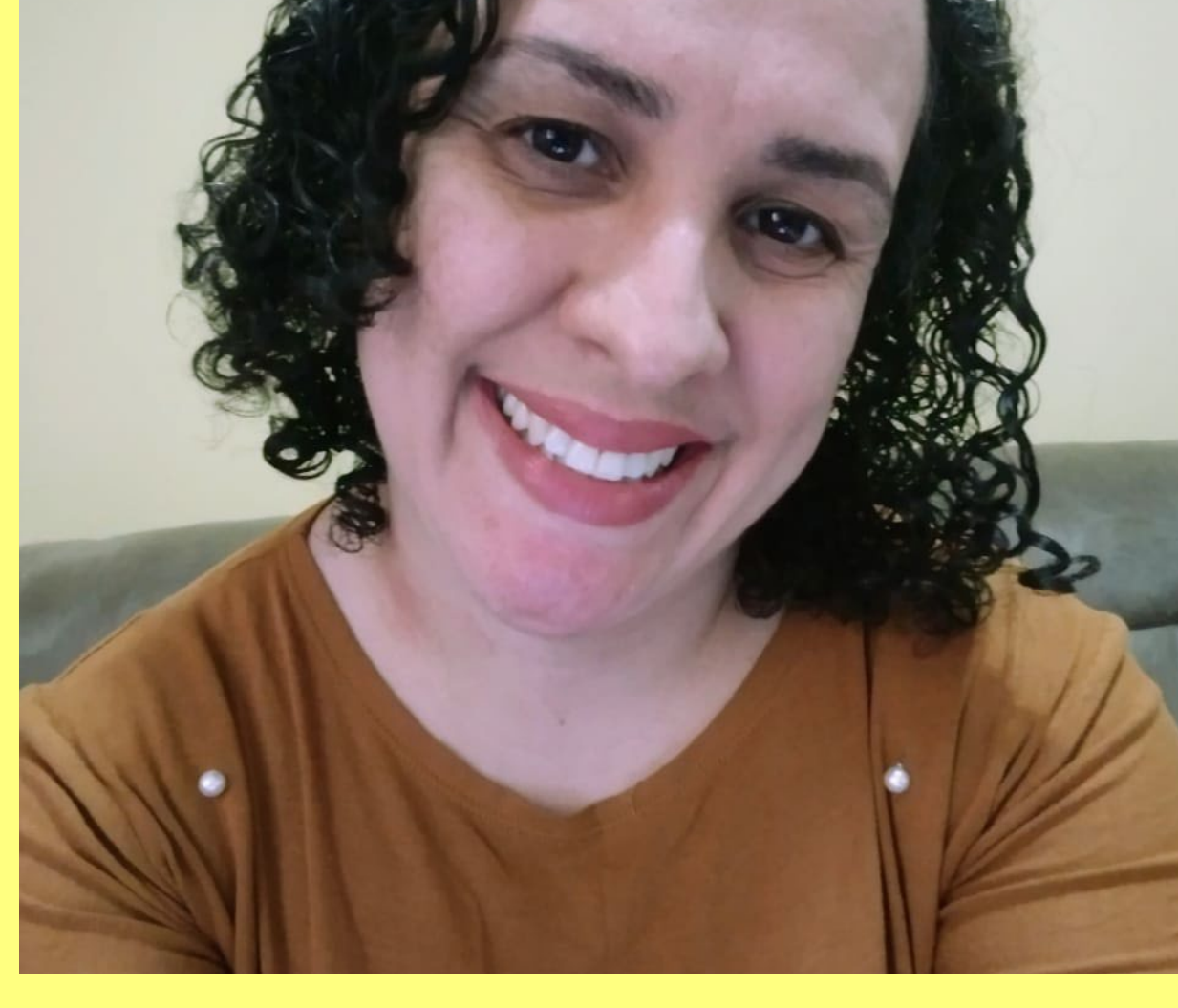


CONNECTION

138.752

people placed in the labor market

Editorial



“ My name is Mariana Silva, I’m a social worker at Rede Cidadã and, last year I completed 15 years within the institution. Today, I come to talk about a topic of utmost importance, which motivates me daily: the relevance of education for life and work.

On January 24th, International Education Day is celebrated. In order to celebrate this date (because it’s never too late to do so), we will reflect on the importance of this topic for people’s lives and how our organization uses this tool to contribute to transforming the lives of thousands of people who have been, are or will be part of Rede Cidadã.

I often say that education is like a door that opens countless possibilities for those who have the privilege and pleasure of accessing it. I use the term "privilege" because many still do not have the opportunity to have access to it. Receiving a quality education and training focused on the labor market has the power to transform lives, because we know how essential these two elements are to the existence of a citizen. They allow the people we welcome to dream, to have hope of achieving a better future, transforming their lives and impacting others around them.

In 15 years of working at Rede Cidadã, I have been able to closely follow this transformation,

observing how our apprentices and other participants in different projects emerge profoundly changed after having the experience of receiving an education focused on the labor market. This education transforms the way they see this world, making it fascinating and showing that it can, and should, offer much more than just a source of income at the end of the week. These people have the opportunity to explore topics that have long been denied to them, such as emotional intelligence and self-knowledge, aspects that are increasingly demanded by today’s society and addressed effectively in our methodology.

It’s exciting to witness people rediscovering their faith in themselves, recognizing their potential and gaining the courage to set increasingly bold goals. Hearing stories of how education and work have impacted their routines, showing them new paths and steering them away from tortuous paths, reinforces how fundamental these elements are to protecting and driving the future of our country.

The work we do in preparing people for life and work is transformative and powerful. Each of us is a cog in this great machine that makes our programs and projects work vigorously. Let us continue to stand firm, based on an education that transforms, liberates and promotes growth. As the patron of Brazilian education, Paulo Freire, rightly stated:

“If education alone does not transform society, without it society will not change either.”

Mariana Silva Teixeira Baldi Social worker at Rede Cidadã. She has a degree in History from PUC Minas, a postgraduate degree in Psychopedagogy and took an extension course in Special Education. She’s also the winner of the Educator of Minas Commendation from FADECIT.

Depoiments

Learn about the experience of those who participate in our projects

“ I joined POT* to work as a janitor and spent about three months sweeping that part of Bela Vista neighbourhood. And in the meantime, while I was taking the course, one of the coordinators here asked who wanted to finish their studies, because POT gave people this opportunity to go back to school. I thought it was really cool and now, this year (2024) I’ve already graduated, I’ve completed elementary school and I’m going to high school. I’m really happy about this, because I never thought I would be able to finish my studies some day. And it’s all thanks to POT, right? First of all, thank God, but POT gave me this opportunity, I embraced it and it’s been really cool for me.

I learned so much here at POT... The people here are really nice and we have several courses and we start to interact with other people, something I had been away from for a long time. I studied administration, I took the emotional development course, which is really good. And today I feel more prepared to face things. Before I thought I couldn’t do it, that I wouldn’t be able to do it. But then, through POT, things changed a lot.

Opportunities come to us, but we also have to earn them. We have to embrace this opportunity, we have to give ourselves to what we want to achieve, right? And when they gave me this opportunity here at the janitorial service, even for cleaning, I was very happy, because I didn’t have a job, I had nothing. And then I saw something even better, which was studying, and I gave myself to that. When we want a goal, we have to give ourselves to that goal. The message I want to leave is this: go



ahead, POT gives you opportunities. Go ahead, it will work out!

Now I’m going to finish my studies in another year and a half. And, look, when I started, I thought it would take a long time, but it didn’t take long at all, it went by so fast. I can’t believe I’m already going to receive my certificate. Then the principal, Mrs. Adélia, was happy when I spoke to her and said to me: "I’ll make sure to give you the certificate in your hand".

And now my future will be to finish my studies. And who knows, maybe go to college? Who knows, maybe I’ll even come and tell you about it?

Abdias Pereira Menezes Basic computer science student and also went back to school the Operação Trabalho Program.

*The Operação Trabalho Program – POT is an initiative of the Cityhall of São Paulo, carried out in partnership with Rede Cidadã. Its objective is to provide special attention to unemployed workers living in the city of São Paulo who belong to low-income families, aiming to encourage them to seek employment and reintegrate them into the labor market. POT welcomes the most vulnerable segments of the population, including homeless people.

See what a partner company thinks



“ At J.Macêdo, we believe that a company’s success goes beyond its financial results – it is reflected in the positive impact we can generate on society. And it was with this purpose that, in 2016, the J.Legal program was born, focusing on training and guiding young people in situations of social vulnerability into the labor market. Investing in J.Legal is reaffirming our commitment to human and social development. It’s believing that everyone deserves opportunities to reach their potential, especially those who face socioeconomic challenges.

In partnership with Rede Cidadã, we create an environment for learning and growth, connecting young people to the job market and contributing to a fairer and more inclusive future. In addition to gaining a position in the labor market, these young people receive training in socio-emotional skills that are essential for life and careers. This journey transforms their self-confidence, broadens their perspectives and prepares them for real challenges, making them the protagonists of their own stories.

For J.Macêdo, the benefits of investing in this type of initiative go far beyond the integration of new talent. They enrich our environment with diversity, energy and new perspectives. The partnership with Rede Cidadã strengthens our values, drives our culture of social responsibility and reinforces our role as an agent of transformation in the communities where we operate.

Zilmara Azevedo, Communications Coordinator at J.Macêdo a company that has been a Rede Cidadã’s partner since 2016.

Discover how the government works in partnership with Rede Cidadã

“ The Water and Sewage Department (DAE in Portuguese) of the municipality of João Monlevade would like to thank Rede Cidadã for the experience with the Apprenticeship Program. It has been extremely positive, benefiting both the young participants and the DAE team.

This partnership with Rede Cidadã reinforces our commitment to the professional and social development of participants, providing valuable opportunities for apprentices and strengthening our team.

Jaqueline Gomes, Head of the Administrative Division of the Water and Sewage Department of João Monlevade (MG), a public body that has been a partner of Rede Cidadã since 2022.



REDE CIDADÃ Presents:

RESULTS ACHIEVED

From January 2004 to December 2024

Total hires:

138.752

- 40.976 Young people and adults
- 96.786 Apprentices
- 990 Interns
- 2.082 LGBT+ people
- 2.994 Homeless people
- 4.189 People with disabilities
- 222 Elderly
- 1.698 Small business supported
- 2.741 Volunteers
- 755 Partner social organizations
- 3.595 Partner companies