

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



december\_2024

# emotional report

social transformation programs

 instituto **cpfl**





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front: **cpfl young generation**  
photo: **literary truck project**  
project city: **joão câmara (rn)**



# 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.



## cpfl » young generation

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.



## #cpflcircuit

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





**\_sport**

the **social sports project** offers introductory football classes for young people aged 6 to 18, with activities taking place outside of school hours. participants receive a snack kit, monthly basic food baskets, and a complete uniform. in addition to sports techniques, the project promotes socialization, empowerment, and socio-educational development.

front: cpfl young generation  
photo: social sports project  
city: campinas (sp)





# transformed lives: pedro

**pedro**, a student of the project, highlighted the importance of the project for the community, especially for the children.

**“this project has been a great help for us, especially for the children, by allowing us to pursue our dreams. many of them do not have the opportunity to play elsewhere, and here they are receiving incredible support. they are providing us with basic food baskets, soccer shoes, and uniforms. the children are extremely happy.”**

pedro

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





# cpfl » young generation

## \_sport

**orcampi** contributes to the development of brazilian athletics and offers young people an opportunity for social transformation through sports. the team was founded by olympic medalist vanderlei cordeiro de lima. more than 5,000 people have benefited, and it is the only team in brazil that has a program covering all stages of sports development: talent scouting, training, technical improvement, and performance.

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





**transformed  
lives:  
higor**

three years ago, **higor** started practicing shot put at orcampi and became the brazilian champion. check out his testimony!

**“these years have been amazing. i managed to win one of the biggest competitions in brazil and became the brazilian champion. i love training, dedicating myself, and feeling the energy of this place, the friends who train with me, and the coaches. i hope that in the future, i will become a high-performance athlete, known worldwide, and be able to travel the world through sports.”**

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





# #cpflcircuit

## \_cinema

**cinesolar** is the first sustainable traveling cinema in brazil. it offers free film screenings and features a mobile station equipped with solar panels, using clean energy for all sessions.

front: **cpfl circuit**  
photo: **cinesolar project**  
city: **lins (sp)**





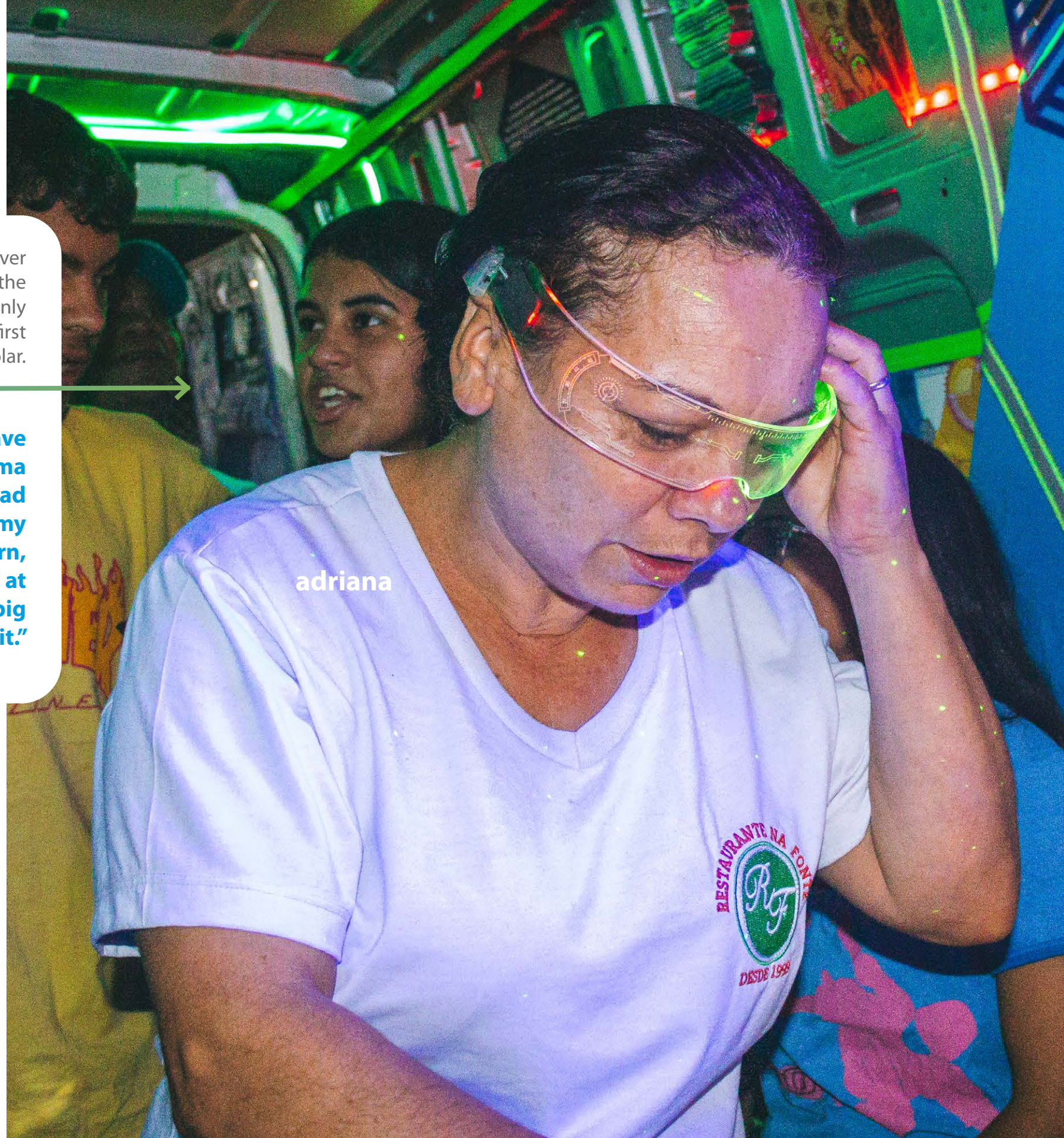
# transformed lives: adriana

**adriana** turned 45 and, until then, had never had the opportunity to go to the cinema. in the city where she lives, there are no cinemas, only in the neighboring city. recently, she had her first cinematic experience at cinesolar.

**“next monday i will turn 45 years old and i have never been to the cinema. since there is no cinema in my city, only in the neighboring city, i never had the opportunity to go. so, here at cinesolar was my first time. i liked everything, ate a lot of popcorn, and it was very fun. we are used to watching tv at home on a small screen, so seeing a movie on a big screen was a new experience for me. i loved it.”**

adriana

front: cpfl circuit  
photo: adriana  
city: capela do alto (sp)







instituto**cpfl**

energy that transforms realities