

june_2024

emotional report

social transformation programs

photo: **carreta literária project**
city: **joão câmara (rn)**
front: **cpfl young generation**





summary

social transformation program	03
marikarla	05
cross projects	06 and 07
bryan	08

photo: energia sonora project
city: João Câmara (RN)
front: cpfl young generation

social transformation programs

for more than 20 years, our work in **social transformation** has promoted the sustainable development of our partner **communities** through actions that encourage inclusion, **social protagonism** and networking, especially among youth.

through cultural, sports and educational programs, we operate on five fronts: **cpfl young generation**, **cpfl in hospitals**, **cpfl brazil china exchange**, **cpfl circuit** and **café filosófico cpfl**, in the communities where the cpfl group operates.



it aims to develop the future of children and adolescents through sports and culture, contributing to the reduction of the levels of social vulnerability of partner communities.



it integrates energy efficiency initiatives and private social investment to drive improvements in the care of public health institutions, through humanization and hospital improvements.



#circuitocpfl

it provides itinerant activities throughout the brazilian territory, circulating movie sessions, democratizing access to culture.



_music

the **energia sonora** is a musical education project that aims to teach approximately 300 young people to play percussion and keyboard instruments. all participants need to be enrolled in public schools and the activities are always carried out during the school off-hours.

city: **joão câmara (rn)**
photo: **energia sonora project**
front: **cpfl young generation**



**transformed
lives**
marikarla

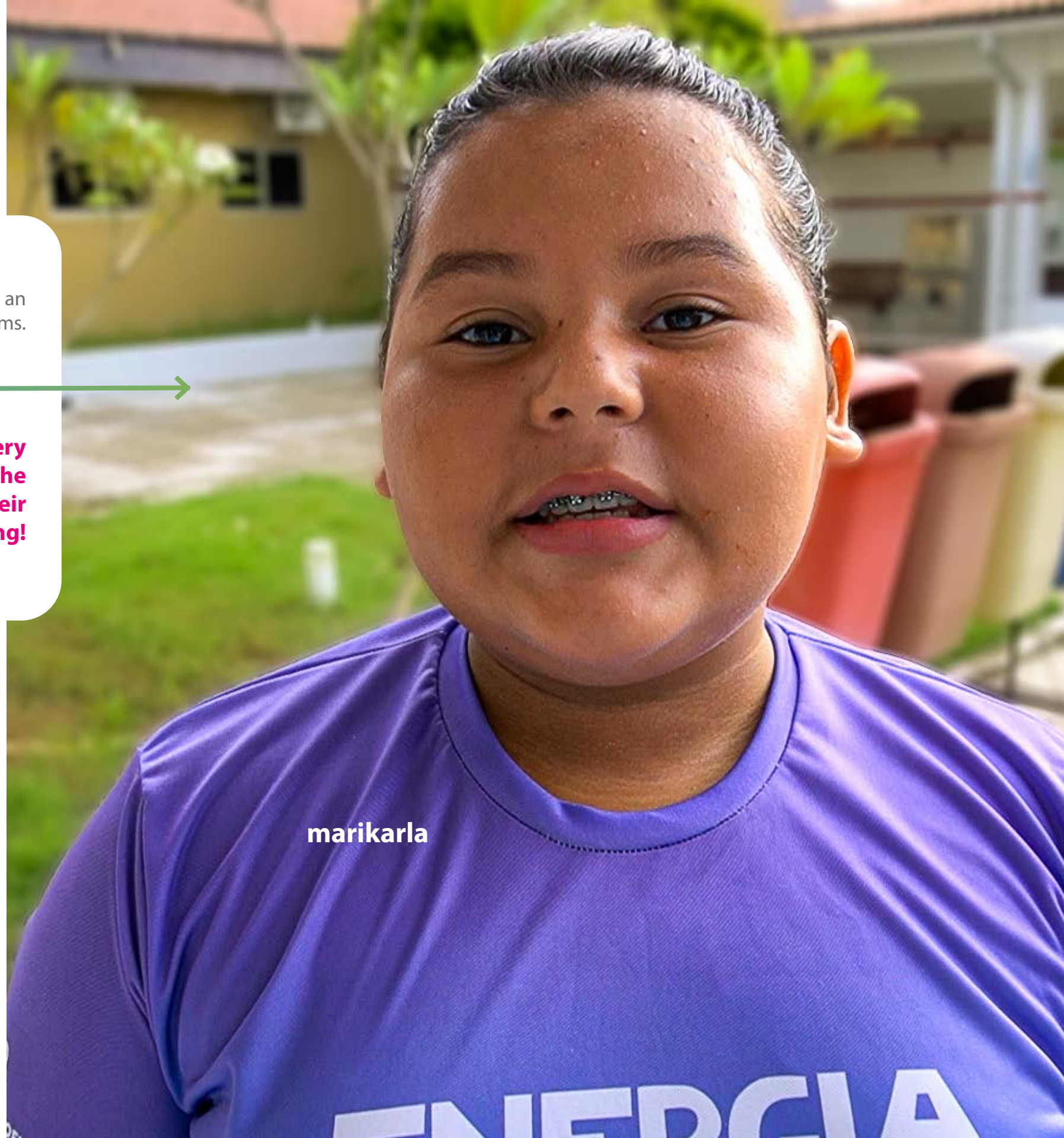
marikarla is 10 years old and has found in music an additional reason to pursue her dreams.

cpfl
» young
generation

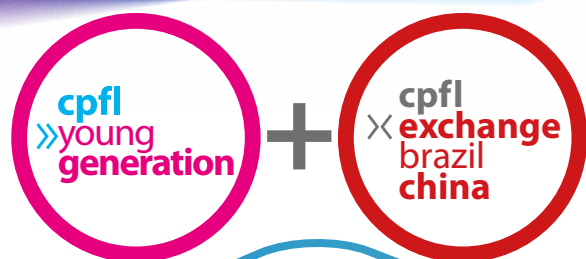
i really like this project! i'm playing the flute very well and i believe the project contributes to the development of children who want to achieve their dreams. i want to continue improving!

marikarla

city: **joão câmara (rn)**
photo: **marikarla**
front: **cpfl young generation**



highlight cross projects



_music

some initiatives supported by us involve working across multiple fronts, which we refer to as “**cross projects.**”

now, let’s explore an example that connects the **cpfl young generation** and **cpfl brazil-china exchange** fronts.

the **anelo institute**, our partner associated with the **cpfl young generation**, assists children and young people in situations of social vulnerability through musical activities such as singing and instrumental practices.

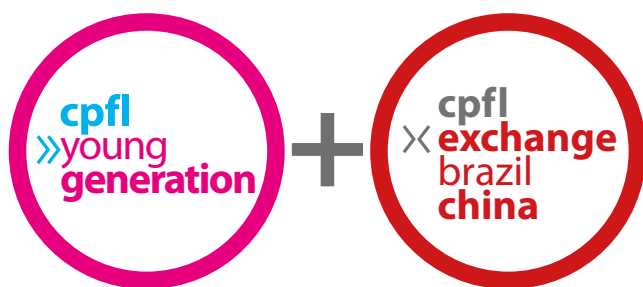
this project has connected with the **cpfl brazil-china exchange** front as these young individuals now have access to chinese culture through singing lessons in mandarin and musicalization with chinese drums. this expansion of knowledge and cultural integration provides them with the opportunity to dream beyond

photo: **anelo institute**

front: **cpfl young generation** and **cpfl brazil-china exchange**



highlight cross projects



anelo institute student is a world semifinalist in a chinese singing contest

maria eduarda santos nascimento, known as **duda**, a 20-year-old student from **anelo institute** in **campinas**, has achieved an impressive feat: she became the national champion of the **copa cubo da água de canto chinês** (cubed water cup of chinese singing) held in **são paulo** in **may**. her victory secured her a spot in the world semifinals of the competition. **duda** and two other talented young participants from the project received awards at the event. during the competition, they showcased their mandarin singing skills, which they developed in just two months of classes with professor **jia sun costa** at the institution.

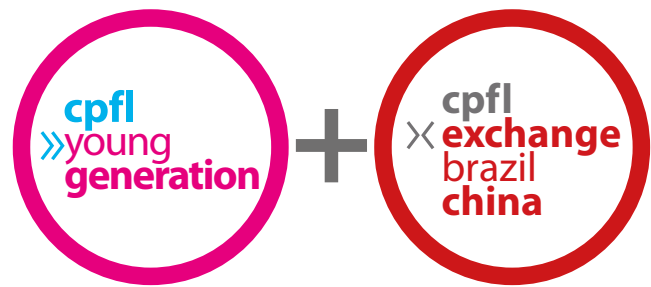
the challenge was encouraged by the teacher and the institution, resulting in prominent positions. in addition to champion **duda**, **nicoly alessandra rosa da silva**, aged 17, secured second place, while **rafael oliveira cordeiro**, also 17, came in fourth. they were awarded R\$ 1,500, R\$ 1,000, and R\$ 300, respectively. the students competed in the category open to brazilians (referred to as the “foreign group”).

city: **são paulo (sp)**
photo: **anelo institute**
front: **cpfl young generation** and **cpfl brazil-china exchange**

cubed water cup of chinese singing



transformed lives bryan



bryan, is 12 years old and is one of the students of the anelo institute, he shares his testimony about how the project has transformed his life and is opening new paths for a better future.

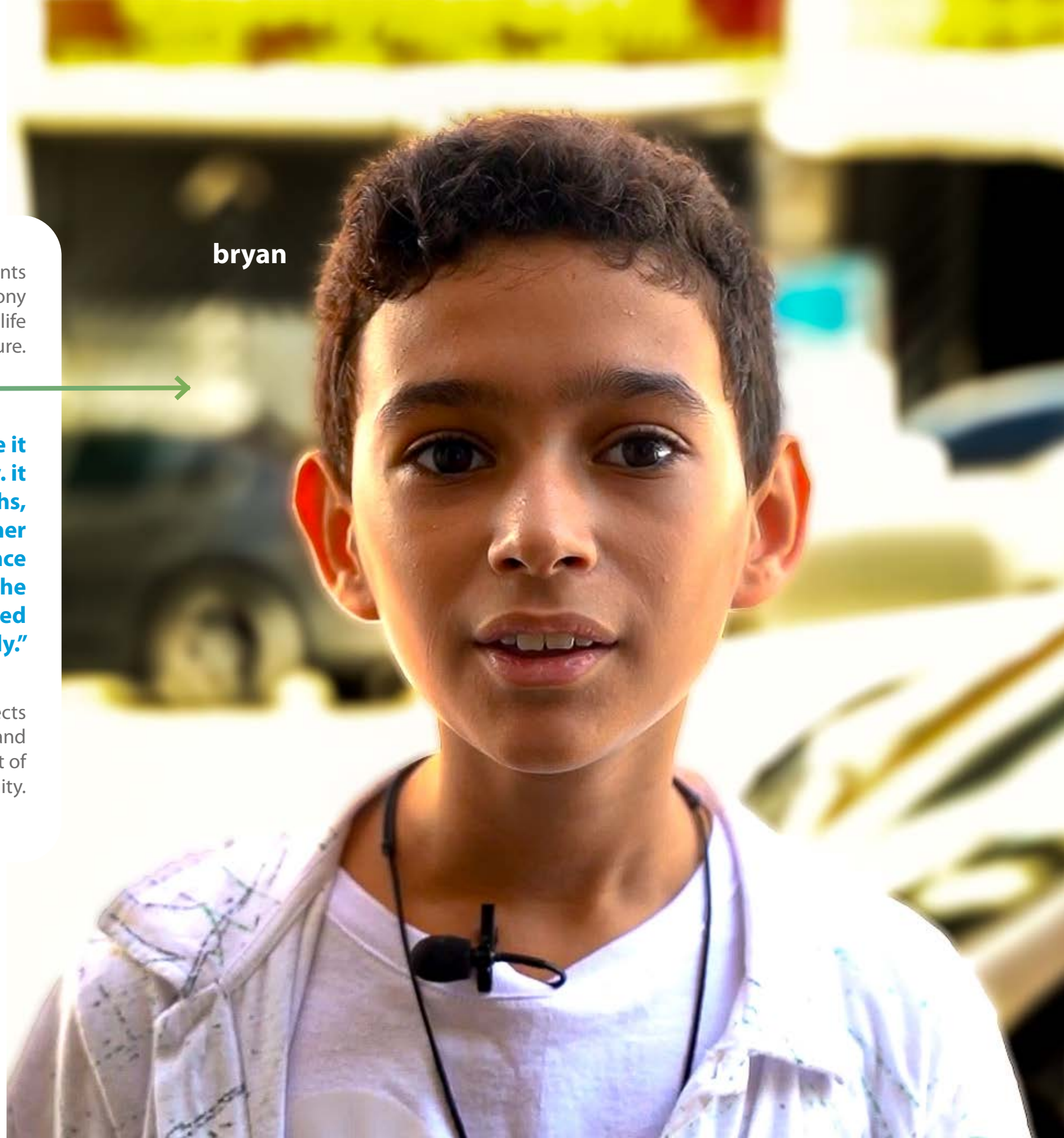
“the project is truly fascinating because it provides a rare and incredible opportunity. it has the potential to open up numerous paths, both now and in the future. learning another language is a significant part of this experience and it offers exciting opportunities. although the activities were challenging initially as time passed everything started to flow smoothly.”

social transformation through cultural projects makes a difference in the lives of children and adolescents, positioning culture as an agent of change and opportunity.

city: campinas (sp)
photo: bryan

front: cpfl young generation and cpfl brazil-china exchange

bryan





instituto**cpfl**

energy that transforms realities