

129.147 people led to the labor market by our social programs and projects

_Editorial



The progress of human society, since its beginning, has been linked to innovation and technology. From the invention of rudimentary tools in prehistoric eras to the conquest of space, technology plays a fundamental role both in our daily lives and in the dreams that move us forward. Artificial Intelligence, for example, is another in a huge list of technological developments that will bring new opportunities to society, but also some challenges.

The companies in which many of us work or seek to work are inserted in this technological context and cannot remain frozen in time, at the risk of becoming obsolete

and losing their competitiveness. Therefore, almost all jobs today require the candidate to be minimally literate in technology as a user, that is, to be able to use technology to their advantage, to become more efficient and productive, whether by leveraging the potential of an app on a phone, cell phone, or using a more complex tool. Companies increasingly provide their own technology training, and being willing to develop in this area is key to success in employment.

Rede Cidadã recognizes the vital role of technology in work and values it in its work among people in vulnerable situations. Therefore, we have several examples of projects that include technology, such as the "Technologies for Life and Work" project, the "Innovation and Technology Room", the "Start Program" in partnership with the technology giant Accenture, among others. All this without mentioning the use of technology as a tool for training, for example distance learning, a resource that also greatly helps Rede Cidadã and the beneficiaries of our projects. I invite the reader to research these cases that are well reported on the [Rede Cidadã website](#) and other online sources.

Companies that hire people who have undergone this type of training at Rede Cidadã report that these candidates arrive more prepared. Additionally, we realized that, statistically, these are professionals who, once hired, demonstrate greater engagement and higher levels of retention, bringing great benefits to the employer.

Technology is an opportunity for all of us to pursue, regardless of skill level, experience or educational background. I encourage everyone to be open and willing to learn about technology, to invest time in it, read about it and get informed, as it is knowledge that multiplies our potential and our impact, at work and in society.

Matthew Govier

Member of the Board of Trustees of Rede Cidadã. Business Management and Strategy Consultant. He has worked in various leadership roles in consulting business units, including Mergers and Acquisitions, Strategy and Sustainability. Matthew is heavily involved in the commodities and natural resources industry, including metals, mining, pulp and paper, petrochemicals, agribusiness and other companies. He has a degree in Business Administration from Fundação Getúlio Vargas in São Paulo and an MBA from London Business School. Matthew has a history of working in the third sector, having been an advisor to several foundations and NGOs focusing on social impact.

_Word from those who benefit

See how beautiful it is to extend a hand to those in need and see these people pass it on, multiplying opportunities in waves of good. This happens in any area of market activity, including IT.

Meet Clebson, who participated in a Rede Cidadã project in Recife (PE) and is now a volunteer there.

"I'm Clebson and I've been working at Neurotech, a B3 company, since 2020 and I've been in the IT area since 2018. I've been passionate about the area since I was little and this led me to look for ways to enter the IT market.



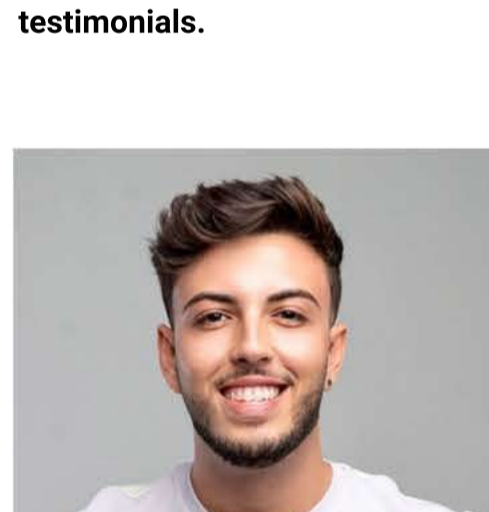
In 2016, I was studying MSI at the Federal Institute of Pernambuco and had the great opportunity to participate in the Accenture do Futuro project, at Rede Cidadã, equivalent to the current Start project, which was a sensational experience for my life.

At the end of the project, I was not selected for vacancies at the partner company. At first, sadness hit, but I remembered the teachings of the Rede Cidadã team in the Socio-emotional Module and realized that this was part of the journey."

CLICK HERE and see how this story ends.

_A chance for those who need it

Rede Cidadã's partner companies, which hire young people, adults and seniors in our projects, confirm how it is worth investing in these people. Not only because in this way they are carrying out social responsibility actions (one of the points of ESG), but because they bring technically and emotionally solidly qualified people to their workforce. See some testimonials.



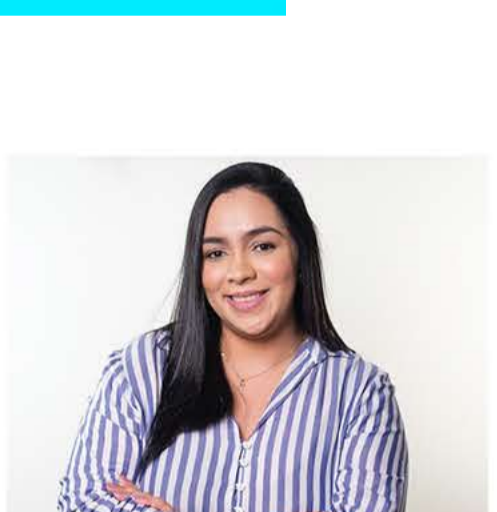
"Technology is of fundamental importance in today's world, not only as an essential tool for everyday life, but also as a constantly growing sector in the global market. Technology offers a crucial entry point into the job market, providing access to online courses, in-demand skills development, and life-changing remote work opportunities.

In this context, Rede Cidadã stands out as a true guardian angel."

CLICK HERE and see this full testimonial.

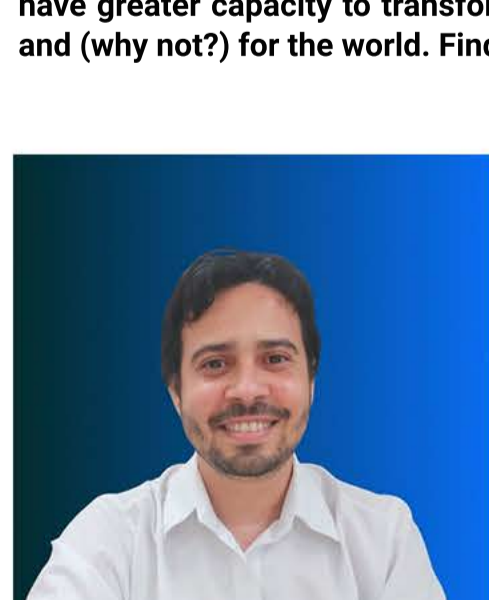
"I believe that technology is very important in the world, not only as a channel for inserting people in social vulnerability, but for several significant reasons such as: democratization of knowledge, remote employment opportunities, social innovation and entrepreneurship, reduction of digital disparity, autonomy and empowerment, support communities and networking."

CLICK HERE and see this full testimonial.



_Partnership with public authorities

The strength of Rede Cidadã lies, among other things, in the firmness of its relationships with civil society, companies and also with public authorities. We understand that together we have greater capacity to transform harsh realities into the dreams we have for our country and (why not?) for the world. Find out a little about our partnership with Recife City Hall.



"My name is Jailton Raniere, I am a trained social worker and have worked at Recife City Hall for over 12 years, working in the Department of Social Assistance and, more recently, in the Department of Science, Technology and Innovation. One of my functions at Recife City Hall is Productive Inclusion, whose mission is to promote access to the world of work for users of social assistance. In this process, we count on important and strategic partners, such as Rede Cidadã.

The work of Rede Cidadã in Recife has been fundamental for the social and professional inclusion of young people in vulnerable situations."

CLICK HERE and learn more about this partnership with public authorities.

_Join this support and opportunities network

At Rede Cidadã, technology is nothing cold. Here it is a tool full of affection and solidarity, which allows many people to dream big about a better life and achieve that dream.

If this Conexão touched your heart to support thousands of socially vulnerable people who need help now, you have different alternatives: hire people who have gone through our training, finance a project (or part of it), make donations (monthly or individually) or become a volunteer.

To do this, contact our team by email contato@redecidada.org.br.

Donate, share, encourage others to be part of this movement!

Monthly donations: www.globalgiving.org/donate/34310/rede-cidada/.

Learn more about Rede Cidadã on our website: www.redecidada.org.br/doacoes/