

front: cpfl young generation  
photo: social idol project  
city: ribeirão preto (sp)



november\_2024

# emotional report

social transformation programs

instituto **cpfl**



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front: **cpfl young generation**  
photo: **orcampi**  
project city: **campinas (sp)**

# 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.



**\_sports**

**the social idol project** offers free basketball classes for children and adolescents aged 7 to 14. with an exclusive methodology, the project goes beyond the technical fundamentals of the sport, integrating cross-cutting themes and essential reflections for life in society. the classes are held during after-school hours, providing a complete and enriching development.

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# transformed lives: erika

**erika**, the mother of a student benefiting from the project, highlights the importance of sports for the physical and social development of children. she celebrates the opportunity for her daughter to participate in a basketball project, something she herself valued in her youth.

**“my name is erika, i am 44 years old. my daughter is called isabela, she is 11 years old and is now participating in the social project to train basketball. it is something i had been looking for but couldn’t find here in the city of ribeirão, because it was quite outdated. while growing up, i played volleyball, played basketball, participated in projects, which was very good for my development. i was looking for projects for isabela to participate in because i believe that sports are good. even if she doesn’t become a professional, it is good for the child’s development. today, we are in a digital age, where children only stay on digital devices, only on cell phones, only on tablets. sports are good to get these children off digital devices, socializing, and developing physically. so, for me, it has been great.”**

front: cpfl young generation  
photo: erika and isabela  
city: ribeirão preto (sp)



## health

the **griots association** is a osc composed of over 150 volunteers who use storytelling as a powerful tool to work on the feelings and creativity of patients in hospitals. by immersing themselves in captivating narratives, patients find a form of emotional expression and a temporary escape from the hospital environment. this practice not only humanizes the environment, making it more welcoming and less intimidating, but also has a positive impact on patient recovery, accelerating medical treatments by promoting well-being and stress relief.

front: **cpfl in hospitals**  
photo: **griots project**  
city: **campinas (sp)**



# transformed lives: simone

the project promotes a social event where the new griots receive their yellow aprons and identification badges. for **simone turati**, known as aunt sica of the griots, the date was even more special. acting as a storyteller since 2018, with visits to boldrini hospital, she had the honor of being the godmother of her own son, caio.

**“it is a great joy to see my son follow the path of volunteering, becoming one of us, a ‘little yellow angel,’ a griot. our work is about love for others, care, and respect, giving a bit of ourselves and our time to bring joy and comfort to others.”**

simone

front: **cpfl in hospitals**  
photo: **simone**  
city: **campinas (sp)**



# #cpflcircuit

cinema

**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: **lajeado (rs)**





# transformed lives roseli

**roseli** expressed her enthusiasm for the project, highlighting the innovation of the solar panels and the itinerancy through the municipalities. check out her testimony!

**“i found the project fantastic. i saw that there are solar panels and that you travel through the municipalities. it is a different cultural experience for families and a unique opportunity for our municipality, where we can watch a movie and eat popcorn. i am finding everything very cool! i leave here with a feeling of pleasure and leisure for participating in something different that breaks the routine of everyday life.”**

front: **cpfl circuit**  
photo: **roseli**  
city: **lajeado (rs)**





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energy that transforms realities