

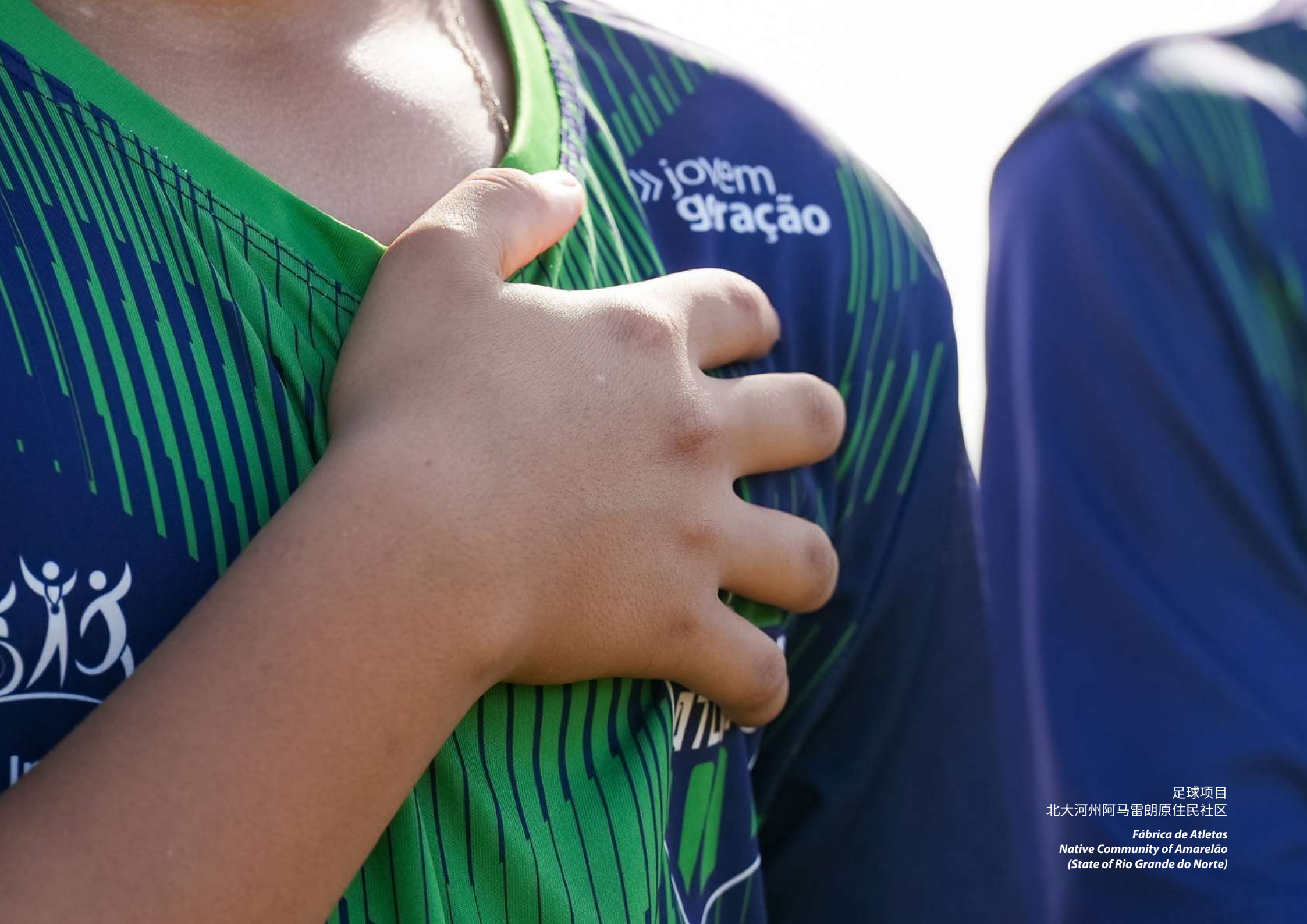
2025 年度报告

annual report 2025



STATE GRID
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足球项目
北大河州阿马雷朗原住民社区

Fábrica de Atletas
Native Community of Amarelão
(State of Rio Grande do Norte)

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足球项目
圣保罗州坎皮纳斯市奥齐尔社区
Social Football
Parque Oziel, Campinas
(State of São Paulo)



数字之外， 于无声处见力量

我们怀着由衷的喜悦，向您呈献 CPFL 文化中心《2025 年度报告》。这份报告不仅记录了我们在过去一年里的工作与收获，更是一份诚挚的邀请——邀请您与我们一同思考：在社会公益投资中，什么才是真正的“成功”。

在这个由数据与指标驱动的时代，我们深知数据的重要意义。它让成果更清晰，让方向更可靠，也让我们的工作过程更加透明。但我们始终相信，惟有当数据对应到具体的人与真实的故事时，才真正拥有价值与温度。

推动改变，源于动员人心、激励社区、凝聚彼此。2025年，我们继续把“人”放在最重要的位置。我们以体育与文化为纽带，陪伴更多家庭与孩子走进活动、参与互动、建立连接。作为国网巴电 CPFL 公司的一员，文化中心始终遵循公司 ESG 发展战略，与众多志同道合的伙伴并肩同行，把“共享就是力量”落实在每一项具体的项目与实践之中。

在每一个项目现场，我们都听到真诚的回声：有人因为被理解而重拾勇气，有的家庭在陪伴中重新燃起希望，有的青年在交流与体验中找到方向；社区也因为一次次共同参与而更紧密、更有力量。



Daniela Ortolani Pagotto
CPFL文化中心负责人
Head of Instituto CPFL

其中，最具代表性的实践之一，是文化中心在北大河州若昂卡马拉市的工作。我们不仅关注当地儿童与青少年，也格外重视社区自身的力量与包容精神。当看到社区代表主动加入、主动承担，我们更加确信：真正的改变，来自坦诚的对话、用心的倾听，以及长期脚踏实地的付出。

每一个微笑、每一份信任、每一段新的合作，都是支撑我们继续前行的动力。

愿这份年度报告成为一份邀请——邀请您与我们同行：相信改变不仅写在数字里，更写在我们共同创造的真实感动与美好未来之中。

More than just numbers, stories that transform.

It is with great satisfaction that we present **Instituto CPFL's 2025 Annual Activity Report**. This document is more than just a record of results: It is an invitation to reflect on the true meaning of success when it comes to social investment.

In a world driven by metrics and indicators, we recognize the importance of numbers. They allow us to measure reach, improve strategies, and ensure the transparency of our actions. However, we believe that data only gains value when connected to the stories and the people behind them.

Transforming realities is about mobilizing people, inspiring communities, and strengthening bonds. Throughout 2025, we reaffirm our commitment to **social transformation through sports and culture**, placing people at the heart of our solutions. Aligned with the ESG strategy of **CPFL Energia Group**, a company that is part of **State Grid** — the world's largest energy company —, we mobilized partners who believed in our purpose and understood that our strength lies in our shared energy.

In each project we support, we hear stories of gratitude, overcoming challenges, and belonging — families that have renewed hope, young people who have discovered new paths, and communities that have come together around a common ideal.

A concrete example of this trajectory is our work in **João Câmara, State of Rio Grande do Norte**, where Instituto CPFL's actions go beyond supporting children and adolescents: it values collective strength and inclusion. Seeing community leaders engaged and committed to our projects is the clearest proof that social transformation is born from dialogue, listening, and collaboration.

Every smile, every gesture of trust, and every new partnership proves that the energy that drives Instituto CPFL is, above all, shared.

This report is therefore a celebration of the people who are part of this journey. May the following pages inspire you to continue with us, believing that social transformation is not measured solely in numbers, but in the **ability to touch lives and build futures together**.

“中巴一家亲” 五大公益项目情况

作为 CPFL 公司旗下的社会公益项目投资平台, CPFL 文化中心自 2003 年成立以来, 始终以体育与文化为双翼, 在公司业务覆盖的各个社区持续投入, 陪伴并推动社区向更积极、更具韧性的方向发展。我们坚持践行公司 ESG 战略, 相信企业的“能源”不只体现在电力供应, 更体现在对人的支持与对社区的长期陪伴。我们为社区“发电”, 也用这份“能量”支持各项公益行动, 点亮更温暖、更持久的社会回响。

依托“中巴文化桥”“巴西百家讲坛”“(一) 医院送光明”“家园电影院”和“(亲) 青少年成长”等五大公益项目, 我们将体育、文化、教育与公共健康有机串联, 从多个维度回应社区需求, 促进社区发展与区域活力提升。

Action on 5 fronts

Instituto CPFL is the private social investment platform of the **CPFL Energia Group**.

Since 2003, we have developed projects in the areas of sports and culture as strategic tools to promote social transformation in the communities where the group operates. In line with the group's ESG strategy, we support and encourage programs that use our energy to generate positive and lasting impacts.

Through the **CPFL Jovem Geração**, **CPFL Intercâmbio Brasil-China**, **Circuito CPFL**, **CPFL nos Hospitais**, and **Café Filosófico CPFL** initiatives, we promote integrated and strategic actions to strengthen communities and contribute to the development of the regions where we operate.



cpfl
× intercâmbio
brasil china

中巴文化桥
通过艺术展演、视听创作和文化活动, 我们促进两国文化之间的融合。

We encourage integration between the two countries through activities, events, shows, and audiovisual productions.



café filosófico
CPFL

巴西百家讲坛
以电视论坛、影像作品和线下沙龙为媒介, 开启当代议题的思想漫游与反思, 促进友好对话。

We promote discussions on contemporary topics through events, TV programs, and audiovisual productions.



CPFL NOS HOSPITAIS

(一) 医院送光明
通过改善医院基础设施、支持医学研究、推动人文关怀服务, 服务大众健康和人民福祉。

We contribute to health and well-being through actions aimed at improving infrastructure, research, and humanization in public and philanthropic hospitals.



#circuitocpfl

家园电影院
通过太阳能移动影院, 免费为大众放映电影, 让文化真正走到大众身边。

We democratize access to culture through free movie screenings using a mobile structure powered by solar energy.



cpfl
» jovem
geração

(亲) 青少年成长
通过课余时间的音乐与体育课程, 促进儿童与青少年的身心发展。

We support the development of children and adolescents through culture and sports activities outside of school hours.

我们的发展历程

Timeline



2003

CPFL文化空间在圣保罗州坎皮纳斯落成，旨在成为一个推广民主对话、反思当代世界的文化空间。

Espaço Cultural CPFL is inaugurated in Campinas (State of São Paulo); planned as a democratic center for discuss and think about the contemporary world



2008

更名为**CPFL文化室**，将活动扩展到CPFL特许经营区的其他城市。

It is now called **CPFL Cultura**, expanding its operations to other cities in the CPFL Energia concession area.



Moon Festival,
an event of the
CPFL Brazil–China
Exchange initiative

2020

确立五大公益项目，通过可持续发展的内涵改变当地社区的生活品质。

There are five areas of focus now, aiming to transform the realities of communities in a sustainable way.



Thiago Braz,
Olympic medalist and
former Orcampi student

2015

转型为**CPFL文化中心**，积极推动和支持音乐、体育等社会公益项目。

It becomes **Instituto CPFL**, promoting and supporting music and sporting projects with social impact



Zygmunt Bauman,
at CPFL Philosophical
Café in 2017

2009

启动互联网直播节目，扩大在社交媒体的影响力。

It starts live broadcasting its programming on the internet and expanding its presence on social media



**Students from the
Energia Sonora project,**
in João Câmara
(Rio Grande do Norte)

2023

20周年，初心不改，展望未来以坚定的信念回馈社会。

It turns 20, looking to the future and reinforcing its commitment to impact society positively



**Students from the Fábrica
de Atletas project,**
in João Câmara
(Rio Grande do Norte)

2025

开展“**CPFL进社区**”周年庆祝活动。整合多个公益项目，走进北大河州的若昂卡马拉市，以及圣保罗州坎皮纳斯市的奥齐尔社区。

It celebrates one year of **CPFL na Comunidade**, an initiative that brings together projects from one or more areas of activity in the city of João Câmara (State of Rio Grande do Norte) and Parque Oziel, in Campinas (State of São Paulo)



2026

与CPFL公司的机构战略保持一致，通过全新的视觉形象，展现品牌的新定位。

Aligned with the institutional strategy of the **CPFL Energia Group**, our visual identity reflects a new brand positioning.

2025年关键数据

Our numbers in 2025

音乐的能量
北大河州圣特雷齐尼亚社区

Energia Sonora
Santa Terezinha Community
(State of Rio Grande do Norte)



推动公司业务所在社区的积极改变、点亮更美好的未来，是 **CPFL 文化中心** 始终不变的使命。2025 年，我们继续扎根各地，以一系列真正触动人心、切实改善生活的行动，陪伴并推动区域可持续发展。

全年投入资金累计超过 **5500 万** 雷亚尔。其中，在社会公益领域，“(亲)青少年成长”“家园电影院”以及“(一)医院送光明”等项目投入占年度总投入的70%，持续为儿童与青少年成长、家庭关怀与公共健康提供支持。

在文化领域，依托“中巴文化桥”与“巴西百家讲坛”等项目，持续扩大影响力：既通过线下活动实现面对面的文化交流，也借助线上视频与电视节目触达更广泛的人群，让文化的连接跨越地域，走进更多人的日常生活。请看右侧，我们是如何分配这股点亮改变的“能量”。

这些数字背后，是一个个被照亮的真实故事——是更多人走进文化、感受连接，也是更多社区在参与中收获希望与力量。

数字与电视受众：
约 **2000万**

支持的社会组织：
20 家

受益医院：
19 家



阿雷诺音乐项目
圣保州坎皮纳斯市

Anelo
Campinas (State of São Paulo)

投入了
5500万
雷亚尔

受益人数：
约 **61.6 万人**

与学校和/或公共场所合作数量：
176 所
含 **82** 场课外活动
94 辆移动图书车

项目覆盖城市：
125 座

Transforming the reality of the communities where we are present. In 2025, **Instituto CPFL** continued working to promote the development of these territories through actions that positively impact people's lives.

In 2025, we invested more than **BRL 53 million** in projects and institutions supported through our five areas of focus.

The **CPFL Jovem Geração, Circuito CPFL**, and **CPFL nos Hospitais** social initiatives, represented more than **70%** of our investment for the year.

Through **CPFL Intercâmbio Brasil-China** and **Café Filosófico CPFL** cultural initiatives, we reach the entire Brazilian territory, both with in-person experiences and digital actions.

See how we distribute our transformative energy.

approximately
20 million
views/impact across digital and TV campaigns

19
hospitals benefited

125
cities with one or more projects



音乐感动生活
圣保州里贝朗普雷图市
Tocando a Vida
Ribeirão Preto (State of São Paulo)

BRL 55 million
in investment

approximately
616 thousand
people benefited

20
civil society organizations supported

176
schools or public spaces with activities
82 offering after-school programs
94 with mobile units

足球项目
圣保罗州坎皮纳斯市奥齐尔社区

Social football
Parque Oziel, Campinas
(State of São Paulo)



CPFL进社区

“CPFL进社区”项目已成功运行一周年。过去一年里，我们与政府部门及社区代表保持紧密协作，围绕社区的真正需求开展沟通与共创：从梳理重点问题、对接资源，到推进项目实施，为北大河州若昂卡马拉市的三个原住民社区，以及圣保罗州坎皮纳斯的奥齐尔社区两大实践点带来持续的支持与改变。

2025年，我们进一步拓展了奥齐尔社区的项目内容：首次将“家园电影院”带入社区，同时新增两个“（亲）青少年成长”项目——其一，由“艾克利普斯舞团”开设街舞课程，为学生的课后生活提供更多选择与表达空间；其二，为奥齐尔州立学校搭建阅读空间，并通过“移动图书车”捐赠 600 余册图书，让更多孩子在书页之间看见更广阔的世界。

这一年的扎根与耕耘，也被两部在若昂卡马拉市与奥齐尔社区拍摄的迷你纪录片真实记录。影片通过受益居民与合作伙伴的真情讲述，让我们看见：当公益力量在一个地方汇聚时，改变不仅发生在参与项目的青少年身上——它也在不知不觉中延伸到更广阔的社区生活：点亮梦想、重建连接，让希望在日常中慢慢生长。

CPFL nas comunidades

We celebrated one year of **CPFL na Comunidade**, strengthening our relationship with public authorities and community leaders to identify needs, partners, and project opportunities that benefit people in both project hubs: João Câmara (State of Rio Grande do Norte), where we work in three indigenous communities, and in Parque Oziel, Campinas (State of São Paulo).

In 2025, we expanded our presence in Parque Oziel, Campinas (State of São Paulo), bringing cinema to the community for the first time through the **Circuito CPFL** initiative and delivering two more projects from **CPFL Jovem Geração**: The **Eclipse** group offered urban dance classes to students in after-school programs, and Parque Oziel State School hosted the Carreta Literária (Book Truck), featuring a structure and a collection of over 600 books.

CPFL na Comunidade's success could be seen in two mini-documentaries produced in João Câmara (State of Rio Grande do Norte) and Parque Oziel, Campinas (State of São Paulo). Featuring testimonials from beneficiaries and partners, the videos show how concentrating activities in one region has impacted not only the children and teenagers involved in the projects but also transformed the reality of the entire community.



移动图书车
圣保罗州坎皮纳斯市奥齐尔社区
Book Truck
Parque Oziel, Campinas (State of São Paulo)



足球项目
北大河州阿马雷朗原住民社区
Fábrica de atletas
Native Community of Amarelão
(State of Rio Grande do Norte)



扫码观看青少年项目在奥齐尔社区的记录视频

Mini-documentary
Parque Oziel (SP)
Scan to watch



扫码观看青少年项目在若昂卡马拉的记录视频

Mini-documentary
João Câmara (RN)
Scan to watch



“多彩中华”演出
圣保罗州坎皮纳斯市

“Colors of China” show
Campinas (State of São Paulo)

cpfl X intercâmbio brasil china

中巴文化桥

围绕中巴文化交流, 2025 年我们收获丰硕。我们以社区文化参与与公众教育为重点, 推出了一系列活动与内容, 不仅吸引了社区居民的广泛关注, 也进一步激发了公众对东方文化的兴趣。

其中, “千年中华: 神话与节日” 互动展是年度代表性项目之一。展览以沉浸式、互动性的呈现方式, 吸引了成千上万名儿童与青少年走进 CPFL 文化中心参观, 让他们在亲身体验中感受到科技与传统在中国文化中的相互映照与并行发展。

“花好月圆” 中秋节庆祝活动同样反响热烈, 第九届“中巴文化桥” 在圣保罗州坎皮纳斯市市民文化中心成功举办。活动通过科技互动装置、传统艺术表演, 以及面具制作、剪纸、绳结等多种体验式工作坊, 让公众更近距离地感受中国文化的丰富内涵与多元魅力。

在每一个项目现场, 我们都听到了许多动人的故事, 也收获了真切的感动——那是对文化交流价值的认同, 是面对挑战时的坚持, 也是归属感逐渐建立的过程; 是家庭重新燃起的希望, 是青年对未来方向的思考, 更是社区在共同参与中不断凝聚、彼此联结的生动体现。

这些真实的相遇与回响, 让文化交流不止于一次活动, 而成为人与人之间更长久的理解与连接。

In a year celebrating cooperation between the Brazilian and Chinese culture, 2025 was a year of delivering great productions and events that simultaneously delighted people in our communities and sparked interest in Eastern culture.

One of the highlights was the thematic exhibition **“Ancient China: Legends, myths, and festivals”**, which attracted thousands of children and teenagers to the headquarters of Instituto CPFL, in Campinas (State of São Paulo), with its immersive and interactive approach. Visitors were able to discover how technology and tradition go hand in hand in Chinese culture.

The **Moon Festival** also marked the ninth edition of CPFL Intercâmbio Brasil-China program. Held at the Community Center in Campinas (State of São Paulo), the event celebrated Chinese culture with technological experiences, presentations, and workshops on mask-making, paper cutting, and knots, among others.



CPFL 公司董事长孙鹏 (右二) 参观《千年中华: 神话与节日》互动展
Mr. Sun Peng, President of CPFL Energia (2nd from right to left) during a visit to the Ancient China exhibition. Campinas (State of São Paulo)



“花好月圆” 中秋节庆祝活动
坎皮纳斯文化礼堂
圣保罗州坎皮纳斯市
Moon Festival
Centro de Convivência Cultural (Cultural Center), Campinas (State of São Paulo)

2025年关键数据	Our numbers in 2025
参与活动人数: 161万余人	1,613,687 people reached

cpfl intercâmbio brasil china

2025年, CPFL文化中心推出首部三集纪录片《巴西·中国》。影片在坎皮纳斯文化电视台播出,以更贴近生活的视角,呈现两国之间的文化交流与外交关系。系列作品上线后,也同步发布于我们的 YouTube 频道,吸引了更多新观众关注,并带动“中巴文化桥”频道整体观看量持续提升。

此外,我们出版了两本中葡双语作品:儿童绘本《当鳄鱼遇见熊猫》与诗画集《天堂巴西》。其中,《天堂巴西》将巴西自然风景影像与巴西著名诗人德鲁蒙德的诗作交织呈现,在文字与画面之间展开对这片土地的深情表达,带领读者重新发现巴西自然之美的细腻与壮阔。

在全年各类活动与内容传播中,包括中国艺术家参与的舞蹈演出、EPTV音乐会等合作项目在内,线上线下累计参与的观众超过160万人次,进一步提升了文化中心在全国范围内的公众参与度与社会影响力。这些作品与活动让文化交流从一次次相遇延伸为长久的陪伴,也让更多人通过故事、影像与音乐,看见彼此、理解彼此。

In 2025, we released our first documentary series, “Brazil-China”. Broadcast on TV Cultura, the three-episode production explored the cultural and diplomatic connections linking the two nations. The content was featured on the YouTube channel, attracting new viewers and increasing content consumption on the platform.

The edition also featured the launch of two bilingual editorial productions: The children’s book “**Quando uma jacaré encontra um panda**” (When an Alligator Meets a Panda), and “**Paraísos do Brasil**” (Paradise of Brazil), composed of photos of the natural beauties of our country and the poetry of Carlos Drummond de Andrade.

In total, more than **1.6 million** people were reached by the activities of the 2025 program of the front, also including the audiences of the dance performances and the **EPTV Concerts**, with Chinese musicians.



EPTV音乐会
圣保罗州坎皮纳斯市
EPTV Concerts
Campinas (State of São Paulo)



(从左至右)文化中心顾问蒙燕、董事会秘书查红、副总裁王可迪、驻圣保罗代总领事张希、坎市市长达里奥·萨阿德、副总裁古斯塔沃·加奇内罗、市经济发展、技术和创新秘书阿德里安娜·弗洛西、Ydreams制作公司总裁卡琳娜·伊斯哈尔、文化中心负责人丹妮拉·奥托拉尼·帕戈托、副总裁罗伯特·萨托里

Mrs. Yan Meng, Adviser Instituto CPFL, Mrs. Zha Hong, Executive Secretary of the Board of Directors of the CPFL Group, Mrs. Kedi Wang - CPFL Energia group Financial VP and Investor Relations, Mrs. Zhang Xi, China Acting General Consul in São Paulo, Dário Saad, Campinas’ Mayor, Gustavo Gachineiro, Institutional Relations Vice President, Adriana Flósi, Economic, Technology and Innovation Development Secretary at the Municipality of Campinas, Karina Israel, CEO of the production company Ydreams, Daniela Ortolani Pagotto, Head of Instituto CPFL, Roberto Sartori, Business Development Vice President.

2025年度特别项目数据一览

“花好月圆”中秋节庆祝活动
坎皮纳斯文化礼堂
圣保罗州坎皮纳斯市
Moon Festival
Centro de Convivência Cultural (Cultural Center),
Campinas (State of São Paulo)

“花好月圆”中秋庆祝活动参与人数：
4000 人



《千年中华：神话与节日》
互动展参观人数：
5542 人

出版书籍：**2** 本；
赠送册数：**1240** 册

舞蹈与音乐演出：
10 场次；
观众：
4701 人



《千年中华：神话与节日》互动展
圣保罗州坎皮纳斯市
Exhibition "Ancient China: Legends, Myths and Festivals"
Campinas (State of São Paulo)

《巴西·中国》纪录片观看量：
65 万余次

YouTube频道视频浏览量：
65 万余次

巴西百家讲坛
“中国的崛起及对世界的影响”
圣保罗州坎皮纳斯市
Café Filosófico CPFL
"The rise of China and its impact on the world"
Campinas (State of São Paulo)

移动图书车
圣保罗州坎皮纳斯市奥齐尔社区
Book Truck
Parque Ozziel, Campinas (State of São Paulo)



Special programming numbers for 2025

4,000
people at Moon Festival

5,542 people at
the Ancient China: Legends,
myths, and festivals exhibition

2 books published and over
1,240 books distributed

4,701 people at
10 dance and music shows



中国色彩展 圣保罗州坎皮纳斯市
"Colors of China" show
Castro Mendes Theater, Campinas (State of São Paulo)

292 thousand
views on Café Filosófico CPFL

653 thousand
views on the documentary
series Brazil China

652 thousand
views on
the Youtube channel





café filosófico CPFL

巴西百家讲坛

2025年,我们继续提升数字传播能力,让“巴西百家讲坛”的内容走进更多人的日常。除视频渠道外,我们也拓展至音频平台:自去年起,节目正式上线**Spotify**,吸引了不少新听众,也让更多人可以在通勤、运动等生活场景中随时收听。在短视频传播方面,我们通过Instagram发布讲座精华片段,并将完整版内容同步至**YouTube**,逐步形成“短视频引流、长视频沉淀”的传播方式。2025年,相关账号全年增长超过**240%**。同时,节目继续在电视台“文化电视”(TV Cultura)播出,并与数字平台同步传播,全年累计观看量达**1800**万次。

在不断拓展线上传播的同时,我们也保留了现场录制的传统。坎皮纳斯CPFL文化中心总部持续向公众开放,邀请市民走进现场参与节目录制,让思想交流在真实的空间里发生。

2025年,“巴西百家讲坛”共举办**33**场活动,邀请安娜·苏伊、克里斯蒂安·邓克尔、玛丽亚·奥梅姆等知名学者参与,同时也如往年一样,为新兴思想者提供表达与对话的舞台。此外,我们在圣保罗州容迪亚伊市历史悠久的波利特玛剧院举办特别版节目,由著名作家兼哲学家露西亚·海伦娜·加尔旺与克洛维斯·德巴罗斯主讲,现场座无虚席。

The Instituto CPFL's broadcast of contemporary reflections continued to expand its digital presence with the launch of a new channel for consuming our content. Since 2025, lectures from the program have been made available on **Spotify**, attracting a new audience.

The Instagram profile, featuring excerpts from lectures available in full on our **YouTube channel**, has become our main platform for short videos, growing by over **240%** during the year.

In total, more than **18 million** views were achieved through digital audiences and programs on TV Cultura. Furthermore, the program remained open to the public on recording dates at Instituto CPFL's headquarters in Campinas.

In 2025, there were **33 events**, featuring big names like Ana Suy, Christian Dunker, and Maria Homem, and as is tradition for the program, introducing new names to the public. We also produced a special edition of the program with Lúcia Helena Galvão and Clóvis de Barros Filho, in Jundiaí (State of São Paulo), with a full house at the legendary Teatro Politeama theater.

2025年关键数据

1800 万次
观看量

33 场
录制活动

143 个
节目在文化电视台播出

Our numbers in 2025

18 million
views

33 recordings

143
programs on TV Cultura



巴西哲学家、圣保罗大学德巴罗斯教授和加尔旺教授
圣保罗州容迪亚伊

Special Café Filosófico CPFL with
Clóvis de Barros Filho and Lucia Helena Galvão
Jundiaí (State of São Paulo)

“医院送光明”人文项目——微笑医生
南大河州阿雷格里港公立医院
Médicos do Sorriso (Doctors of Smiles)
Santa Casa de Porto Alegre
(State of Rio Grande do Sul)





CPFL NOS HOSPITAIS

(一) 医院送光明

我们与CPFL公司能效项目协同推进,通过人文关怀、基础设施升级与科研支持等多种方式,持续为公立及慈善医疗机构提供支持,每年直接或间接惠及数以万计的患者与家庭。

2025年,我们的行动覆盖 CPFL 特许经营区内 **13 座城市**,直接或间接支持 **19 所医院及 2 家非营利机构**,累计覆盖受益人群超过 **55 万人**。

位于圣保罗州坎皮纳斯的罗纳德·麦当劳之家,是为博尔德里尼医院癌症患者家属提供住宿支持的公益组织。该机构于2025年加入我们,正式成为 CPFL 文化中心的合作伙伴。除资金投入外,我们还携手“**格里奥说书人**”项目开展人文关怀活动:为陪伴癌症患者的家庭讲故事,并组织儿童节特别活动,让陪伴更有力量,也让希望在日常中延续。

同年,我们发起“**捐税送关怀**”年度倡议,鼓励公众通过个人所得税捐赠支持博尔德里尼医院,让更多善意转化为看得见的照护与支持。

Working side-by-side with the Energy Efficiency programs of the CPFL Energia Group, we expanded our contribution to health through humanization initiatives, infrastructure investment, and support for research in public and philanthropic institutions that directly and indirectly benefit thousands of people every year.

In 2025, we were present in **19 hospitals and 2 non-governmental support organizations in 13 cities** within CPFL's operating areas, directly and indirectly benefiting more than **550 thousand** people.

The Casa Ronald McDonald in Campinas (State of São Paulo), which welcomes families of cancer patients treated at the Hospital Boldrini, is one of the organizations that began receiving support from Instituto CPFL in 2025. In addition to financial contributions, in partnership with the Griots project, we brought humanizing activities to the guests, with storytelling and special events on Children's Day.

In 2025, we also launched the annual Declare Solidariedade campaign, encouraging a culture of personal income tax donation and supporting Hospital Boldrini, a leading cancer treatment center in Brazil.



“格里奥说书人”协会
圣保罗州坎皮纳斯市
*Griots Association
Campinas (State of São Paulo)*



爱心医院
圣保罗州巴雷图斯市
*Hospital de Amor
Barretos (State of São Paulo)*

2025年关键数据

受益人数:
55 万余人

13 座城市

19 所医院与机构

Our numbers in 2025

550 thousand
people benefited directly
and indirectly

13 cities

19 hospitals



#circuitocpfl

家园电影院

2025年，“文化进社区”活动继续前行，走进CPFL公司特许经营区的各个城市与社区，从北到南把欢笑与感动带给更多家庭。

与我们携手同行十一年的“**太阳能电影播放车**”项目今年再接再厉。这辆搭载太阳能放映设备的巡演车走过全国**6个州、100座城市**，为**2.5万余名**观众送上免费电影盛宴。在光影、色彩与互动体验中，环保理念也以更轻松、更亲近的方式融入人们的日常。

其中，年度令人难忘的场景之一，是在坎皮纳斯奥齐尔社区举办的中国电影特别放映。450余名居民相聚一堂，共享欢笑——对不少人来说，这是他们第一次在大银幕前观看电影。而在圣保罗州庞培亚市的放映活动更是吸引900名观众到场，凝聚起整个社区的参与热情，并因此获得当地市议会的公开致敬与表彰。

2025年，我们还与 CPFL 公司共同支持格拉马多小镇“圣诞彩灯”庆典。作为当地年度盛事，该活动每年吸引约200万人参与，让节日的光亮成为大家共同的温暖记忆。



家园电影院
圣保罗州巴乌鲁
CineSolar
Bauru (State of São Paulo)

Our initiative to bring culture and entertainment to communities served by the **CPFL Energia Group** continued, in 2025, to delight families from North to South of Brazil.

With the **CineSolar** project, a partner of Instituto CPFL for 11 years, more than **25 thousand** people have experienced the magic of cinema with free screenings in **100** cities across **6** states of Brazil. The van carrying the solar-powered cinema structure helped raise environmental awareness with its colors, lights, and interactivity.

One of the highlights of the year was the special screening at Parque Oziel in Campinas, which brought together more than 450 people, many of whom were watching a film on a big screen for the first time. The session in the city of Pompeia (State of São Paulo), which brought together 900 people, mobilized the community and received a public motion from the city's council.

2025, in alignment with the **CPFL Energia Group**, we also supported Natal Luz de Gramado, a program that reaches **2 million** people each year, including both tourists and residents.

2025年关键数据

观众：
2.5 万名

覆盖：
100 座城市

行程累计：
1.5 万公里

Our numbers in 2025

25 thousand
spectators

100 cities

15 thousand
kilometers traveled



家园电影院
圣保罗州卡皮纳斯市奥齐尔社区
Cinesolar
Parque Oziel, Campinas (SP)



cpfl » jovem geração

(亲)青少年成长

儿童与青少年的成长,是我们社会公益工作的核心方向。2025年,我们持续投入资源,通过文化、体育与阅读项目为孩子们提供支持,惠及数千名学生。

除在“CPFL进社区”两大实践点——北大河州若昂卡马拉市与圣保罗州坎皮纳斯奥齐尔社区——持续推进相关项目外,我们还在22座城市开设免费体育与音乐课程,累计惠及13764名学生;并通过“移动图书车”在8座城市的公立学校推广阅读文化。

在坎皮纳斯市,我们与奥尔坎皮体育培训学校的合作已进入第15年。项目面向7岁以上儿童提供田径训练与课后学业辅导,在运动与学习的双重陪伴中,帮助孩子们更自信地成长。

Our main social initiative aims to stimulate the holistic development of children and adolescents outside of school hours through culture and sports. And in 2025, we will continue investing in projects and institutions that benefit thousands of students every year.

Including social projects at the two **CPFL na Comunidade** centers — João Câmara (State of Rio Grande do Norte) and Parque Oziel, Campinas (State of São Paulo) —, we promote activities such as free sports and music classes in **22** cities, benefiting more than **11 thousand** students. We also encourage reading with the **Carreta Literária** (Book Truck), a mobile library project that travels to schools in **8** cities within the public education system.

In Campinas (State of São Paulo), we will celebrate 15 years of partnership with **Orcampi - Instituto Vanderlei Cordeiro de Lima** in 2025. In addition to training professional athletes, the project offers athletics classes for children from the age of 7, as well as academic support.

移动图书车
圣保罗州坎皮纳斯市奥齐尔社区
Book Truck
Parque Oziel, Campinas (State of São Paulo)

移动图书车

受益儿童与青少年:
13764 名

参与学校:
94 家

移动图书车:
8 台

Our numbers in 2025 book truck

13,764 children and
adolescents benefited

94 schools

8 mobile units



音乐培训
圣保罗州容迪亚伊市

Bom de Tom
Jundiaí (State of São Paulo)



2025年,我们继续扩大音乐类项目的合作覆盖范围,让更多孩子在音乐中找到表达与自信。在南大河州,我们为 新汉堡市青年管弦乐团中心支持,为当地青少年提供更系统的学习路径与舞台机会;在圣保罗州,我们深化与皮拉西卡巴市青年音乐家学院的合作。该学院受邀在第九届“中巴文化桥”开幕式上演奏中国乐曲,以音乐搭起沟通的桥梁,让不同文化在旋律中彼此靠近。与此同时,我们与坎皮纳斯的阿雷诺音乐学院、里贝朗普雷图“演奏音乐,感动生活”项目继续携手,为更多孩子提供接触音乐、参与演出与表达自我的机会。

在圣保罗州容迪亚伊市,我们还新推出“美妙旋律”项目,为当地公立学校学生开设尤克里里与竖笛课程,让音乐走进课堂,也成为孩子们日常生活的一部分。

Music is the focus of other projects, and we renewed our partnership in 2025. In Rio Grande do Sul, we support the Núcleo de Orquestra Jovem de Novo Hamburgo. In São Paulo, we strengthened our partnership with the Academia de Jovens Músicos de Piracicaba, chosen to open the ceremony for the ninth edition of the CPFL Intercâmbio Brasil-China program, with Instituto Anelo in Campinas (State of São Paulo), and with the Tocando a Vida project in Ribeirão Preto (State of São Paulo).

Jundiaí, in the State of São Paulo, was the city chosen for the launch of Bom de Tom, which teaches ukulele and recorder to students in the city's public school system.



阿雷诺音乐学校
圣保罗州坎皮纳斯市
Anelo
Campinas (State of São Paulo)

课后活动

Our numbers in 2025
activities outside of school hours.

受益儿童与青年：
11512名 民间组织合作：
18家

11,512 children and
adolescents benefited

18 civil society
organizations

覆盖城市：
22座 受益儿童与青少年：
89个

22 cities

89 schools and/or
public spaces

楚伊体育培训学校
圣保罗州伊塔佩蒂宁市
*Instituto Chui
Itapetininga (State of São Paulo)*

奥尔坎皮体育培训学校
圣保罗州坎皮纳斯市
*Orcampi
Campinas
(State of São Paulo)*



“圣诞彩灯”庆典
南大河州格拉马多市
Natal Luz (Christmas Lights)
Gramado (State of Rio Grande do Sul)



其它项目 More investments

除了围绕五大公益项目开展的活动之外，2025年我们也在南大河州投入了两项具有重要社会意义的项目。

In addition to the activities and projects aligned with our five areas of focus, in 2025, we also made two investments in projects in Rio Grande do Sul.



“圣诞彩灯”庆典
南大河州格拉马多市

Natal Luz (Christmas Lights)
Gramado (State of Rio Grande do Sul)

“圣诞彩灯”庆典 南大河州格拉马多市 Natal Luz (Christmas Lights)

我们协同CPFL公司，支持了南大河州传统盛事，格拉马多市的“圣诞彩灯”庆典，这一年度活动吸引了游客与当地居民共约2百万人参与。

In 2025, in alignment with the **CPFL Energia Group**, we also supported Natal Luz de Gramado, a traditional event in the state of Rio Grande do Sul, that reaches **2 million** people each year, including both tourists and residents.

“高乔家庭自立计划” Emancipa Família Gaúcha

同时，我们向南大河州社会发育厅下属的“社会包容与生产支持基金”投入625万雷亚尔，用于“高乔家庭自立计划”。该项目通过职业培训与生产自主能力建设，助力受2024年洪灾影响的家庭重建生活，已惠及27个城市、2200名居民。

Furthermore, we invested **BRL 6.25 million** in the Fundo Estadual de Apoio à Inclusão Social e Produtiva (State Fund for Support of Social and Productive Inclusion), linked to the Office for Social Development of Rio Grande do Sul, to support the Emancipa Família Gaúcha project. The initiative, which aims to empower and promote the social inclusion of families affected by the 2024 floods through vocational training and encouragement of productive autonomy, benefited 2,200 people in 27 municipalities.



“高乔家庭自立计划”
南大河州

Emancipa Família Gaúcha (Emancipate Rio Grande do Sul Family)
Rio Grande do Sul (State of Rio Grande do Sul)

聚焦新闻

2025年, CPFL文化中心围绕公司ESG议程持续开展传播与公众沟通工作。相关内容全年累计获得26.6万次以上浏览量,并在数字媒体、平面媒体和电视平台获得多渠道报道与传播。

其中,文化类项目的媒体关注度表现突出。第九届“中巴文化桥”受到广泛关注:坎皮纳斯地区环球电视台合作方EPTV先后推出两次专题报道,对“千年中华:神话与节日”互动展进行重点介绍;“花好月圆”中秋庆祝活动也获得该台专程报道,进一步扩大了项目的公众影响力。

“巴西百家讲坛”全年获得数十次媒体关注。其中,由安娜·苏伊与克里斯蒂安·邓克尔共同策划的开幕单元,以及在容迪亚伊市由露西亚·海伦娜·加尔旺与克洛维斯·德巴罗斯主讲的特别场次均引发热议,进一步提升了品牌项目的社会讨论度。

在社会公益方面,“CPFL进社区”成为年度亮点。坎皮纳斯奥齐尔社区项目点的活动获EPTV电视台《大地人家》节目报道;坎皮纳斯旗手电视台也报道了“移动图书车”交付仪式。北大河州若昂卡马拉项目的一周年庆典同样获得当地媒体广泛关注。在中国媒体层面,相关项目还曾被新华社和人民日报报道。



Communication in focus

As the social investment platform of the CPFL Energia Group, Instituto CPFL played an important role in communicating the company's ESG agenda. With over 266 thousand organic impressions, we have secured important strategic spaces, both in digital and print media, as well as on TV.

Our cultural fronts ranked at the top in media coverage, especially driven by the activities of the ninth edition of the CPFL Intercâmbio Brasil-China. The exhibition “Ancient China: Legends, myths, and festivals” was featured in two major reports broadcast by EPTV, an affiliate of TV Globo in the Campinas metropolitan region. The Moon Festival also received prominent coverage on the channel, expanding our presence on TV.

The annual **Café Filosófico CPFL** program also garnered dozens of mentions in the press, with particular emphasis on the opening module, curated by Ana Suy and Christian Dunker, and the special edition in Jundiá, with Lúcia Helena Galvão and Clóvis de Barros Filho.

在荣誉与认可方面,2025年我们取得了新的突破:CPFL公司下属配电网公司RGE公司在巴西电力行业协会(Abradee)评选中荣获ASG类别大奖。同时,“中巴文化桥”项目中的“月圆连心!中巴文化交融暖民心”活动,入选2025年度央企海外十大精彩瞬间,成为国家电网公司海外社会责任实践中的标志性成果。此外,在国网国际发展公司年度评选中,我们还获得“创新创效优秀项目成果奖”,相关实践成果得到充分肯定。

在传播运营方面,2025年我们进一步加强社交媒体内容建设,并将平台数据用于评估传播效果、优化选题方向。我们在领英平台推出“为改变发电”电子月刊,持续分享项目进展与社会价值,进一步提升了CPFL文化中心在行业内的知名度与影响力。









Among the social projects, mentions of our CPFL na Comunidade project were particularly noteworthy. The core of Parque Oziel, in Campinas, was featured on the Terra da Gente show, on EPTV, and Band Campinas during the delivery of the Book Truck. The celebrations marking the project's first year of activities in João Câmara (State of Rio Grande do Norte) have already garnered attention from the local press. In **China**, our projects have been featured in **Xinhua News** and **People's Daily**.



Recognition also came in the form of awards. In the 2025 Abradee Awards, we contributed to CPFL RGE's achievement in the ESG category. At the same time, the Moon Festival initiative, part of the CPFL Intercâmbio Brasil-China program, was selected as one of the 2025 Ten Most Wonderful Moments of Chinese Enterprises Overseas, becoming a landmark example of State Grid's overseas social responsibility practice. In addition, we were recognized by State

Grid International Development (SGID), which annually honors projects that stand out for their innovation across the group. Our institutional social media networks were also used as a strategic communication channel. In 2025, on LinkedIn, we launched the Energia que Transforma (Energy that Transforms) newsletter, which played a key role in expanding the recognition of Instituto CPFL as a benchmark in social investment.

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-  **tiktok**
@cafeilosofico_cpfl
-  **youtube**
/cpflintercambiobrasilchina

媒体影响力 On the press

浏览量:
26万余人 **266 thousand**
people reached

媒体文章:
685篇 **685**
articles in
the press

电视报道:
8条 **8**
TV reports

社交媒体成果 On social media

社交平台粉丝量:
10万余人 **102,977**
followers on
institutional
social media

YouTube观看量:
31万次 **313 thousand**
views on
social media

社交平台发布内容:
354篇 **354**
social media
posts



奥尔坎皮体育培训学校
圣保罗州坎皮纳斯市
Orcampi
Campinas (State of São Paulo)



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board of directors

gustavo estrella
总裁 president

gustavo gachineiro
副总裁 vice president

luis henrique ferreira pinto
董事 advisor

futao huang
董事 advisor

mário mazzilli
外部董事 external advisor

CPFL文化中心团队
instituto cpfl team

daniela ortolani pagotto
负责人
head

yan meng
顾问
advisor

areti gontzos reche
社会责任管理主管
social responsibility
management coordinator

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financial planning and administration analyst