



 **116.944 people placed in the labor market**

_Editorial



"In our world of abundance, poverty shouldn't have a place. However, as we commemorate the International Day for the Eradication of Poverty (Oct, 17th), nearly 700 million people struggle to survive, living on less than \$2.15 per day." These are the words of António Guterres, Secretary-General of the United Nations.

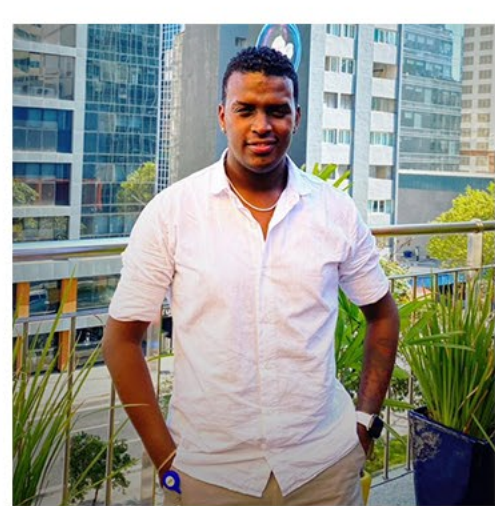
This scenario is what motivates Rede Cidadã to work for the end of poverty and inequality. Through our programs and projects, we have placed more than 116,000 people in the job market... and we are full of energy to include thousands more.

In October, we celebrated 21 years of the Rede Cidadã and invite you to join us in this movement to eradicate poverty through the inclusion of minorities in the world of work. Listen to the message from our founder and CEO, Fernando Alves, get inspired, and join us in this cause.

Fernando Alves
Rede Cidadã's founder and CEO

_A word from a former apprentice

Carlos* shares his journey from being a young apprentice in Belo Horizonte, Brazil, to becoming the Operations Coordinator of a national department store chain. He talks about how the apprenticeship program contributed to his life, emphasizing the valuable skills he gained through



"I started at Rede Cidadã as a young apprentice and worked at the A&C telemarketing company, specifically in the Cemig operation. During my time at A&C, I learned a lot, and at Rede Cidadã, I learned about the project, its characteristics, and how it helps people. My colleagues and I have often discussed how important this was for our professional careers.

After leaving Rede Cidadã, I joined another company, but it closed due to the pandemic. I then started at Pernambucanas as an IT salesperson and gradually worked my way up to becoming a store leader.

Later, I was invited to be a direct sales promoter, and today I am the Operations and Direct Sales Channels Coordinator. I lead a team of 13 people, each representing a regional area of Brazil.

The professional learning process was incredibly important for my career because I learned everything I needed at Rede Cidadã, and the skills I acquired there are the ones I use in my role today."

Carlos* was a young apprentice at Rede Cidadã in Belo Horizonte (MG) and is now Direct Sales Coordinator at a national department store chain in São Paulo (SP)

*Fictitious name

_An engaged company

Fernando* and Felipe* share how Guima Consecos has embraced and sustained its commitment to making society more inclusive. The company was the leading employer of individuals who participated in a professional training program for those living on the streets of São Paulo, a program executed in partnership with Rede Cidadã.



"Seeing the impact of the Guima Consecos's 'Gerando Futuro' program on poverty eradication is truly inspiring. Over the years, we have witnessed how this social responsibility initiative has brought about tangible transformations in the lives of many. Through learning and training opportunities, individuals facing daunting challenges have found a path to growth and independence, through education and work, to restart their lives.

Each success story is a vivid testament to the power of providing skills and knowledge, enabling participants to take control of their destinies.

As these individuals gain confidence and valuable skills, it's not just their lives that are transformed but the entire community benefits from this progress."

The "Gerando Futuro" program is a true demonstration of how social responsibility can be a driving force for positive change. It is an honor to be part of this journey and witness firsthand how it is shaping a brighter and more equitable future for all of us. This initiative not only alleviates poverty, but it also serve as a brilliant example of how we can act together to eradicate poverty in our communities and eventually the world."

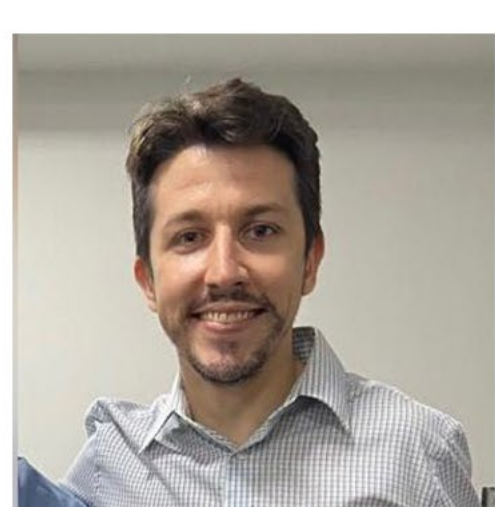
Fernando* is an HR Manager of a large partner company of Rede Ciddadã and Felipe* is the company's Social Responsibility Coordinator. Here they share here the commitment that the company has made to eradicating poverty through offering job opportunities to the people who most need.

*Fictitious name



_Looking to the future

The world's largest producer of cellulose, reveals through its Social Development Coordinator, André*, that the company has committed to lifting 200,000 people out of poverty by 2030 and the motivation behind this decision.



"The social development of our territories is an integral part of our business strategy and is at the core of our Culture Guidelines. We believe that what we do is 'only good for us if it's good for the world.' To build a fairer and more sustainable world, it requires protagonism and transformative actions implemented systematically and in collaboration with others.

The reduction of poverty, in its multidimensionality, involves monetary issues food insecurity, lack of access to healthcare and basic sanitation, and a lack of access to quality education.

In this sense, it is a chronic and essential challenge for the sustainable development of Brazil, to which Suzano is committed.

The company plays a significant role and is required to be part of the solution, not only in supporting economic development but also in promoting social transformation in the more than 200 municipalities where it is present. That's why, in collaboration with civil society organizations and other stakeholders in these areas, Suzano invests in income generation programs and aims to influence processes and public policies, strengthening sustainable local businesses that are part of the culture of each region.

Our commitment to reducing poverty is to lift 200,000 people out of poverty in our areas of operation by 2030. In the cumulative goal from 2020 to 2022, we have already helped 29,633 people escape poverty. We will continue on this collective and necessary journey in the ongoing fight against poverty."

André*, Social Development Coordinator at the company, shares here the company's future vision as an active and engaged actor in Brazilian social transformations.

*Fictitious name

_Support Rede Cidadã's programs and projects

If you want to be part of this transformation, join hundreds of people and thousands of companies who support us by becoming a recurring donor or just by making a single donation at www.globalgiving.org/projects/transforming-lives-of-vulnerable-young-brazilians/

Do you want to know how to support our programs and projects and transform the lives of thousands of people? Get in touch with us: relacionamento@redecidada.org.br.