

may_2025

emotional report

social transformation programs

front: **cpfl circuit**
photo: **CineSolar project**
city: **Nova Odessa (SP)**



STATE GRID
BRAZIL POWER PARTICIPAÇÕES S.A.
国网巴西电力股份公司





summary

social transformation programs	03
cpfl young generation football	04
Yasmin Moreira	05
cpfl circuit cinema	06
Marcela Zacheo	07
café filosófico cpfl culture.....	08
Clarissa Loureiro	09

front: **cpfl circuit**
phot: **CineSolar 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.



#cpflcircuit

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



Conversations about contemporary topics through events, TV shows, and documentary productions.



_esport

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 food baskets, and a full uniform. In addition to sports techniques, the project promotes socialization, empowerment, and socio-educational development.

front: cpfl young generation
photo: Esporte Social project
city: Campinas (SP)



transformed
lives:

Yasmin Moreira

Meet **Yasmin!** At just 13 years old, she is a student in two social projects supported by Instituto CPFL and already has a routine worthy of a dedicated athlete.

“In the neighborhood where I live, not many people play sports, and most of those who do are men. My grandfather used to be a player and collected many trophies, and my father played soccer for a long time too. They really encouraged me when I said I wanted to play football.”

In addition to being part of the Esporte Social project, she also participates in the Orcampi project, where she practices throwing and launching in athletics.

“Every day of the week, I have some activity to do.”

Since joining both projects, Yasmin — who has always been passionate about sports and dreams of becoming a professional player — feels she’s getting closer and closer to making her dreams come true.

“Here, I feel like I have so many opportunities. I feel very welcomed!”

Yasmin Moreira



front: **cpfl young generation**
photo: **Yasmin Moreira**
city: **Campinas (sp)**

#cpflcircuit

_cinema

Cinesolar is Brazil's first sustainable mobile cinema. It offers free screenings and features a mobile station equipped with solar panels, using clean energy for all its sessions.

front: **cpfl circuit**
photo: **CineSolar project**
city: **Campinas (SP)**



transformed
lives:

Marcela Zacheo

In the small town of Tanabi, where there is no movie theater, the CineSolar project brought a transformative cinematic experience to many families.

Marcela, an English teacher, attended the event with Beatriz, the 6-year-old daughter of her best friend. Her own daughter, who has Down syndrome, was also there and thoroughly enjoyed the open-air cinema experience.

“At home, it’s very hard to keep my daughter’s attention long enough to watch an entire movie. But here, she sat the whole time, eating popcorn, watching the short films and the full feature! She got excited, clapped her hands, raised her little arms — she loved everything. At the end, she even said ‘wow.’ It was very emotional.”

Marcela emphasizes the importance of projects like CineSolar in small towns, especially for people with disabilities:

“It was a wonderful experience. I strongly recommend it to mothers of special needs children. It made me so happy to see my daughter so engaged and enjoying every moment.” For those who haven’t yet experienced the project, Marcela shares a message:

“I highly recommend it. And when it comes back to our region, I want to go again!”

front: **cpfl circuit**
photo: **Marcela Zacheo**
city: **Tanabi (SP)**



Marcela Zacheo

café filosófico CPFL

_culture

Created in 2003, **Café Filosófico CPFL** is the longest-running initiative of Instituto CPFL. A stage for great thinkers, it is an audiovisual content project and TV program that reaches over 23 million people per year.

In addition to airing on TV Cultura, the Café Filosófico CPFL audience can also attend the lecture recordings live at the Instituto CPFL studio or watch them via YouTube livestream.

front: **café filosófico cpfl**
photo: **Ana Suy**
city: **Campinas (SP)**



transformed
lives:

Clarissa Loureiro

Electrical engineer Clarissa Loureiro became a regular attendee of Café Filosófico CPFL. Originally from Campina Grande, in the state of Paraíba, she used to watch the program on TV — until a specialization opportunity at Unicamp brought her to Campinas, where the lectures are recorded on Thursdays.

“Watching Café was a family ritual. I used to watch it on Sundays with my mother, who works in education. Knowledge was always highly valued in our home, and that shaped my interests,” Clarissa explains.

For her, Café Filosófico is an important space for sharing ideas, exploring themes from various fields of knowledge, and reflecting on their impact on people’s lives.

“Whenever I can, I attend in person. It’s a free program held in a pleasant and accessible space.”

front: **café filosófico cpfl**
photo: **Clarrisa Loureiro** and, on her side,
Alexandre Patricio - psychoanalyst
city: **Campinas (SP)**



Alexandre Patricio

Clarissa Loureiro

