



october_2024

emotional report

social transformation programs

front: cpfl young generation
photo: fábrica de atletas project
city: joão câmara (state of são paulo)

instituto **cpfl**



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front: **cpfl young generation**
photo: **energia sonora project**
city: **joão câmara (state of rio grande do norte)**

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 tocando a vida project is a social responsibility initiative by the ribeirão preto symphony orchestra that offers free choral singing and musical instrument lessons to children and young people.

front: cpfl young generation
photo: tocando a vida project
city: ribeirão preto (state of são paulo)



**transformed
lives:
maria helena**

from an early age, music has held a special place in **maria helena's** life. her musical journey began with the cello, and more recently, she ventured into learning the viola. check out her testimony!

"initially, i started with the cello and, currently, i am learning the viola. i really like these instruments. about 20 years ago, i used to attend the orchestra a lot and always liked to sit in front of the cellos. i have always loved the sound of the lower-pitched instruments. so much so that i started playing the cello and did very well. today, i play at home and have my own instrument, thanks to god and this project. if i had to pay for the lessons until today, i might not have been able to buy my instrument and develop as i have."

maria helena

front: **cpfl young generation**
photo: **maria helena**
city: **ribeirão preto (state of são paulo)**

_health

we support the **médicos do sorriso project**, an initiative that brings artistic interventions to healthcare spaces, primarily hospitals, by introducing art and culture through the persona of a clown.

front: cpfl in hospitals
photo: médicos do sorriso project
city: caxias do sul (state of rio grande do sul)



**transformed
lives:
angela**

angela, a nursing technician, shares how the hospital humanization project transformed the hospital environment.

“i work at the hospital as a nursing technician and i can speak about the importance of the médicos do sorriso project within the hospital. they bring games and joy to many patients and staff who, over time, end up feeling down because of the heavy atmosphere. they are loved by all of us here.”

angela



front: **cpfl in hospitals**
photo: **angela**

city: **caxias do sul (state of rio grande do sul)**

#cpflcircuit

movie theater

cinesolar is the first sustainable traveling movie theater in Brazil. It offers free film screenings and has a mobile station equipped with solar panels, using clean energy in all sessions.

front: **cpfl circuit**
photo: **cinesolar project**
city: **santa barbara d'oeste (state of são paulo)**

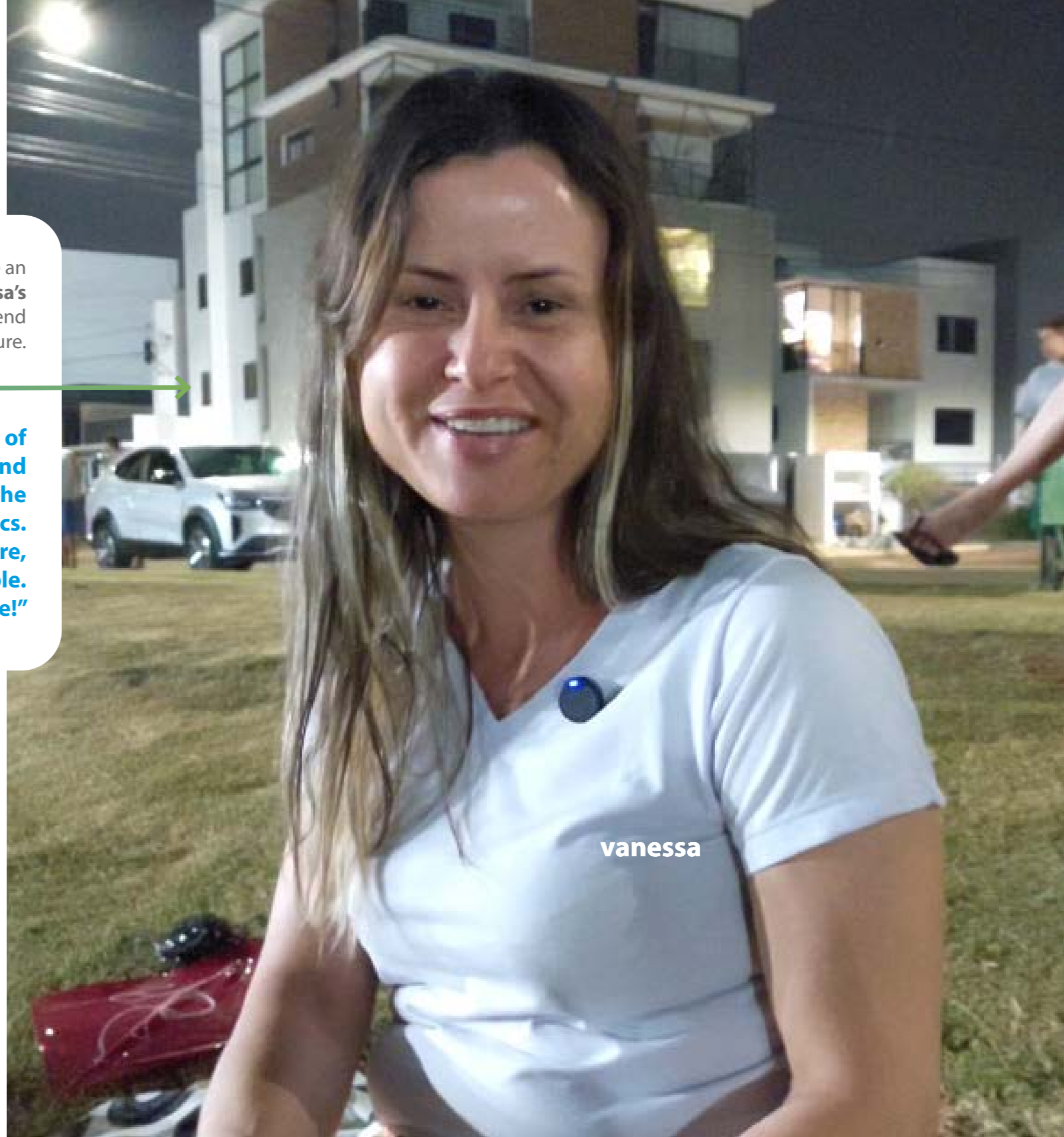


**transformed
lives
vanessa**

participating in cultural events can be an enriching experience. check out **vanessa's** testimonial, who had the opportunity to attend an outdoor cinema session amidst nature.

"i found the cinema in the middle of nature super modern. the audio and visuals were great, and what i liked the most was the sound acoustics. being outdoors, surrounded by nature, makes everything more comfortable. i loved the experience!"

front: **cpfl circuit**
photo: **vanessa**
city: **boituva (state of são paulo)**



vanessa



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energy that transforms realities