

Help poor Brazilians age well



Rede Cidadã is an NGO committed to developing continuous, permanent, and planned social programs, with a special emphasis on promoting social inclusion and guaranteeing rights. Since 2002, we have invested in networking, uniting civil society, businesses, public bodies, social organizations, and volunteers to offer effective solutions for generating work and income. For us, it is fundamental to recognize the interdependence between life and work, as we believe that both are essential to promoting the professional and personal fulfillment of human beings.

[Provide digital autonomy project to 50 seniors in Brazil](#), implemented in various Brazilian cities, we have already served many people encompassing both training Socio-emotional intelligence ⁽¹⁾ as well as digital literacy.

The workshops take place twice a week, and the topics covered promote not only technological autonomy but also strengthen self-esteem, community ties, and citizenship among the elderly participants.

In addition to preparing participants for the job market, the project acts as a catalyst for strengthening family bonds, creating an environment of shared learning and mutual support. This comprehensive approach not only enables professional training but also contributes to social reintegration and the promotion of citizenship, generating positive impacts on the lives of its participants and their families.

The participation of the elderly in the project is marked by enthusiasm, affection, and commitment, resulting in a dedicated group that is open to new experiences and learnings.

“The environment where I was living was terrible because there were many elderly people in need, and we went through hardship,” says Edna ², a participant in the project in São Paulo (SP). “I got very sick, I was in deep depression. I was bedridden all the time. Then I met Rede Cidadã and it was a lifesaver. I met wonderful people who helped me, like the psychologists. I also did the socio-emotional ² program, so I had a lot of support.” “I didn't know how to do anything, but I've already learned a lot, I'm happy and I can't wait to start my day so I can go to work. I learned about computers, I'm already a stock clerk, I have a profession," concludes Edna.

Rede Cidadã invests in the socio-emotional development of the users of its programs and projects, understanding that technical skills are important but not sufficient to keep individuals in the workforce. Our socio-emotional methodology promotes knowing and wanting to do, encouraging participants to take responsibility for their actions in a process of maturation, through self-knowledge as a stimulus for self-development.

Support this project and bring hope to 50 more elderly Brazilians!



¹ Exclusive methodology of the Citizen Network in Brazil, with 10 years of proven effectiveness.

² Fictitious name