

# CONNECTION

143.968

people placed in the labor market

Rede Cidadã thanks you for supporting this project. With your help, we were able to offer professional training to 54 young people who were in a situation of social vulnerability.

Now they are working and have their own autonomy.

We now invite you to continue supporting Rede Cidadã as a regular donor to Projeto Start, one of our most successful projects, which trains vulnerable young people to work in the technology market.

With 25 dollars a month, you can offer technology training to a Brazilian and help lift them out of poverty. Support this initiative and transform lives now!

We send our monthly newsletter Conexão, where you can read wonderful stories of transformation.

## Editorial - Celebrating Labor Month

“May is a reminder of the history of workers and the conflict between capital and labor. Today, I have been looking at workers and employers as people and I feel that there are only 3 major tasks for us to address.

The first task is to humanize the company, which means humanizing people. Only people who are endowed with self-knowledge and who are in control of their skills, talents and limits can perform to their full human potential. There is no separation between humanizing and ensuring the best productivity. Putting the right person in the right role is a factor in human fulfillment and personal and professional happiness. Only this generates productivity to the limit of a person's full potential.



The second task is to give the business social relevance. To involve the business with its stakeholders, with all its target audiences. Of course, especially its customers. The company exists for its customers and it is important to note that customers are in society, the "outside" of the company. Ignorance leads to the false idea that society is made up of abstract entities. Society is made up of relatives, friends, neighbors and other human beings who occasionally do not work for the company. Thus, there is society within the company and society outside the company. Therefore, there is no way for the company to be dissociated from its social responsibility. For all these reasons, dialogue with the community, social projects and the recruitment and selection process itself must be guided by social inclusion. HR and all people managers must be seen as managers of dialogue with the community, both internally and externally.

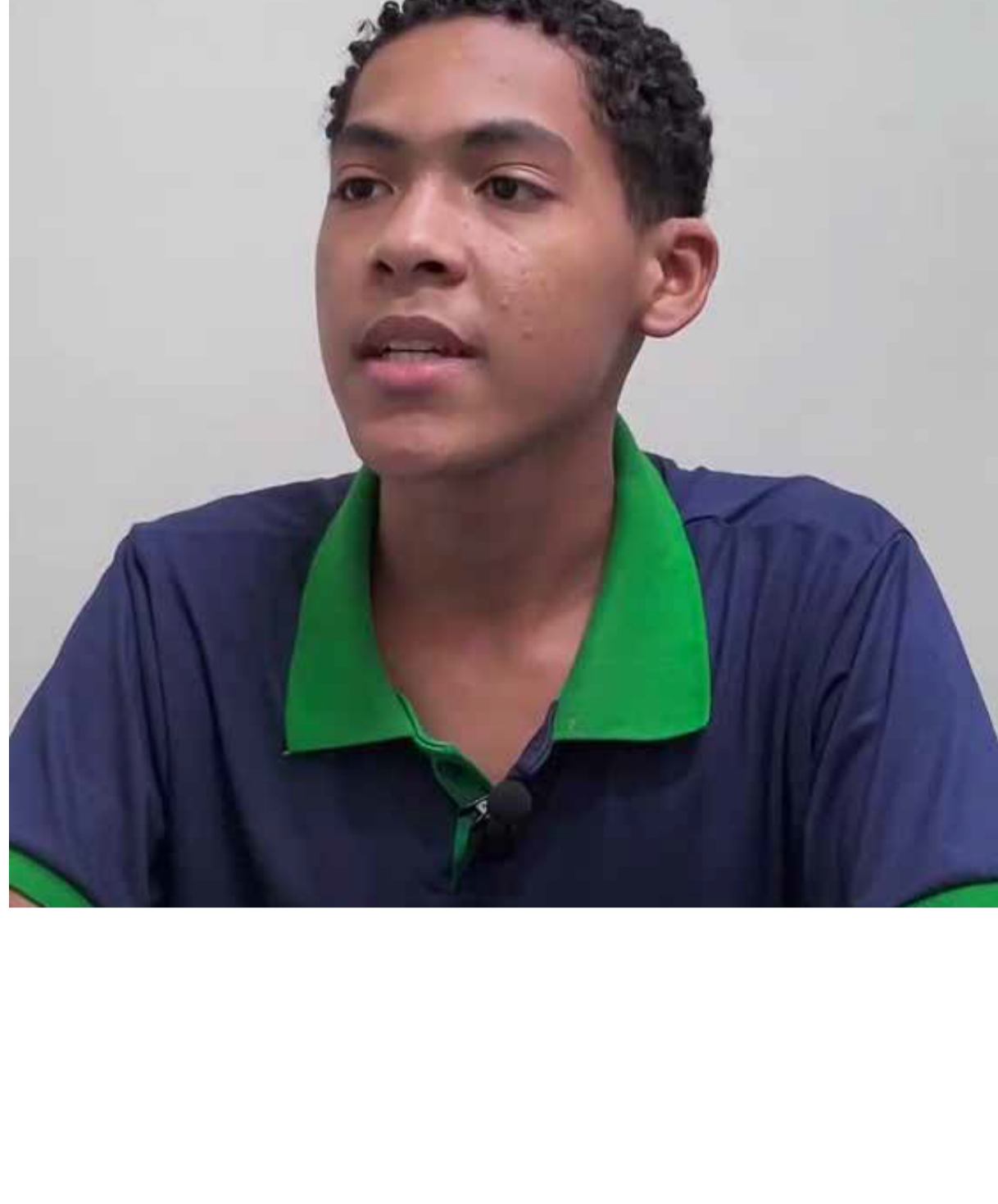
The third task follows from the previous two: if the company is made up of well-developed, humanized and well-managed people, then we have the foundations to sustain the company. This is the great interest of the professionals of a company and of the whole society. The professionals want the sustainability of a company considered good to work for, and society wants the sustainability of a company committed to society and not only to its profits. Therefore, we must think about creating companies so that people have in them an important resource for the development of their lives, projects, dreams and as a space for their existential legacy.

**Fernando Alves**  
Rede Cidadã's Executive Director

## Testimony

### Come to know Thienry's story

“I started at Leitepéu Agro as a young apprentice and today I work as a financial assistant. I signed up for the Rede Cidadã Apprenticeship Program and was selected to work at Leitepéu in the logistics sector. There, we calculated routes and the loads that were going to be transported. While still a young apprentice, I was able to contribute to the accounting sector and carried out accounting of invoices and entries of tax documents.



When I started the apprenticeship process at Rede Cidadã, I was still in high school. It was a huge challenge for me to balance work and studies, but I managed to excel and as a result I got a score of 960 on the Enem\* essay and this earned me an honor from the City Council here in the city. In addition, my score guaranteed me second place in the Accounting Sciences course at PUC Minas.

And my joys are not limited to my studies: I had the opportunity to achieve the great achievement of being part of the Leitepéu Agro staff and working in the financial and accounting sectors. Given all these results, I was able to understand the importance of putting all our dedication and effort into practice, knowing that it is all worth it and that we can, yes, believe in our potential, in our capacity and that all our dreams and goals will be achieved.

**Thienry Gabriel Lucio da Silva, 18**, He began his career as an apprentice in Administrative Occupations in Pompéu (MG) and has everything he needs to fly high.

\*ENEM is the main selection process for Brazilian public universities. The maximum score for the essay is 1000 points.

“When young people join Rede Cidadã, their future changes. Both their future and that of the company. We really need people and these young people are our future. It's really important for our young people to prepare themselves and arrive to work with higher qualifications. And it's important to take young people off the streets, where they sometimes learn the wrong things that will be bad for them in the future.

Apprentices work four hours a day and still have time to study, without interfering with school. They will learn a lot and at 18 years old will be better prepared for the market. Our future is our young people.

**Denis Campos Sousa is the CEO of Leitepéu Agro**, an animal nutrition agricultural cooperative in the city of Pompéu, a partner of Rede Cidadã for seven years.



“For us at Leitepéu, the partnership with Rede Cidadã is transformative and unique. It has revolutionized our work environment, because welcoming young apprentices always creates in us the expectation of how we can take advantage of this opportunity to be a channel of transformation in the lives of these people who arrive and also how they will contribute to the development of Leitepéu.

We are incredibly grateful for this partnership with

Rede Cidadã, a trust established over all these years of partnership and people development. We were able to absorb most, almost all of the young people who came to join the company's permanent staff. So this is proof of how much we value and believe in Rede Cidadã's Apprenticeship Program.

My dream, as head of the HR department at Leitepéu, is that all cities can have the Apprenticeship Program implemented, as is the case in Pompéu. We can only thank you for this unique work carried out by Rede Cidadã in Pompéu and, I repeat, the entire city needs to have a Social Learning Program, because this is a gain for the city, not just for the company, not just for the young person who is an apprentice, but for the city. So our gratitude is enormous, it is gigantic and it is true.

**Rose Glória d'Silva is a Human Resources Consultant at Leitepéu Agro.**



## Suzano's social investments reach more than 158 thousand people in 2024\*

“Suzano, the world's largest pulp producer and a global leader in the manufacture of bioproducts developed from eucalyptus, has made significant progress in its social commitment over the past year. In 2024 alone, initiatives supported by the company helped lift more than 45,000 people out of poverty, as revealed in Suzano's recently released Sustainability Report. Since 2020, a total of 97,342 people have been lifted out of poverty with the company's support, which is equivalent to almost half of the company's goal of lifting 200,000 people out of poverty by 2030.

Of all beneficiaries, 65.5% are women and 70% are black or brown people, which proves the support of these actions in promoting diversity and inclusion and combating structural inequalities.

To achieve this goal, the company has invested in scalable solutions, strategic partnerships, territorial arrangements and coalitions, in addition to identifying opportunities across the value chain. To expand its impact, Suzano has worked with an increasingly broad network of partners.

“The results we have achieved in recent years reinforce our commitment to social transformation and the future of future generations. The company maintains robust governance in the social sphere to monitor and ensure the efficiency of its initiatives, with a focus on concrete results and lasting

impacts, and is aware that great results in this agenda will only be achieved if there is collaboration and engagement from several other actors in society. Our thanks to our partners for embarking with us on a transformation agenda for so many regions of the country,” says Marina Negrissoli, Suzano's Sustainability Director.

In 2024, the company measured the social impact of the investment made in 2023. The result was an impact of R\$588 million and a return of 16.7 times the amount invested. An example of this social impact is the Rede Cidadã, which, through the Development Trail project, is promoting significant change in three Brazilian states (SP, CE, and ES). Using a structured methodology, the project aims to mobilize, train, and insert people in situations of socioeconomic vulnerability into the job market. The Development Trail project has already benefited 21,243 people through socioemotional and professional development workshops, in addition to offering support for the inclusion of vulnerable groups in the job market, including young people, women, black and brown people, and the LGBT+ community. In 2024, the initiative helped more than 7,000 people escape the poverty line.



Rede Cidadã and Suzano have had a solid partnership since 2023 and operate together in Suzano, Mogi das Cruzes (SP), Serra and Aracruz (ES). **We are currently looking for co-financiers for the Mapa de Oportunidades project. If your company wants to carry out ESG actions with a social organization that has proven to have excellent social development results, contact Rede Cidadã and together we will transform Brazil.**

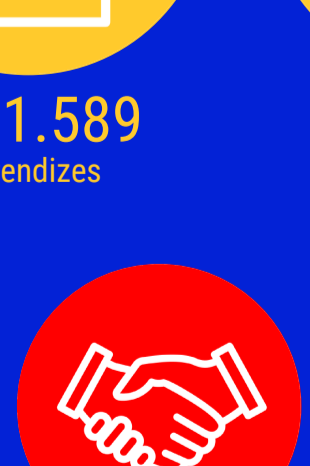
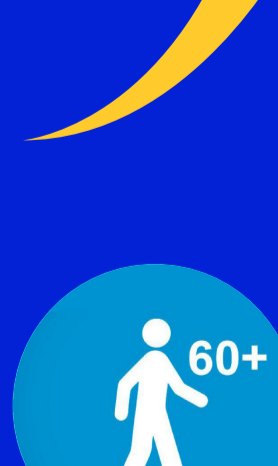
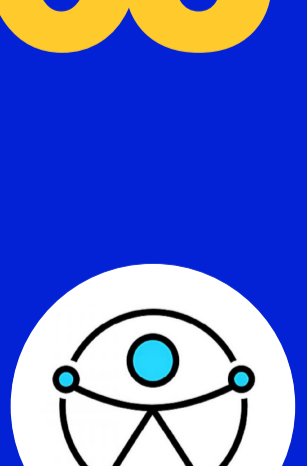
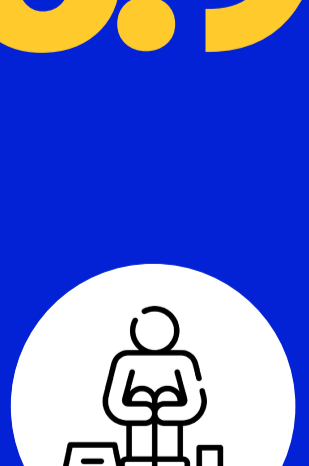
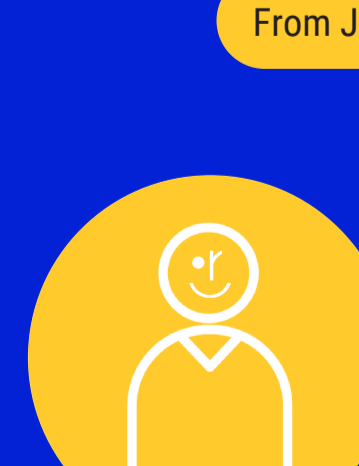
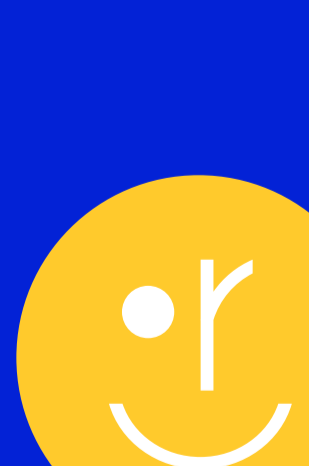
\*Published on the SulBahia News portal. To see the full article, [click here](#).

## RESULTS ACHIEVED

From January 2004 to April 2025

Total hires:

143.968



Working is more than just surviving. It's more than acquiring material goods. Working is discovering that you are capable of creating good things, experiencing values and generating positive effects in your personal life and in society. Work generates life and Rede Cidadã invites you to participate in this transformative movement.

You can do this through a donation or volunteer work. Sign up by [CLICKING HERE](#) to make a monthly donation. Or go to [www.redecidada.org.br/](http://www.redecidada.org.br/) and see how to donate a small part of your Income Tax. Or contact us by email [relacionamento@redecidada.org.br](mailto:relacionamento@redecidada.org.br) to find out how your company can support our projects through a partnership.

**The possibilities are many. The needs are too. The opportunities...they depend on us! Let's work together to support those who need it most?**