers Involved

NEXT CHALLENGES

- Consolidation of the Methodology Developed in MACETE
- Implementation of Macete in new municipal schools in the Santa Luzia do Itanhy

Arte Naturalista

Arte Naturalista is a Social Technology in the field of entrepreneurial education that seeks to introduce visual arts teaching in schools, fostering sustainable businesses in the area. Its goal is to identify and develop local talent in illustration techniques such as graffiti, pastel, pointillism, and watercolor, inspired by the local ecosystem of Santa Luzia do Itanh. In this way, students learn to illustrate the region's fauna and flora, raising awareness of environmental preservation, strengthening community identity, and valuing local natural wealth, lifestyle, and knowledge. As students develop their artistic skills, they become part of a core group of illustrators responsible for reapplying the Arte Naturalista methodology, teaching the techniques in schools within their communities.

Since its founding in 2014, Arte Naturalista has positively impacted more than 2,000 students. In 2016, it gave rise to the first design and fashion startup in Santa Luzia do Itanh, Casa do Cacete (CDC). In 2019, designer Daniel Moraes led an innovative artistic residency with Arte Naturalista students, resulting in the creation of three murals that served as inspiration for the "Muralista" collection by Casa do Cacete.

In 2021, the "Imaginary Beings" workshop was held by Ronaldo Fraga and Miro Dantas, integrating art and technology through digital painting instruction, inspired by botanical illustrations. In 2022 and 2023, Arte Naturalista continued with workshops on traditional and digital techniques, creating prints for CDC and hydraulic tiles. Additionally, it began reapplying its methodology in four villages of Santa Luzia do Itanh, revising and improving the Social Technology reapplication guide. During this period, printmaking workshops were conducted to deepen knowledge in printing techniques and the production of more complex patterns. Also in 2023, Arte Naturalista began to be reapplied in Ceará, reaching 40 young students in Umari. In 2024, the Arte Naturalista project was reapplied in three Brazilian municipalities: Santa Luzia do Itanh and Laranjeiras, in Sergipe, and Umari in Ceará. This initiative benefited 135 students from the municipal school systems in these locations. In addition to the project reapplication, four prints were produced—two in Laranjeiras and two in Umari. To celebrate the students' work, two exhibitions were held, one in each city, highlighting the creativity and talent of the students from Laranjeiras and Umari.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

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

THE HUMAN PROJECT

CASA DO CACETE – CDC



www.casadocacete.com

f casadocacete.br

casadocacete

Casa do Cacete

Founded in 2016 by students from Arte Naturalista, Casa do Cacete is the first fashion design startup in Santa Luzia do Itanh. The company has established partnerships with renowned brands such as Morena Rosa, Osklen, and Insecta. Throughout its trajectory, CDC has gained recognition in three major awards:

- **1st place** in the Community Innovation Award, sponsored by BrazilFoundation, which enabled the creation of a basic silk-screen printing studio for t-shirts, later turned into Casa do Cacete products;
- **5th place** in the A Casa – Museu do Objeto Brasileiro Award, in the Socio-Environmental Action category;
- **3rd place** in the Von Martius Sustainability Award (2016 edition), in the Nature category.

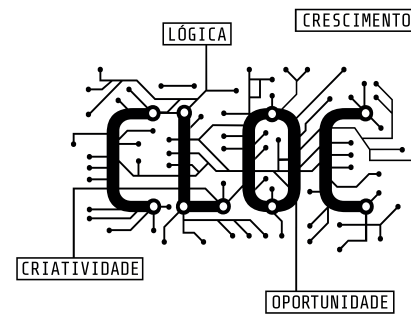


PROJECT NUMBERS

- **111** participants
- **3** municipalities benefited in 2 states
- **1** reapplicators in Santa Luzia do Itanh
- **1** instructor working in Santa Luzia do Itanh, Laranjeiras, and Umari
- **1** field coordinator working in Umari
- **1** business created
- **2** art exhibitions (1 in Aracaju/SE and 1 in Umari/CE)

NEXT CHALLENGES

- Expand activities to new villages in Santa Luzia do Itanh
- Restructure the illustration unit
- Broaden artistic references to other cultural expressions, such as folklore



CLOC is a Social Technology in the field of entrepreneurial education, focused on teaching programming and robotics to young people in Santa Luzia do Itanhhy. Its goal is to build a local IT hub with the skills and capacity to promote businesses in the sector, while sustainably training new instructors to work in public schools.

Created in 2013, CLOC begins with activities in logical thinking, and the Hora do Código (code hour), an international initiative introducing Computer Science through creative and playful tutorials accessible to beginners, without any prior experience in the area. In the second stage, students learn HTML5 and CSS3, advancing to training in Databases and JavaScript. Later, participants are invited to serve as programming instructors in their own communities, ensuring continuity, scalability, and the discovery of new talents.

As a result, CLOC students developed robotics kits using recycled components, 3D-printed modules, and Arduino-based platforms, applied to the teaching of Basic Mathematics in synergy with Synapse. In 2019, the first IT startup in Santa Luzia do Itanhhy was created by CLOC students. In recent years, robotics was reintegrated into CLOC's curriculum using educational kits and Arduino, in addition to game development with a challenge-based methodology. Two classes were implemented, and a training guide was produced. Simultaneously, the Social Technology was restructured with updated content, while reapplicators were encouraged to continue learning through Alura platform.

INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

TAG

NHAM

HB

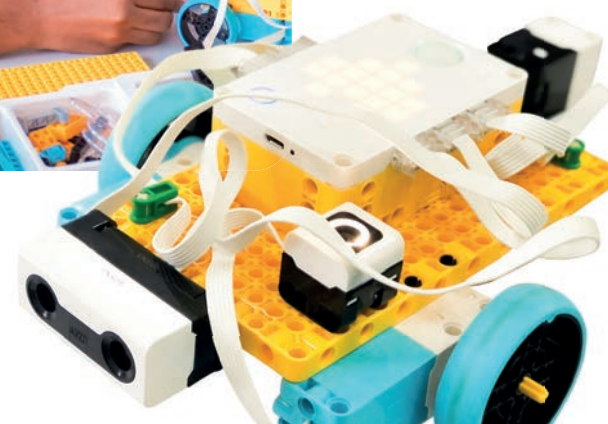
SYNAPSE

SYNAPSE EI

VETORES

SIRI

OFICINA DE NEGÓCIOS



THE HUMAN PROJECT

The CLOC methodology is refined annually to adapt to changes in the technology sector. In 2024 its approach was systematized and updated, resulting in a new reapplication guide. New students were trained in the basic class, while an elite class received training to reapply CLOC Social Technology in 2024. In total, more than 320 hours of training were offered at the basic and advanced levels in three locations in Santa Luzia do Itanhhy. Additionally, three workshops were held throughout the year, covering current topics such as Artificial Intelligence, English programming, and Continuous Integration with GitHub. The goal was to strengthen and continue CLOC, focusing on training increasingly qualified and up-to-date programmers.

CITI²



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

@citii_

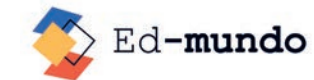
The CITI2 was founded in 2019 as the first programming and robotics teaching startup in Santa Luzia do Itanhhy, created by CLOC students. It is a strategic partner of THP, developing IT systems such as:

- CLIC – Communit Endemic Agent
- JIRO (experience tourism)
- NHAM (school meals management)

CITI2 also developed the website for the Municipal Council for the Rights of Children and Adolescents (CMDCA) and continues to deliver additional projects.



ED-MUNDO



Ed-Mundo -Educação Para o Mundo (Education for the World), Edmundo is the result of combining two Social Technologies from THP: CLOC (programming and robotics) and the ON (Oficina de Negócios - Business Workshop), which emphasizes entrepreneurship, financial education, and emotional intelligence.

The project trains young talents in programming and entrepreneurship, providing participants with the tools and knowledge to envision professional opportunities in IT, thereby generating employment and income in the community. Over the past two years, the project has carried out activities in the Brazilian states of Ceará, Bahia, Minas Gerais, and Sergipe, training more than 180 students, with 8 reapplicators and winning 2 international awards.



PROJECT NUMBERS

- 96 participants
- 4 reapplicators
- 3 villages in 1 municipality
- 12 advanced students trained for reapplication
- 3 workshops held

NEXT CHALLENGES

- Strengthen the professional aspect of the methodology
- Increase partnerships with companies to promote job placement

LuCA

LUZ, CÂMERA, AÇÃO

LuCA is a Social Technology in entrepreneurial education focused on audiovisual language. Its goal is to train young people in filming, editing, sound design, and post-production techniques using digital cameras, smartphones, and software.

Created in 2017, LuCA was developed from the experience gained with the Arte com Ciência (Art with Science) Social Technology, which trained high school students in the production of audiovisual educational resources through workshops on creating and editing videos, photos, podcasts, and texts. LuCA also aims to train the best students to work as instructors in their own schools and also gain professional qualifications. The following years were marked by several important events, such as the beginning of the reapplication, which allowed the Social Technology to be expanded to new villages; the production of several short films and series, with the participation of cinematographer Anderson Craveiro for a production where the students themselves developed the script; and the start of the first class on Motion Graphics and 3D Animation, to work on concepts in animation, design, and film.

In 2022, LuCA expanded its activities to focus on Motion Graphics, offering a new class focusing on screenwriting and animation history, as well as technical workshops for advanced students, resulting in the production of a short film. Training in photographic language was also provided, resulting in 30 artistic photographs. In 2023, the project released its first booklet to facilitate reapplication in other locations and trained 60 young people in audiovisual production, photography, and screenwriting, with immersion sessions in Santa Luzia do Itanhy. This resulted in the creation of five short films and Cineminha do Itanhy, a film club for the exhibition of children's films, providing educational and creative experiences for children. Continuing its activities, in 2024, LuCA organized technical workshops in 3D Production, training new professionals in audiovisual techniques. After completing the training, they developed the startup "Pixel ao Cubo" (Cubed Pixel) focused on producing 3D products using interlocking plastic parts. Additionally, a virtual exhibition featuring twenty 3D renderings was held, hosted on the free online platform "ArtSteps", which allows the creation of galleries. This tool enabled the creation of an interactive exhibition, simulating a physical art gallery, accessible to anyone with an internet connection, anywhere in the world. Two photography exhibitions also took place this year. Two film clubs were created in villages in Santa Luzia do Itanhy, benefiting 141 students from the municipal school system. This initiative primarily aims to build an audience, and it presented 18 short films. Finally, in 2024, the latest version of LuCA's reapplication guide was collaboratively updated.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- ARTE NATURALISTA
- ROMANCEIROS DO ITANHY
- PLOC
- JIRO
- SIRI
- OFICINA DE NEGÓCIOS

THE HUMAN PROJECT



VIXE FILMES

Vixe Filmes is the first audiovisual startup in Santa Luzia do Itanhy, founded in 2020 by a group of students who identified a huge business opportunity. Its main achievements include:

- Producing a documentary for the program Saberes e Fazeres da Pesca Artesanal (Knowledge and Practices of Artisanal Fishing) by Celse - Centrais Elétricas de Sergipe, highlighting local culture. The production included collaboration with PLOC Social Technology students in sound recording and workshops on sound equipment for local youth.
- Producing the campaign film Abaixo Não-Assinado (Unsigned Petition), in partnership with Rede Synapse and the advertising agency Artplan.
- Winning the Protagonismo Negro (Black Protagonism) Award at FECEA (6th edition), and receiving an honorable mention for Best Sound Design at Cine Fantasy 10 and the Festival de Cinema de Caruaru (Caruaru Film Festival) for the short film O Repto, produced by LuCA students. The film was also nominated at the international Lift-Off Sessions festival in the UK.
- Being awarded in 2023 by Sebrae Sergipe's Creative Economy Program with Documentary Photography: Os Saberes e Fazeres da Cultura Artesanal (The Knowledge and Practices of Artisanal Culture). This led to community youth participating in the collective exhibition Bridging Horizons: Brazilian Photography Today at the Brazilian Consulate in New York. There were 10 photographs from Santa Luzia do Itanhy, alongside renowned artists João Farkas and Maritza Caneca, all 10 of these photographs were produced during workshops promoted by Vixe Filmes.
- "Cineminha do Itanhy" film club was also founded in 2023. This free film club has been working to educate audiences for over two years, providing children aged 4 to 11 with access to various animated films and discussions on topics related to education, culture, and traditions. In 2024, the film club was selected to be part of the Mercosur National Children's Film Festival, with support from Brazil's Ministry of Culture, and was also one of the exhibitors for National Animation Day.
- In 2024, it was awarded funding under the Paulo Gustavo Law in Sergipe for: The production of a short film about the history of Santa Luzia do Itanhy, the "Maré" Podcast, a podcast about the cultural makers of southern Sergipe, and the "Marezinhas" Itinerant Cinema, a project that aims to bring cinema, culture and education to public places, especially in communities in southern Sergipe with little or almost no access to film culture, such as rural, riverside and peripheral areas.

PROJECT NUMBERS

- 54 participants
- 4 reapplicators
- 2 villages in 1 municipality
- 1 business created
- 1 virtual 3D render-art exhibition
- 2 photography exhibitions in Sergipe

NEXT CHALLENGES

- Expand the range of activities and training
- Integrate all audiovisual areas
- Encourage the creation of new businesses and professional careers in the area

PLOC

PLOC is a Social Technology in entrepreneurial education that combines sound and art, using local soundscapes to foster creative, cultural, and economic opportunities for youth in the community. It offers workshops in sound capture, editing, production, and composition, encouraging the creation of soundtracks for films, games, and other entrepreneurial projects. In this way, the Social Technology aims to prepare students to become future sound technicians, record producers, sound designers and audiovisual artists. Since its start in 2017, PLOC has focused on stimulating creativity through sound recording and editing as well as musical composition and improvisation. Highlights include:

- Technical work for three music videos
- Sound design for the series 1 Pé de Banana Nanica
- Creation of the musical group Orquestra Imaginária PLOC (PLOC Imaginary Orchestra)
- Participation in a film workshop with Oitorama Filmes in São Paulo



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- ARTE NATURALISTA
- LUCA
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THE HUMAN PROJECT



In 2022, two artistic collaborations were held with workshops conducted by Andrey May, focusing on the creation of websites and digital sound platforms, and DJ Dolores, who addressed the sound identity for audiovisual productions. In 2023, PLOC continued its activities, holding two sound workshops in the village of Cajazeiras, as well as audiovisual, podcast, and Blender software workshops. Simultaneously, a group of students continued to actively participate, assisting with the sound aspects of LuCA Social Technology's film productions.

In 2024, PLOC hosted specialized technical workshops in Sound Design for students, as well as two musicality workshops, and contributed to the creation of four songs for the Uru Uru Project. The parafolkloric performance featured a soundtrack developed collaboratively by the reapplicators, PLOC students, and the Uru Uru team.



PROJECT NUMBERS

- 54 participants
- 4 reapplicators
- 2 villages in 1 municipality
- 1 business created
- 4 original tracks produced

NEXT CHALLENGES

- Train new reapplicators
- Integrate new businesses with the methodology



CULTURA EM FOCO

Cultura em Foco is a Social Technology in entrepreneurial education that merges traditional craftsmanship with contemporary design to improve product portfolios and increase value while preserving Brazilian traditional knowledge.

During its initial phase, Cultura em Foco developed a model that aims to value and professionalize the work of artisans, encompassing artisan communities in Santa Luzia do Itanhy and five other municipalities in Sergipe and Alagoas. During this process, five collections were launched and over 400 new products were designed. As a result of these efforts, the social enterprise “Fellicia” was developed, 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. Consequently, the products gained recognition in relevant venues, such as national and international fairs and exhibitions, 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 integrating design, innovation, and sustainable techniques, offering workshops on construction and production of ecological materials, such as BTC bricks, hand-rammed earth panels, and banana gardens, with the goal of generating employment and income in the community. The following year, workshops introduced two new techniques: hydraulic tiles and school gardens, in addition to entrepreneurial training sessions for the beneficiaries, supporting them in understanding and managing the social enterprise for the sale of the developed products. Production of hydraulic tiles and BTC bricks continued in 2023, and they were used in the Pedra Furada community school. At the same time, a communication study was initiated for the company “Vem da Pedra,” and participants had training sessions with Bemtevi aimed at strengthening social businesses.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

ARTE NATURALISTA

NHAM

OFICINA DE NEGÓCIOS

THE HUMAN PROJECT



In 2024, the Vem da Pedra business was structured and formalized, providing members with new training that improved the quality of the initial products, especially the hydraulic tiles, which began to be sold that year. Additionally, three collections were created: the Caju and Feito à Mão lines, developed in collaboration with local architects, and the Raízes, Manguezal, and Moringa series, which emerged in partnership with the Arte Naturalista Social Technology. As part of Vem da Pedra's 2024 activities, highlights include the permanent exhibition of framed tiles in the dining room of the Seu Sergipe restaurant, in addition to the use of exclusive pieces created for the ambiance of Casa Cor Aracaju 2024.



PROJECT NUMBERS

- 7 participants
- 1 village in 1 municipality
- 1 business created, benefiting 9 people

NEXT CHALLENGES

- Expand commercialization of Vem da Pedra products
- Develop new product lines

ROMANCEIROS DO ITANHY

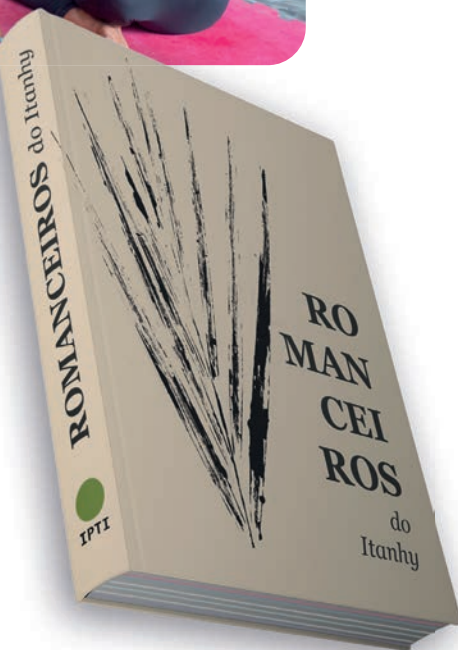
Romanceiros do Itanhy is a social technology, created in 2017, dedicated to fostering narrative creativity and interest in literature among children and adolescents. This is achieved through storytelling and themed workshops, developing a deeper understanding and appreciation of writing and going beyond spelling and semantic learning, focusing more on the affective and structural processes involved in constructing a narrative. Thus, the workshops provide guidance and encouragement in the creation of their own books. The goal is to provide students with complete freedom of expression and involve them in all stages of the creative process, including the production of the books' illustrations and graphic elements.

The Romanceiros do Itanhy project, launched in 2021, aims to stimulate creativity and literary interest in early childhood, promoting children's holistic development. In 2022, the project benefited 20 children, resulting in the collaborative production of a collection of 20 books, with the support of two adolescents who participated in the first phase of Social Technology and adolescents from the Arte Naturalista Social Technology, who helped in creating the stories and illustrations, respectively. The books were launched at a community event and exhibited at the Museu da Gente Sergipana in Aracaju. In 2023, the methodology was systematized in the "Material de Apoio Pedagógico" - MAP (Pedagogical Support Material), which includes guidelines and lesson plans for storytelling workshops. The project acquired 81 new books for the workshops, reaching 74 enrolled children and conducting 96 workshops in the Pedra Furada and Crasto communities, in addition to storytelling sessions in local schools.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

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



In 2024, the Romanceiros do Itanhy project involved the design and implementation of a core group of reapplicators, composed of young people from the communities of the municipality of Santa Luzia do Itanhy, who are being trained to act as co-managers of artistic and literary expression initiatives using the developed methodology. Four artistic and literary events were held in the villages of Crasto and Pedra Furada, based on the project's four pillars: Individual, Family, School, and Community. These activities mobilized a total of 126 participants, resulting in the creation of 43 literary works. Furthermore, the collection and works produced by the adolescents were systematized and organized in digital format for Romanceiros do Itanhy.



PROJECT NUMBERS

- 85 children participants
- 2 active reapplicators
- 2 villages in 1 municipality

NEXT CHALLENGES

- Expand the range of activities and training
- Integrate with audiovisual projects
- Encourage the creation of new businesses and professional careers



on OFICINA DE
NEGÓCIOS

Oficina de Negócios (ON) is a Social Technology in the entrepreneurial education field created in 2021 based on the entrepreneurship knowledge acquired through the “Pense Grande” program (Fundação Telefônica Vivo) and the financial education games “Bons Negócios” and “Piquenique” (Bank of America). From this learning, a methodology was developed consisting of three pillars: entrepreneurship, emotional intelligence, and financial education. Based on these pillars, ON aims to develop an individual’s entrepreneurial potential by providing all the technical tools needed to consolidate a business idea. For these reasons, this Social Technology serves as the foundation for several others within the THP.

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

In 2023, ON Phase 2 began, focusing on personalized support for individuals with established business ideas. The program covered essential topics such as pricing, sales strategies, business organization, catalog creation, and registering a CNPJ (Brazilian Corporate Taxpayer Registry). The initiative was widely recognized by the community as a benchmark for entrepreneurship, resulting in growing demand from beneficiaries. During the training, three businesses were formally registered with a CNPJ, and fifteen ideas with significant growth potential were developed.



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

THE HUMAN PROJECT



In 2024, the ON program was reapplied for 93 new students, tested and validated a methodology aimed at business incubation, and collaboratively developed teaching materials focused on entrepreneurial education, with an emphasis on Financial Education and Emotional Intelligence that uses gamification as a teaching tool. In this scenario, four new games were created, most notably “Caminhos do Quilombo,” a collaborative project involving ON reapplicators and two teachers from the Santa Luzia do Itanhy municipal school system. This initiative also promoted collective development with educators from the municipal school system, addressing the school subject “Projeto de Vida” (Life Project), thus contributing to the comprehensive education and development of essential skills in the community’s youth.

Finally, an incubation program was implemented to provide continuous support to businesses until they are ready for the market.



PROJECT NUMBERS:

- 93 participants
- 4 reapplicators
- 4 villages in 1 municipality
- 4 new games developed
- 3 businesses generated
- 1 annual pitch to present new business ideas

NEXT CHALLENGES

- Establish itself as a sustainable educational business
- Consolidate integration into full-time education through the curricular component “Projeto de Vida” (Life Project).



SIRi

school of
idioms
riverside



SIRi is a Social Technology in the field of entrepreneurial education, focused on teaching English to young people from underserved communities. Launched in 2018, its methodology stands out for its emphasis on imagination and interactivity, employing educational games and incorporating students' everyday experiences, integrating English language instruction sustainably into municipal public schools. Furthermore, in synergy with other Social Technologies, SIRi provides English training for entrepreneurs in Santa Luzia do Itanh, enabling them to communicate with potential clients and international partners.

The following years were marked by several events, such as the beginning of the methodology's reapplication, online meetings with young volunteers from the United States to develop conversation skills, the creation of educational games, reapplication booklets, and materials focused on English for tourism business in partnership with JIRO Social Technology.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- ARTE NATURALISTA
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THE HUMAN PROJECT

In 2022, MESH – Mangrove English School House – was founded, the first English teaching social company in Santa Luzia do Itanh, targeting remote communities with limited access to digital technologies. MESH develops customized methodologies to meet the characteristics and needs of each group, aiming to prepare young people for the globalized job market in a sustainable way. In 2023, the school launched new teaching materials, highlighting the SIRi app, which functions as a learning platform like Google Classroom, allowing for content presentation, interactive quizzes, and performance assessments. Furthermore, conversation classes were created and a connection was established between the SIRi methodology and other Social Technologies, such as the Oficina de Negócios (ON) and CLOC, promoting entrepreneurship and coding respectively.

In 2024, SIRi fostered synergies with other social technologies from The Human Project, such as Arte Naturalista, CLOC, JIRO, and the Ed-mundo project, focusing on teaching English adapted to the diverse needs of these initiatives. These SIRi interfaces resulted in important pedagogical resources, such as the Ed-mundo booklet in English and the domino construction in partnership with Arte Naturalista students. In addition to these initiatives, English-language videos were also produced for the JIRO app, strengthening the integration and impact of these technologies on the learning process.



RESULTS ACHIEVED

- 25 participants
- 5 villages in 1 municipality
- 2 new reapplicators trained

NEXT CHALLENGES

- Refining the methodology
- Incorporating SIRi into other Social Technologies

JIRO | Jornadas Integradas por Rotas Originais

JIRO is a Social Technology focused on entrepreneurial education and experiential tourism. Its mission is to discover, promote, and unite micro-enterprises that offer authentic, high-quality tourism experiences. These experiences feature natural landscapes, traditional cuisine, and artisanal products that reflect the cultural and historical richness of the participating communities.

When it began in 2021, JIRO engaged entrepreneurs from four municipalities in the state of Sergipe: Santa Luzia do Itanhy, 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. This enabled them to add value to existing tourism experiences, improving the presentation, service, and management of these businesses. In addition, the first version of the JIRO website (www.jiroturismo.com) was developed in collaboration with CLOC Social Technology.

JIRO continued its training activities in 2022, engaging new participants and designing five tourist itineraries across three locations. Several small businesses, including crafts and culinary specialists, were integrated into the project network. The year also marked the creation of JIRO's visual identity and the launch of the first version of an app for marketing tourism products and services, featuring experience tracking and booking information. In 2023, the beta version of the app was made available for testing, and the JIRO business model began to be structured in partnership with Bemtevi. The Social Technology was reapplied in São Cristóvão and Itaporanga D'Ajuda, Sergipe, expanding to six municipalities. In São Cristóvão, improvements to the methodology were implemented, and QR codes were developed and made available to highlight the region's tourist attractions.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

- ARTE NATURALISTA
- LUCA
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- SIRI
- OFICINA DE NEGÓCIOS
- CLOC
- ROMANCEIROS DO ITANHY



THE HUMAN PROJECT



In 2024, the JIRO app platform welcomed 8 new participants, bringing the total to 36 attractions. The app underwent significant improvements and enhancements, and JIRO is now formally registered as a company. Additionally, 13 exclusive posts about JIRO attractions were launched on Instagram, bringing even more news and information to users and business opportunities for the benefited entrepreneurs, whether offering tourism products or services in the south-central region of the state.



PROJECT NUMBERS

- 23 participants
- 6 municipalities in 1 state
- 2 active reapplicators
- 36 attractions registered on the JIRO app

NEXT CHALLENGES

- Continuous improvements to the JIRO app
- Increase engagement among JIRO app participants
- Introduce new entrepreneurs to the JIRO app
- Increase awareness of the JIRO app



Hb is a Social Technology in primary healthcare for diagnosing and treating iron deficiency anemia in schools, aiming to contribute to the full development of children and adolescents. Considered the world's largest nutritional disease by the World Health Organization, it affects a quarter of the population and has consequences related to poor motor and mental performance. The Social Technology is based on the use of a portable, simple, and low-cost device for measuring blood hemoglobin levels, along with an awareness-raising methodology for detection, treatment, and the adoption of healthier eating habits.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

NHAM

TAG

SYNAPSE

SYNAPSE EI

CLOC

CRIA

THE HUMAN PROJECT

Since its inception, iron deficiency anemia rates have been reduced from 32% to 5.8% among students at schools in Santa Luzia do Itanh, Sergipe. Starting in 2015, the Social Technology was scaled up and reapplied in other locations, such as Boquim (Sergipe) and Borba (Amazonas). Rates in these locations were reduced from 25% to 4.8% and from 59% to 3.9%, respectively. With this result, Hb won the Banco do Brasil Foundation Social Technology Award in 2013. In 2017, the project in the village of Axinim, in the municipality of Borba (Amazonas), won the "Mostra Brasil, aqui tem SUS" award call in the Webdocs Conasems category.

In 2023, the focus was on validating a mathematical model and an application under development with the Federal University of Juiz de Fora, in the state of Minas Gerais. Five schools in different districts were selected to collect 383 blood samples, resulting in 55 children diagnosed with iron deficiency anemia, and 33 began treatment. Furthermore, the magazine "Guerra nas artérias: o Ataque dos Vermes" (War in the Arteries: The Attack of Worms) was published, and the "HB Workshop" was created in partnership with NHAM Social Technology and the nursing team of the Health Department, aiming to raise awareness in the community in a playful way.

In 2024, the ferritin levels were included in the TAG management system, with automatic generation of measures for alert cases. Participatory strategies were developed to raise awareness and change eating and hygiene habits in children aged 2 to 8, in accordance with the Ministry of Health's best practices. An action protocol was created for the pilot plan community, aiming at treating iron deficiency anemia in diagnosed children, with significant results in controlling the prevalence of anemia among students in participating schools.



PROJECT NUMBERS

- 32 participants (children monitored in 2024)
- 100% recovered from anemia after monitoring

NEXT CHALLENGES

- Continued development of the HB device, specifically designed to facilitate the detection of iron deficiency anemia



NUTRITION FOR A HEALTHY AND APPETIZING MEAL

NHAM is a Social Technology in primary healthcare, created in 2021, which aims to promote food and nutrition security in schools. This initiative integrates data science with the work of school meal staff and local family farmers, while also incorporating the Social Technologies Hb and TAG. In short, Hb collects student health data, including iron deficiency anemia and BMI (Body Mass Index), in order to identify potential cases of malnutrition or obesity. This information is transferred directly to the TAG database, where it is cross-referenced with other student data, including gender, age, weight, height, hemoglobin level, and family history of diabetes and hypertension.

The TAG data provides NHAM school meal staff with information on the nutritional needs of each student group, thus assisting in the preparation and adaptability of school lunches. Furthermore, it facilitates product inventory management, guiding school meal staff on substitutions in case of shortages, ensuring the nutritional value of meals. Inventory control also enables informing family farmers of product purchase forecasts, contributing to planting planning, in addition to managing the delivery of products at the municipality's school lunch center.

In 2022, NHAM focused on training school meal staff as Food and Nutrition Security educators through training cycles and supporting materials. They also assessed student acceptance of school meals, using the data to improve menus. In 2023, school meal staff continued to play an active role, teaching classes, creating educational resources, and conducting workshops on gardening. A highlight was the development of menu management and inventory control software, as well as the implementation of the Cortex system to optimize school meals distribution. These initiatives directly impacted 90 children and indirectly impacted 801, in addition to contributing to the development of the Support and Pedagogical Material (MAP).

In 2024, NHAM promoted several initiatives focused on Food and Nutrition Education, notably a course taught by school meal staff. Furthermore, a sensory children's book on Food and Nutrition Security was developed, and school gardens were established at selected institutions in Santa Luzia do Itanhhy. The year also saw the implementation of new features and improvements to the TAG system, as well as enhancements to the family farmer app. To further strengthen the training of school meal staff, courses focused on agroecological foods were held, solidifying the commitment to promoting health and nutritional education in the community, in addition to increasing the role of school meal staff and farmers involved in the development of the Social Technology.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

HB

TAG

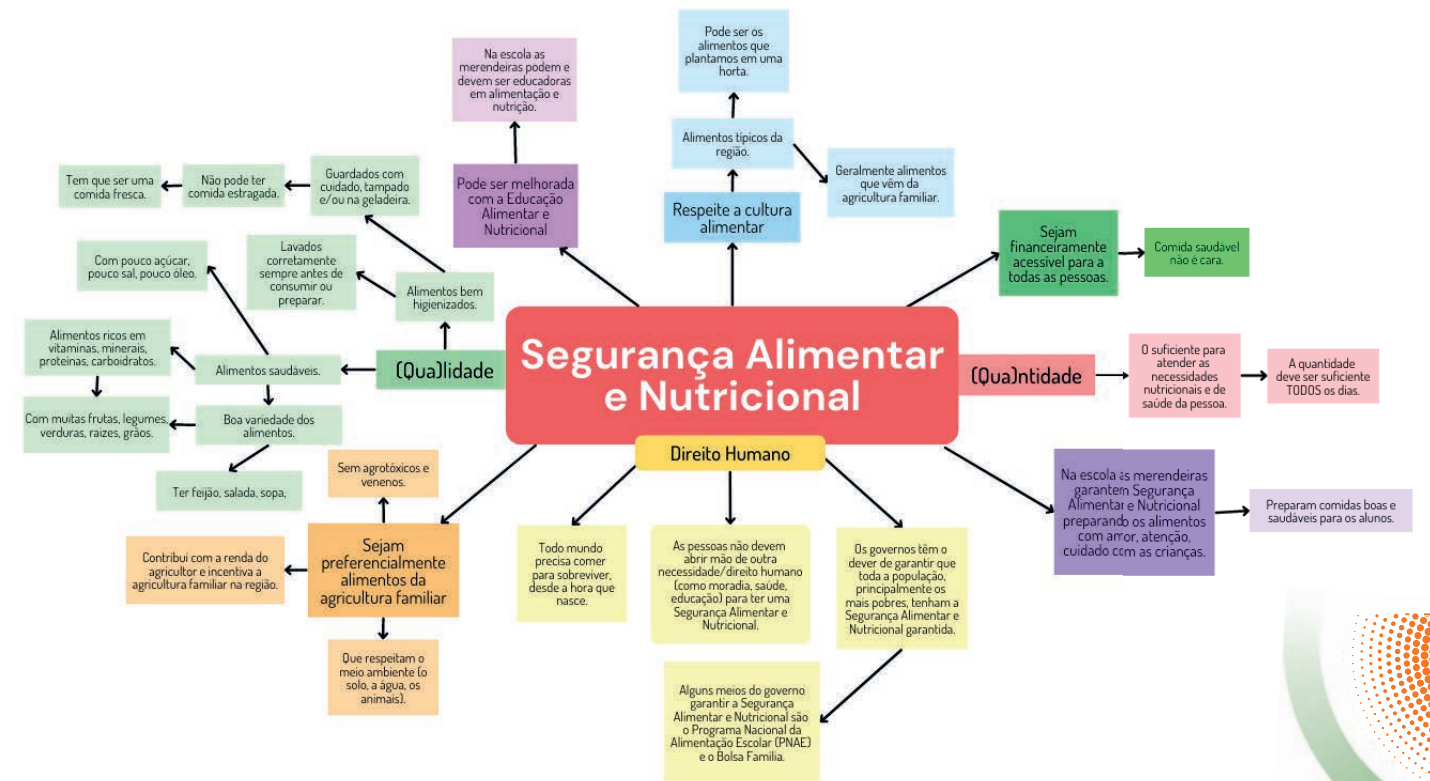
SYNAPSE

SYNAPSE EI

CLOC

CRIA

THE HUMAN PROJECT



PROJECT NUMBERS

- 12 participants
- 5 villages in 1 municipality
- 4 vegetable gardens created
- 76 students benefited from activities with the school meal staff
- 1000 students benefited in participating schools

NEXT CHALLENGES

- Consolidate the scalability of the Social Technology
- Develop "CUCA" as an adult literacy initiative aimed at school meal staff and family farmers
- Foster entrepreneurship among school meal staff
- Ensure the computerization and transparency of food procurement notices from family farms.

VETORES

TECNOLOGIA DE APOIO AO MONITORAMENTO
E VIGILÂNCIA EPIDEMIOLÓGICA

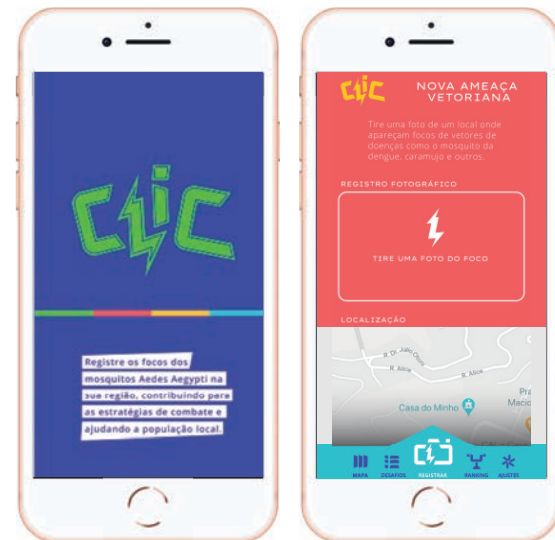
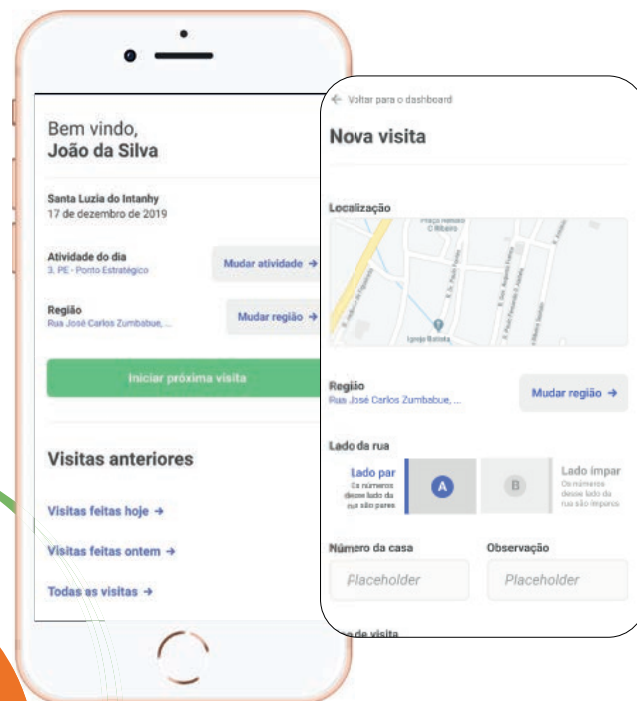
Vetores is a Social Technology in primary healthcare, focused on combating vectors that cause vector-borne diseases, focused on combating vectors that transmit diseases such as dengue, Zika, chikungunya, and schistosomiasis.

Created in 2019, Vetores collaborated with healthcare professionals from Santa Luzia do Itanhhy to develop the “CLIC - Comunidade” app, which aims to encourage community participation and collaboration in vector monitoring and eradication through gamified strategies. The app uses a points and rewards system to encourage community members to geographically record vector hotspots and participate in control activities.

Additionally, two other versions of CLIC software were also developed, integrated with DataSUS (Brazil’s National Health Data System) and SisPND (Brazil’s National Dengue Control Program System):

CLIC – ENDEMIC DISEASE AGENT

An app made for endemic disease agents use, replacing the old paper spreadsheets to support the control and monitoring of home visits;



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

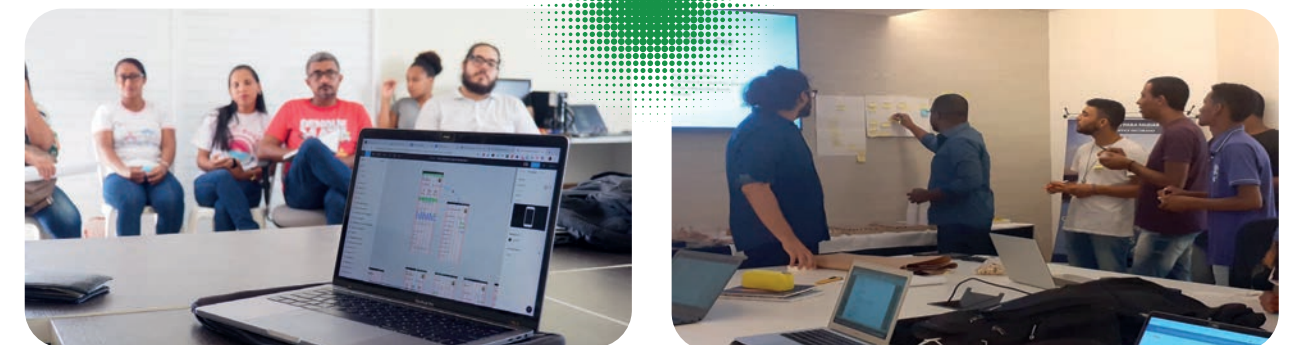
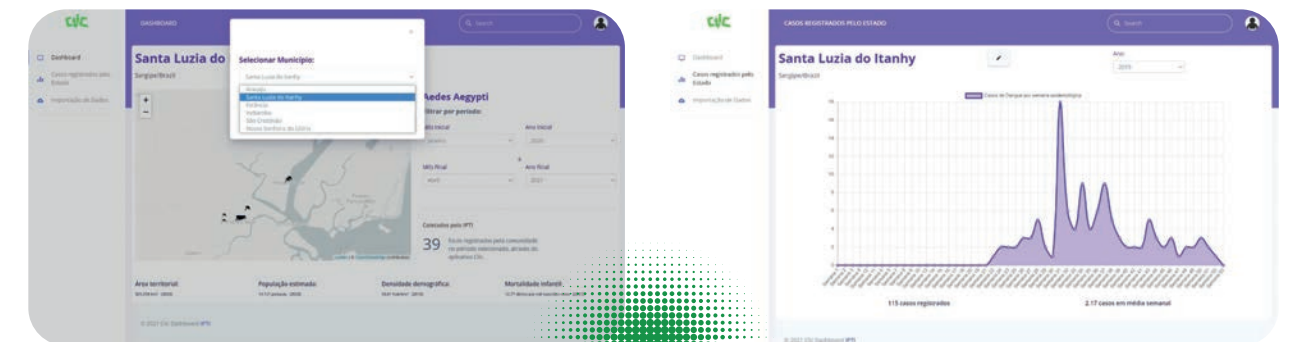
HB

CLOC

THE HUMAN PROJECT

CLIC – DASHBOARD

A tool to support decision-making by public managers, consisting of an interactive panel with maps and graphs that identify the areas that are most prone to vector outbreaks, based on data collected by the CLIC – Community and CLIC – Endemic Disease Agent app.



CLIC is now available for download on the Google Play Store and App Store.

To help with community engagement, Vetores also developed the episode “A Comunidade Contra-ataca” (The Community Strikes Back) for the comic book “Guerra nas Arterias” (War in the Arteries) from Hb Social Technology, focusing on raising community awareness about vectors and the importance of collective action to prevent epidemic diseases.

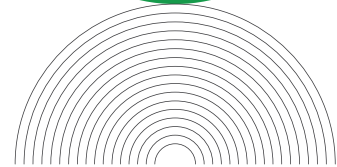
In 2023, Vetores also worked on developing an animated miniseries, with the support of filmmaker Carlos Saldanha, to strengthen community engagement. The miniseries tells the story of a race of creatures, known as “Vetorianos” (Vectorians), who took over the planet in the year 3022. To solve the problem, an agent had to be sent back in time to find two young scientists who could change the future. However, an accident occurs, and the time machine sends the agent back to when the scientists were still teenagers. Now, the three must join forces to fight the “Vetorianos” and change the future of humanity.

In late 2024, Vetores resumed its activities, aiming to facilitate public engagement in the fight against Aedes aegypti through the gamified app CLIC, encouraging ongoing prevention and breeding site elimination actions, with a focus on health education and community mobilization.

NEXT CHALLENGES

- Development and improvement of the CLIC app
- Implementation of the CLIC app in two Brazilian states
- Establish integration with schools, involving students, teachers, and classes in the educational use of the app.
- Implement a specific version for endemic agents with features adapted to their needs

CRIA



CRIA is a Social Technology in primary healthcare that aims to promote adequate conditions for parenthood in early childhood. Covering the period from -2 years (24 months prior to the beginning of pregnancy) to +3 years of age (36 months after birth), the project emphasizes the importance of external factors in child development, including the pregnancy period. Located in the Pedra Furada community in Santa Luzia do Itanhy, CRIA aims to be a global model and reference, integrating initiatives related to parenting, humanized health, and biodynamic agriculture. Furthermore, it seeks to elevate 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 and nutrition security. In short, CRIA aims to improve various aspects of child and community development, interconnecting with existing public policies to ensure their sustainability and scalability.

In 2022, CRIA began activities in the Pedra Furada community, promoting meetings on child development, mental health, and prenatal care, which led participants to discuss topics such as non-violent communication and adolescent pregnancy, and many other topics.

In 2023, new initiatives were implemented, including a training cycle for Adolescent Health Agents (ASA - Agentes de Saúde na Adolescência) and a program for Child Development Agents (ADI - Agentes de Desenvolvimento Infantil), focusing on relationships with children and the role of family and community. In total, 25 meetings were held, addressing topics such as family planning and breastfeeding. That same year, construction of Espaço CRIA (CRIA Space) began, and a situational diagnosis of the village was completed, assessing the population profile and access to health services. Finally, four support materials, including guides and educational booklets, were produced to assist the community.

In 2024, significant progress was made in the Pedra Furada Village with the training of nine more young people to work in the CRIA community support unit. That same year, CRIA Space was opened, a space for socializing and multidisciplinary activities, designed with appropriate furniture for child development.

The ASA - Agente de Saúde na Adolescência (Adolescent Health Agent) experience was reapplied, aiming to strengthen the approach to the health and well-being of young people. Furthermore, a new support model was designed, focusing on management, planning, and psychological support for Espaço CRIA users.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

SYNAPSE EI

NHAM

HB

TAG

OFICINA DE NEGÓCIOS

ROMANCEIROS DO ITANHY

THE HUMAN PROJECT



The Child Development Agent program was also implemented, aiming to promote the health and development of children. This program includes activities addressing emotional balance and harmony for both children and adults, contributing to a healthy family environment.

Other important initiatives were developed, such as maternal and child health monitoring, which offers guidance on healthy habits and non-medication methods for relieving common discomforts during pregnancy. The program also includes preparation for childbirth and motherhood/fatherhood, as well as breastfeeding support.

Lastly, Espaço CRIA will offer a variety of workshops, activities, and therapies, promoting the well-being and comprehensive development of the local community. These initiatives reinforce CRIA's commitment to the sustainable and healthy development of the local community.

PROJECT NUMBERS

- 73 participants
- 10 CRIA training participants
- 1 village in 1 municipality

NEXT CHALLENGES

- Create and implement an entrepreneurship module for fisherwomen
- Structure a direct Community Service Module
- Expand the scale of operations
- Promote the integration of senior citizens into project activities

Aviste

Aviste is a project that aims to develop and consolidate a social technology that is effective, scalable, and sustainable for eye health in municipal public schools, with a special focus on preschool and elementary school children.

Aviste addresses a critical childhood health problem related to vision, since much of learning depends on the visual system, and irreversible damage can affect children throughout their lives. Global data indicate that more than 75% of cases of preventable blindness, often caused by conditions such as cataracts, refractive errors, glaucoma, and macular degeneration, could be prevented. In Brazil, approximately 20% of school-age children have eye disorders, and studies in Sergipe show that 30% of children in public schools have some form of visual impairment, with more than half requiring corrective glasses. Access to care is limited by socioeconomic and geographic barriers, as well as the shortage of ophthalmologists, especially in remote regions where the distribution of these professionals is highly uneven. With just one ophthalmologist per 9,224 inhabitants in the country, and a higher concentration in the Southeast, many children lack access to early diagnosis. Therefore, the project's goal is to create a Social Technology that brings eye health to public schools in Santa Luzia do Itanhyl, in partnership with the Brazilian Council of Ophthalmology and the Sergipe Society of Ophthalmology.



INTEGRATION WITH OTHER SOCIAL TECHNOLOGIES FROM THE HUMAN PROJECT MODEL

ARTE NATURALISTA

LUCA

PLOC

SIRI

LILO CULTURA EM FOCO

CLOC

ROMANCEIROS DO ITANHIL

THE HUMAN PROJECT



The initiative includes a mobile diagnostic unit and training resources for school staff, aiming to prevent problems such as amblyopia and irreversible visual impairment in children, especially those under 8 years of age.



PROJECT NUMBERS

- 166 participants
- 5 villages in 1 municipality
- 4 schools served
- 25 students referred for consultations

NEXT CHALLENGES

- Structure the model as a social enterprise providing accessible eye care in small and rural communities
- Ensure scale and continuity through an effective and replicable operating model.

THP ANNUAL (GLOBAL) EVENT 2024

On October 10, 2024, IPTI_US successfully held its 9th Annual Fundraising Dinner at the Yale Club in New York. The event brought together around 150 Brazilian and American guests who support social projects in Brazil through The Human Project (THP) and the REDE SYNAPSE. The evening featured the institution's work presentations, a special concert, a Silent Auction with items donated by partners and artists, and a tribute to the Brazilian-American Chamber of Commerce. The goal was to expand our donors' network and strengthen bonds, reinforcing international collaboration to promote social transformation in Brazil. This year, we had the opportunity to bring a representative from Santa Luzia do Itanhhy, Raiana Silva, coordinator of the Oficina de Negócios (ON) project, who shared her personal journey, future aspirations, and how participating in the project has changed her life and the community she is part of.



PARTNERS AND SUPPORTERS IN 2024

GarciaFamilyfoundation

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THP EVENT IN SÃO PAULO

The fundraising dinner in São Paulo took place on August 26, 2024, at the Cantaloup restaurant. The event was dedicated to strengthening our commitment to entrepreneurial education, a fundamental pillar of our social mission. We had a special guest, Raiana Silva, coordinator of the Oficina de Negócios (ON) Social Technology, who shared valuable insights into the innovative methodology embedded in this social technology. She also highlighted the achievements of the ON Social Technology to date, emphasizing the positive impact of our actions on transforming lives and developing entrepreneurial skills. This moment reinforced our commitment to promoting lasting social change through education and entrepreneurship, further strengthening our record of success and impact on the community.

biblioteca Luminescência*

The creation of the Biblioteca Luminescência (Luminescence Library) is a key element of our strategy to promote human development, uniting art, science, and technology in integrated and transformative initiatives. Since 2013, this library has been a true beacon of knowledge and creativity for the entire community of Santa Luzia do Itanhy, with a special focus on the youth and adolescents of the Crasto village, where it is located.

While specializing in Visual Arts, Luminescência also offers a selection of children's literature publications, due to its proximity to the Sítio do Pica Pau Amarelo Children's School. Its rich and diverse collection includes 1,272 volumes carefully organized according to the Universal Decimal Classification (UDC) and the Dewey Cutter author chart, facilitating access and exploration of knowledge.

The name Luminescência (Luminescence) pays homage to the natural phenomenon of bioluminescence, common in the Crasto region, where microorganisms called dinoflagellates emit light when stimulated, creating a spectacle of brightness in the coastal waters. Furthermore, the choice of the name also refers to Santa Luzia, patron saint of the eyes, who symbolizes protection and enlightenment. Just as she illuminates and protects her devotees, the library has the power to illuminate lives, awakening dreams, curiosity, and the desire to learn.



PARTNERS AND SUPPORTERS IN 2024

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MAHLE



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E INOVAÇÃO



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ADVOGADOS

FINANCIAL STATEMENT

Título PROJETOS	Área do Conhecimento	Período de Contrato		Valor Contratado	Valor Recebido em 2024	Fonte de Recursos	
						Público	Privado
Técnicas Construtivas - n.º 892115/2019	Economia Criativa	2019	2024	R\$ 546.677,60	-	100%	-
Synapse Laranjeiras	Educação	2020	2023	R\$ 3.799.516,88		-	100%
Projeto Synapse 20578 - FBB	Educação	2021	2024	R\$ 482.513,34			100%
Jiro - n.º 898821/2020	Economia Criativa e Educação	2020	2024	R\$ 1.534.000,00		100%	
Jiro Fase 2 - n.º 919068/2021	Economia Criativa e Educação	2021	2023	R\$ 850.000,00		100%	
Synapse Educação Infantil & Synapse o-TAG - nº 916449/2021	Educação	2021	2023	R\$ 500.000,00		100%	
Ed Mundo - Fortaleza/CE	Economia Criativa e Educação	2022	2024	R\$ 303.966,00			100%
Romanceiros do Itanhy Infantil - Tem Uma História no meu Desenho	Educação	2024	2025	R\$ 100.000,00	R\$ 100.000,00		100%
Segurança Alimentar nas Escolas (SAE)	Saúde	2022	2024	R\$ 445.572,00			100%
HB - diagnóstico, prevenção e combate à anemia ferropriva nas escolas	Saúde	2022	2024	R\$ 368.676,80			100%
Cria Matchfunding	Saúde	2022	2026	R\$ 4.213.384,00	R\$ 935.000,00		100%
Alavancagem Jiro -Jornadas Integradas por Rotas Originais	Economia Criativa e Educação	2022	2025	R\$ 280.000,00	R\$ 45.000,00		100%
Jiro	Economia Criativa e Educação	2024	2025	R\$ 250.000,00	R\$ 250.000,00		100%
Macete N.º 935368/2022	Economia Criativa e Educação	2022	2024	R\$ 500.000,00		100%	
Animação e Motion Graphics	Economia Criativa e Educação	2023	2024	R\$ 350.000,00			100%
Arte Naturalista Ceará	Economia Criativa	2023	2025	R\$ 399.200,00			100%
Artes Visuais	Economia Criativa	2023	2024	R\$ 207.750,00			100%
Cloc - Jogos Digitais	Economia Criativa	2023	2024	R\$ 333.723,00			100%
Cria 2024	Saúde	2023	2024	R\$ 391.101,00			100%
Cultura em Foco	Economia Criativa	2024	2024	R\$ 100.000,00	R\$ 100.000,0		100%
EdMond Ceará	Economia Criativa e Educação	2023	2025	R\$ 732.935,61			100%
MMG - Mangrove Motion Graphics	Economia Criativa e Educação	2024	2025	R\$ 292.600,00	R\$ 292.600,00		100%
Consolidação e reaplicação de tecnologias sociais pedagógicas e de apoio à gestão escolar nas redes públicas de ensino.	Educação	2022	2025	R\$ 9.874.396,00	R\$ 2.129.670,28	50%	50%
Segurança Alimentar nas Escolas (Nham -fase 4)	Saúde	2024	2025	R\$ 270.771,90	R\$ 270.771,90		

Título PROJETOS	Área do Conhecimento	Período de Contrato		Valor Contratado	Valor Recebido em 2024	Fonte de Recursos	
						Público	Privado
Segurança Alimentar nas Escolas (Nham -Fase 3)	Saúde	2023	2024	R\$ 413.000,00			100%
Synapse Educação Infantil -Fase 4	Educação	2023	2024	R\$ 262.500,00			100%
Oficina de Negócios	Economia Criativa e Educação	2023	2024	R\$ 273.339,50			100%
Siri	Educação	2023	2024	R\$ 312.800,00			100%
Synapse Educação Infantil Laranjeiras-SE	Educação	2023	2023	R\$ 216.000,00			100%
Arte Naturalista Laranjeiras-SE	Economia Criativa	2024	2026	R\$ 220.150,00	R\$ 117.954,94		
Arte Naturalista	Economia Criativa	2024	2025	R\$ 122.500,00	R\$ 122.500,00		
Cultura em Foco	Economia Criativa	2024	2024	R\$ 100.000,00	R\$ 75.000,00		
Cloc Novos Negócios	Economia Criativa	2024	2025	R\$ 209.531,76	R\$ 209.531,76		
Cria	Saúde	2024	2025	R\$ 263.637,67	R\$ 263.637,67		
Ed Mundo/CE - Fase II	Economia Criativa e Educação	2024	2025	R\$ 124.400,00	R\$ 130.520,00		
Macete	Economia Criativa e Educação	2024	2025	R\$ 288.769,60	R\$ 288.769,60		
Ma Nham Educação Alimentar	Saúde	2024	2025		R\$ 124.538,75		
Oficina de Negócios - Fase 3	Economia Criativa	2024	2025	R\$ 299.840,80	R\$ 299.840,80		
Uru Uru	Economia Criativa	2024	2025	R\$ 200.000,00	R\$ 160.000,00		

CONTRATO DE GESTÃO							
Título	Área do Conhecimento	Período de Contrato		Valor Contratado	Valor Recebido em 2023	Fonte de Recursos	
PROJETOS						Público	Privado
Contrato de Gestão 01/2021	P&D	2021	2026	R\$ 2.993.935,20	R\$ 614.256,00	100%	-
DOAÇÕES							
Pessoa Física e Jurídica	-	2024		-	R\$ 2.602.261,00	-	-
SERVIÇOS							
Ed Mundo BA	Economia Criativa e Educação	2024	2024	R\$ 100.000,00	R\$ 100.000,00		100%
Ed Mundo MG	Economia Criativa e Educação	2024	2025	R\$ 725.865,02	R\$ 702.422,18		100%
Contrato 01/2024 Sedetec x THP	Economia Criativa e Educação	2024	2025	R\$ 112.500,00	R\$ 90.000,00	100%	
Zro Sebrae x THP	Economia Criativa	2024	2026	R\$ 2.648.460,00			

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/>



HEADQUARTERS

Av. Principal, 272 - Conj. Albano Franco
Santa Luzia do Itanhy - SE - Brasil
49230-000
thp@thp.org.br

ADMINISTRATIVE OFFICE

Neo Office Jardins
Av. Dr. José Machado de Souza, 220
Sala 1509 - 15º andar
Jardins
49025-740
+55 (79) 3027-6866
thp@thp.org.br

SÃO PAULO

Giulia Santana
+55 (79) 98875-0793
giulia.santana@thp.org.br

NOVA YORK

Lara Fontes
+1 (347) 993-6237
lara.fontes@iptius.org

Sônia Esteves
+1 (914) 886-8016
sonia.esteves@iptius.org

