


CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA



2023
ACTIVITY REPORT





“Every child
has the right
to be a child.”

Queen Silvia of Sweden,
Founder of the World Childhood Foundation

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SVCA glossary

Hello!

Thank you for visiting our 2023 activity report!

During the reading, you will see that many texts within this document use acronyms and concepts that are specific to the cause that moves us – tackling and preventing sexual violence against children and adolescents – and that not everyone knows about.

To make it easier for you, we will present and explain those terms right here before you go through the chapters.

If memory fails, you just have to click on top of it, in the “Glossary” option of the fixed menu, and go back to check out the meaning.

Have a nice reading!

- **SEXUAL VIOLENCE**

When children and adolescents are induced or forced into sexual practices.

- **SEXUAL EXPLOITATION**

It takes place when adults pay to have any sort of sexual relationship with children or adolescents. That payment is not necessarily made with money. Other forms of exchange can be used such as a ride, meals, and gifts.

- **SEXUAL ABUSE**

Situations in which children or adolescents are used for the sexual satisfaction of an adult or couples through threat or seduction. May occur with or without physical contact (such as in virtual environments).

- **SECA**

Sexual exploitation of children and adolescents.

- **SVCA**

Sexual violence against children and adolescents.

- **OSV**

Online Sexual Violence

- **SPRCA**

The System for the Protection of Rights of Children and Adolescents. Established by the Child and Adolescent Statute (ECA), it provides for the integration and articulation of agencies, services, programs, and entities that assist children and adolescents, intended to protect the rights of such audience.



Silvia

H. M. QUEEN SILVIA OF SWEDEN
World Childhood Foundation
Founder and Honorary Chair

Message from the Queen

Let's do it as children do and trust once again.

Trust that it is possible to live in a country that is fairer, more equal, more prosperous, and, mainly, safer and without violence to all the children and adolescents. Deep scars were formed on global society in 2023 - nations found themselves involved in wars, armed conflicts, which resulted in human suffering, massive destruction, and tremendous impacts. Millions of lives were lost, families torn to pieces, and entire communities displaced.

Let's do it as children do and dream once

again. Hope is the driving force of change; it reminds us of the human potential to overcome challenges and inspires us to work for the benefit of a possible future. Therefore, the search for diplomatic, peaceful solutions in international cooperation must be fundamental

to promote fairer, safer, and more harmonious societies. When communities, governments, non-governmental organizations, and individuals join forces for a common goal, it becomes possible to dream, approach and reduce different forms of violence, specifically sexual violence.

Let's do it as children do and believe once

again! We must believe that collective force is the only way. We are One Childhood, we are pioneers in the fight against sexual abuse and we believe that the joint forces of all the countries that are part of the World Childhood Foundation are essential to tackle the challenges we have regarding prevention, awareness, legislation, public policies, and support to the victims - promoting significant and long-lasting changes in aid of a safe and protected childhood and adolescence, free from any kind of violence.

It is urgent to build a world where dialogue, understanding and respect prevails over violence and destruction. It is urgent to learn from children.



DELIBERATIVE COUNCIL

Innovation and expansion of our impact

2023 was not easy. It required us to have the courage to cross it.

In fact, perseverance and resilience are words that have followed Childhood Brasil throughout these 24 years of work advocating for childhoods and adolescences free from sexual abuse and exploitation.

This year, we made genuine progress and expanded our impact with actions in the public and private sectors and with society in general, and for the third consecutive year, Childhood Brasil was recognized as one of the 100 Best NGOs in the country.

If, on the one hand, these achievements make us proud, on the other hand, they remind us that there is still much to do and that we must continue working hard to stimulate, promote and develop supportive environments

and solutions to prevent and tackle sexual violence against children and adolescents. New times come with new challenges. Therefore, with a non-negotiable commitment to the protection of children and adolescents, Childhood Brasil is renewing its governance and management model based on the directions and imperatives of the new strategic plan currently being executed and betting on the strength of joint actions with all the countries that are part of the World Childhood Foundation, for the innovation, efficiency, transformation and impact the cause demands.

The challenge is huge, and, as a society, we will only reach the place we envision if we do it together. Undertaking the mission of taking care of every child (including the one who still lives within each one of us), we wish that the right to live in a safe, protected and violence-free world inspires and strengthens the hope of continuing to fight. We invite each of you to join us on this journey!



ROSANA CAMARGO DE ARRUDA BOTELHO,
Chair of the Board



DELIBERATIVE COUNCIL

Not giving up is part of our DNA

We constantly come across events that reaffirm our understanding that life is finite. Knowing that our lives are limited motivates us to think about the legacy we want to leave. And that is why we, at Childhood Brasil, do not give up. We understand that a safe, protected, healthy and violence-free childhood and adolescence shapes the present and the future, and has positive repercussions on human development, social justice, and sustainability in a profound and lasting way for society as a whole.

Not giving up is part of our DNA, and this year we had important milestones, such as the significant result in the Out of the Shadows index survey. Brazil stood out in the pillar of Response to Violence, ranking 5th, as a result of Law 13,431/17, but it needs to advance a lot in the field of prevention, particularly with legislation to support victims, programs and services for perpetrators of violence, and programs to reduce poverty and inequalities. We know that there is a lot to be done, but we trust that one day we will get there!

During an event produced by the Federal Government, on May 18th, we signed a protocol of actions for the resumption of important initiatives that were stopped, in addition to the launch of new proposals. Besides this important achievement, we also held, in Brasilia, an intersectoral

meeting with multiple leaders from the public and private sector to discuss strategies for preventing and responding to online sexual violence in Brazil, aimed at incorporating the digital perspective into the national assistance services, flows and protocols, and in the training of professionals in the Protection Network.

As per the private sector, the Inspiration on the Right Track initiative was launched, an environment for connection and interaction between the companies participating in the On The Right Track Program to present cases, successful experiences and exchange information. And intended to increase the visibility of the cause, we reinforced our communications by changing the way we tell stories. Thus, in 2023, more than 33 million people were impacted by Childhood Brasil's content on social media – an 85% growth compared to 2022.

We also had the joy of receiving, for the third consecutive year, recognition as one of the 100 Best NGOs in the country. The award's mission is to recognize and publicize Third Sector organizations for their good practices in topics such as governance, transparency, communications, and funding.

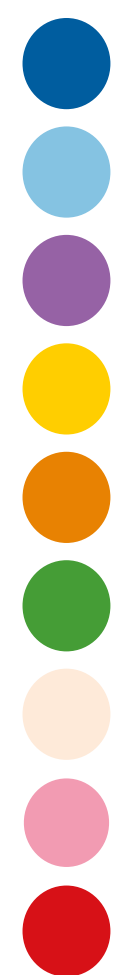
And to build a legacy and increasingly improve our work, we started to heavily invest in specific management software,

and we also started a broad HR project based on three pillars: Strengthening Culture, Organization & Structuring, and Training & Succession.

I wish that the finiteness of life always leads us to reflect on our choices, values, and actions. We are all together on this finite journey and we need more than ever to strengthen ties and promote a more cohesive, supportive, safe, respectful, and violence-free society for all children and adolescents. We are ready for 2024!



LAÍS CARDOSO PERETTO,
Executive Director of
Childhood Brasil



We are
Childhood
Brasil!



VISION

Eradicate all forms of sexual abuse and exploitation of children and adolescents.

MISSION

To inspire, promote and develop solutions to prevent sexual abuse and exploitation of children and adolescents.

WHO WE ARE

24 YEARS

protecting children and adolescents

We are Childhood Brasil, a non-profit Public Interest Civil Society Organization (OSCIP), founded in 1999. Our cause is to guarantee the protection of rights of children and adolescents, focusing on preventing and tackling sexual abuse and exploitation.

We work as the base of the World Childhood Foundation (WCF) in Brazil - organization created by Queen Silvia of Sweden with the mission of guaranteeing to children and adolescents the right to full development, free from violence, particularly sexual violence.

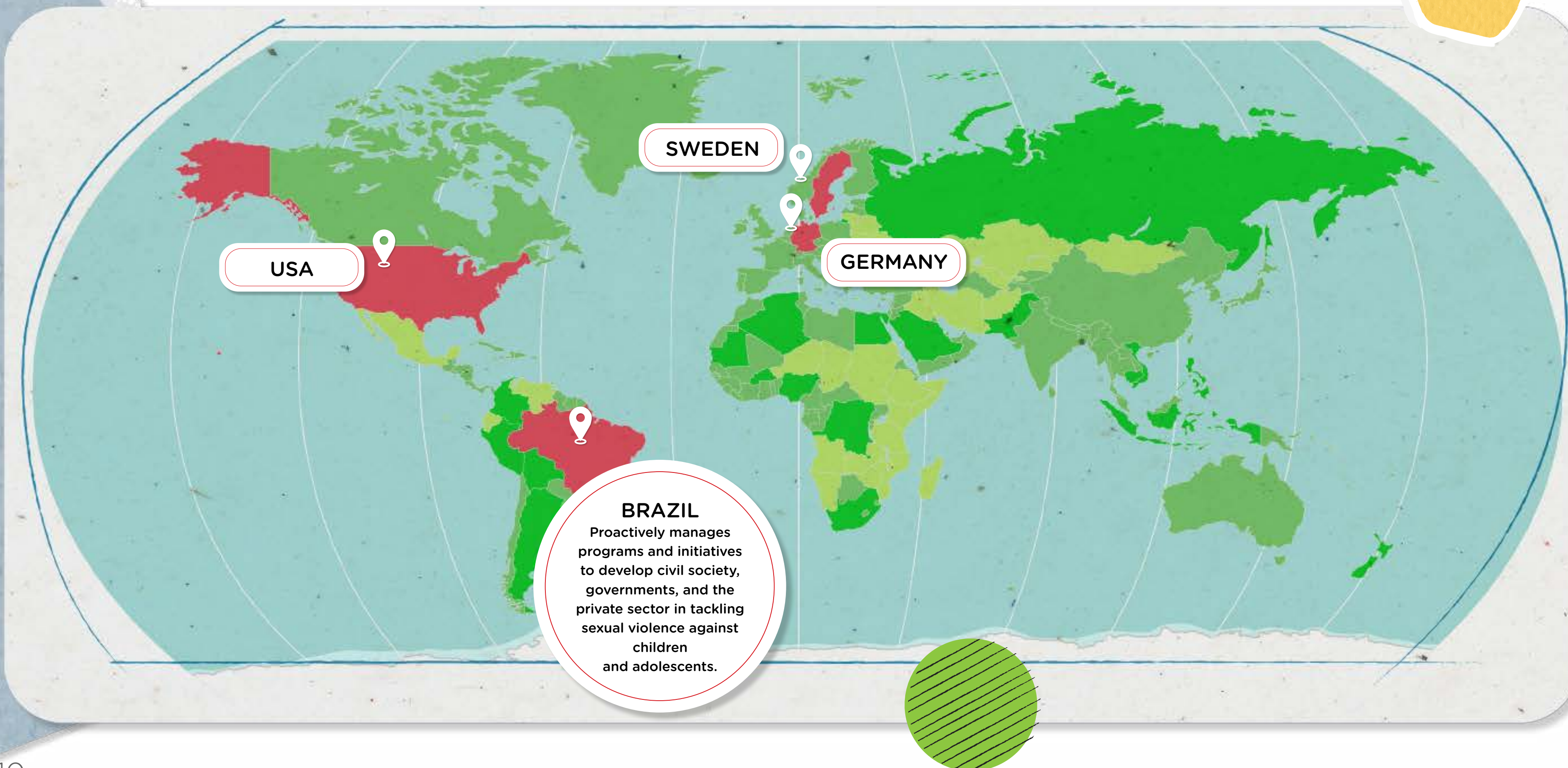
This year, we were elected for the third consecutive time one of the 100 best Brazilian organizations in the third sector. Such recognition came in the Best NGOs in the Country award, which evaluates criteria such as governance practices, transparency, communications, and funding.



WHO WE ARE

We are One Childhood

In addition to Brazil, Childhood has offices in Sweden, Germany, and the United States. Throughout its history, it has already supported more than 1,000 projects in several parts of the world. To learn more about our international work, access <https://childhood.org>.



USA

SWEDEN

GERMANY

BRAZIL

Proactively manages programs and initiatives to develop civil society, governments, and the private sector in tackling sexual violence against children and adolescents.

Work based on the UN SDGs

Our work is aimed at strengthening the reach of the United Nation's Sustainable Development Goals (SDGs), three of them in particular:



5.2

Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.



8.7

Take immediate and effective measures to eradicate forced labor, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labor, including recruitment and use of child soldiers, and by 2025 end child labor in all its forms.



16.2

End abuse, exploitation, trafficking and all forms of violence against and torture of children



HOW WE WORK

Intersectoral Commitment

We believe that, in order to tackle and prevent sexual violence against children and adolescents, it is necessary to make the cause stop being invisible and become a common concern among all of us.

Therefore, our work is based on an intersectoral commitment, which engages, integrates, and articulates public sector entities, private sector organizations, and civil society.

We consider that by working within a network, integrating all those players, we can promote transforming solutions that make structural and long-lasting impact.

Find out about our programs that put this strategy in motion, starting on page 15.

Our strategy includes engagement actions, to mobilize society; advocacy, to include our cause in public and private policies in the country; and advisory, to support the implementation of these policies.



PRIVATE SECTOR

- On the Right Track Program
- Major Infrastructure Program
- Tourism Program

PUBLIC SECTOR

- Justice Program
- Network Protection Program

CIVIL SOCIETY

- Partnership Network
- Fundraising Events
- Communications



SVCA OVERVIEW

It's about time children and adolescents were protected!

The edition of the Brazilian Public Security Yearbook published in 2023 brought a sad statistic: all types of violence against children and adolescents have grown in the country. Sexual violence was the crime with the highest number of records, achieving a little more than 15%.

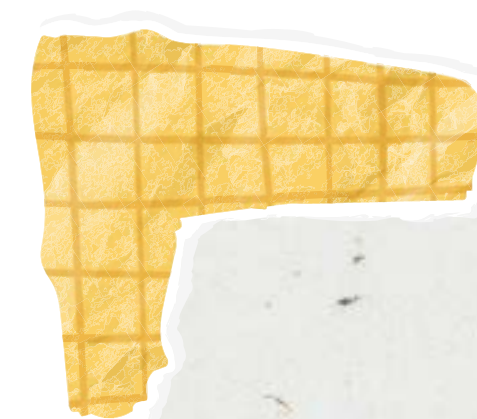
The study found that Brazil registers, on average, 142 cases of sexual violence against children and adolescents per day – 51,971 per year. These numbers already surpass those prior to the COVID-19 pandemic. However, they only correspond to cases that were reported to the police authorities and, therefore, do not represent the true reality.

When we check the profile of victims of sexual violence in Brazil, the scenario is even more devastating: 10% of the victims were babies and children aged between 0 and 4 years old; 18%

were between 5 and 9 years old, and 33% were between 10 and 13 years old.

We are talking about a crime whose authorship comes, in most cases, from a family member or acquaintance of the child and adolescent. In general, they are violated and do not know who to turn to, or do not understand that they are suffering violence.

Therefore, transforming Sex Education into a national public policy to prevent sexual abuse and exploitation must be an absolute priority. Through such policy, we create a more informed and attentive society, in which everyone is responsible for promoting safe and healthy environments. The effective implementation of Sex Education is, without a doubt, an investment in building a violence-free future for the next generations.



2023 GLOBAL THREAT ASSESSMENT

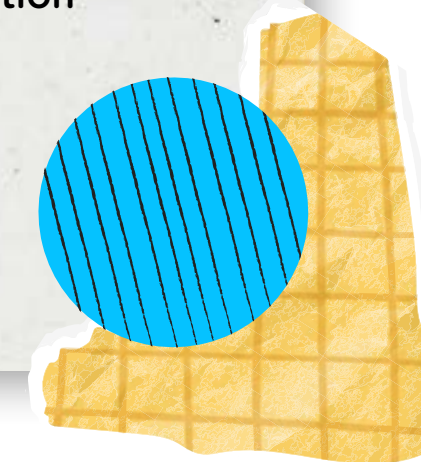
The Global Threat Assessment is a report released every two years by the WeProtect Global Alliance, of which Childhood Brasil is a member. In this research, data on the situation of online sexual abuse and exploitation is presented, as well as potential prevention measures for the protection of children and adolescents online.

The edition released in 2023 revealed that 45 minutes is the average time for a grooming situation to develop in the gaming environment on social networks – but it can be as fast as 19 seconds.

Check out other highlight data:

- The volume of reports of child sexual abuse materials has increased by 87% since 2019 (32+ million);
- Reports of extortion and coercion of children involving financial motivation went from 139 in 2021 to more than 10,000 in 2022.

(Source: National Center for Missing & Exploited Children – NCMEC)





SVCA OVERVIEW

The SVCA Scenario in Brazil

29%
of the Brazilian population
consists of children and
adolescents. (IBGE)

70%
of cases of rape
involve children and
adolescents. (Public
Security Yearbook,
2023)

7
out of 10 victims of sexual
violence were 17 and under.
(Public Security Yearbook,
2023)

NO
MORE

VIOLENCE

71%
of identified offenders
are family members and
83% are acquaintances.
(Children up to 13 years
old – Public Security
Yearbook, 2023)

EVERY
HOUR,
about 6 children and
adolescents are victims of
sexual violence in Brazil.
(Public Security
Yearbook, 2023)

ONLY
8,5%
of sexual violence cases
are reported by the police
system.
(IPEA, 2023)



SVCA OVERVIEW

Sexual violence on the internet: How to protect children and adolescents?

First of all, we need to protect children and adolescents on the internet, and not from the internet. It means recognizing that the digital environment provides a number of educational and social opportunities for this population. However, like any technological advance, there needs to be rigor to face challenges proactively.

On the one hand, we know that children and adolescents have the opportunity to develop imagination and creativity by playing educational and interactive games. On the other hand, we cannot ignore that the virtual world exposes children and adolescents to online sexual violence and a series of other risks, such as cyberbullying, technological addiction, problems related to mental health, among others.

The TIC Kids Online Brasil survey released in 2023 proves that Brazilian children are accessing the internet at an increasingly younger age. Data shows that 24% of respondents started connecting to the internet before the age of six; in 2015, this percentage was 11%.

It is in this way that careful supervision and the promotion of education on the responsible use of the internet

become increasingly essential actions to make sure that children and adolescents can navigate the digital environment protected and safely

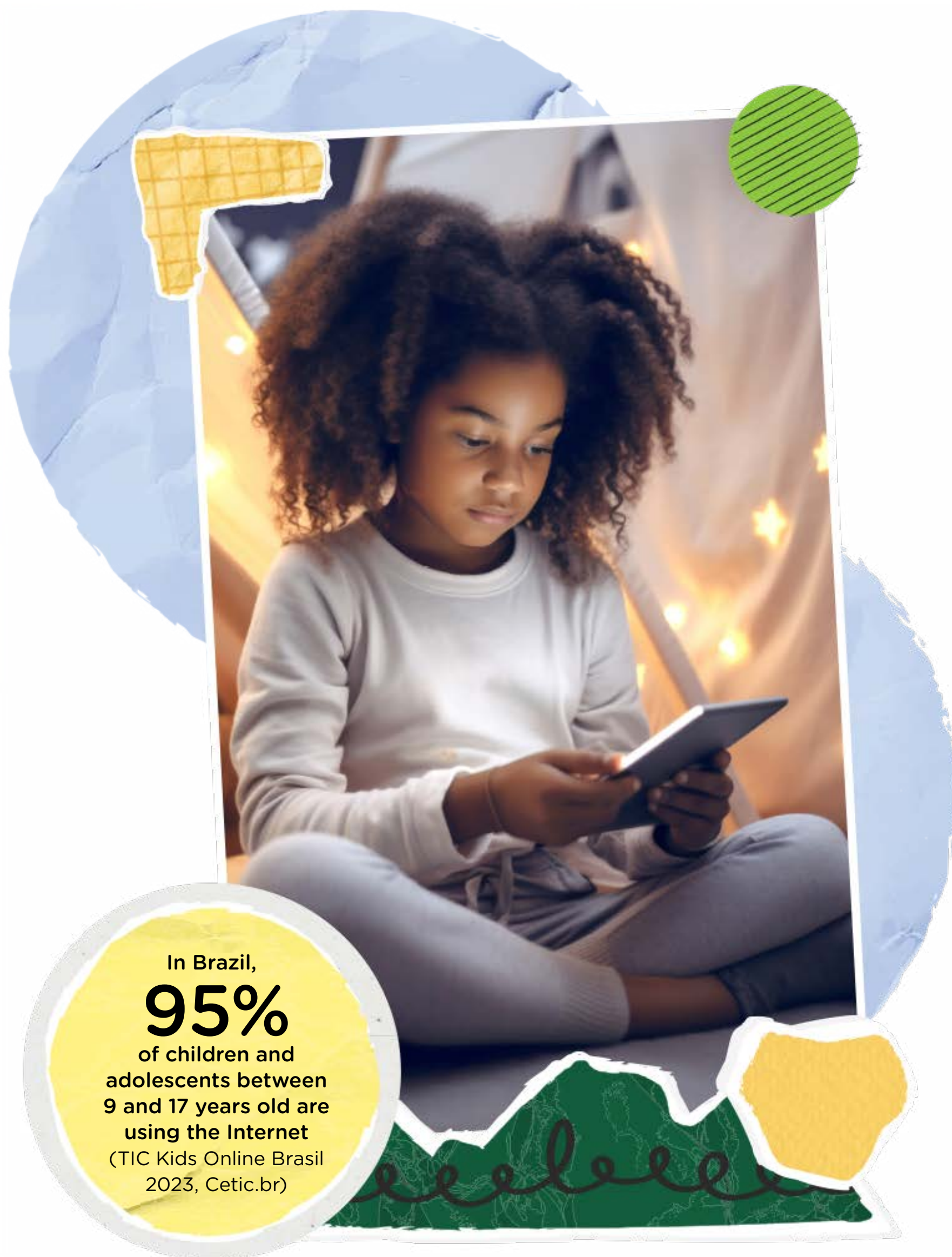
The rights of children and adolescents need to be guaranteed everywhere, including in the digital environment!

LEARN MORE ABOUT NAVIGATE SAFELY

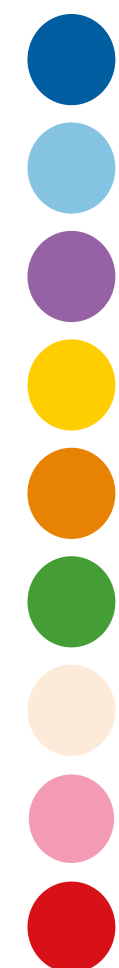
To contribute to the protection of children and adolescents against sexual violence on the internet, in 2023, Childhood Brasil launched [Navigate Safely](#) - a digital platform to guide parents and guardians on how to mediate in this environment.

There are five pillars of content followed by real cases and tips on books and movies.

On [page 41](#), you can see more details about [Navigate Safely](#).



In Brazil,
95%
of children and adolescents between 9 and 17 years old are using the Internet
(TIC Kids Online Brasil 2023, Cetic.br)



Public Sector





Childhood Brasil during a meeting with the governor of Pernambuco, Raquel Lyra.

HOW WE WORK

Strengthening the protection of **children and adolescents** across Brazil

In 2023, we kept on supporting Brazilian municipalities to implement the Protected Listening Law. This year, the highlights were the partnership with the FEAC Foundation, working in the city of Campinas (SP), in addition to the partnership with the Freedom Fund in the cities of Recife, Olinda, and Cabo de Santo Agostinho - in the state of Pernambuco.

On November 17th, Childhood Brasil's Advocacy Superintendent, Itamar Gonçalves, and consultant Maria Gorete Vasconcelos met in Recife with the governor of Pernambuco, Raquel Lyra, aimed at raising awareness for the creation of the state's first Integrated Assistance Center within the parameters of Childhood Brasil and the Federal Government.

We also continued to develop our online advisory projects for the implementation of the Protected Listening Law in partnership with the InterCement Institute in Bodoquena (MS), Cajati (SP), and Campo Formoso (BA).



HOW WE WORK

Work generating national impact

INITIATIVES	BRAZILIAN STATES	COVERAGE IN BRAZIL (%)
On the Right Track Program	16	59%
Major Infrastructure Program	8	30%
Network Protection Program	13	48%
Justice Program (Implementation of the Law)	10	37%
Justice Program (Special Testimony)	27	100%
Tourism Program	20	74%





ADVOCACY ON MAY 18TH IN BRASÍLIA (DF)

A historic day for Brazil

We actively participated in the great act in allusion to the National Day to Fight Sexual Abuse and Exploitation of Children and Adolescents held at the Palácio do Planalto, in Brasilia. Together with the Federal Government and other organized civil society entities, we signed a protocol of actions for the resumption of important initiatives that were stopped, in addition to the launch of new proposals.

There, we were invited to join the Intersectoral Commission to Fight Sexual Violence Against Children and Adolescents. We also contributed to the construction of the National Plan to Fight Sexual Violence and the first draft of the Decree regulating the Protected Listening Law. We also discussed the Code and Guidelines of Ethical Conduct for the protection of children and adolescents in the sectors of civil construction, tourism, major events, among others.



• **Intersectoral Commission to Fight Sexual Violence**

2023 also marked the resumption of the Intersectoral Commission to Fight Sexual Violence. Within the Commission, we articulate the strengthening of ongoing actions and the development of new public policies to tackle sexual violence against children and adolescents with the Ministries and the Justice System.

• **National Pact for the Implementation of Law**

Another important milestone was the resumption of the National Pact for the Implementation of the Protected Listening Law (13,431/2017), which aims to ensure the establishment of such legislation at the municipal, state,

and national levels, offering guidelines for states and municipalities to implement the measure. For us, the resumption of the Pact means advancing the political agenda of a priority topic for the protection of children and adolescents who are victims or witnesses of violence, ensuring uniformity and standards regarding assisting these victims in any instance of the Protection Network.

• **Protocol of Intent with the Ministry of Human Rights and Citizenship (MDHC)**

During the ceremony at Palácio do Planalto, a Protocol of Intent was also signed between the MDHC and Childhood Brasil, aimed at strengthening the prevention and fight

against sexual violence against children and adolescents, engaged with the private sector. The Protocol has a duration of four years and can be extended.

The agreement includes the creation of working groups to develop specific actions, such as reviewing stopping points for road transport professionals, support to the Federal Highway Police, collaboration in projects to prevent and fight sexual exploitation, reviewing SABE assistance application on Disque 100, among others.



OUT OF THE SHADOWS

We coordinated an unprecedented report on prevention and responses to **sexual violence against children and adolescents** in several countries

Developed by the Economist Impact, the [Out of the Shadows Index survey](#) mapped the performance of 60 countries in tackling sexual violence against children and adolescents in order to recommend actions to obtain a complete approach to confronting this violence.

Within the Brazilian territory, we were responsible for preparing the national version of the synthesis report and its dissemination throughout the country. The launch was held within the agenda of activities of the Federal Government's May 18th Week, in Brasília, with the participation of different members of the State and organized civil society. It was such a success that, in May alone, there were more than 300 mentions about such unprecedented research in the press.

The report, which was funded by Ignite Philanthropy, presents a global assessment of how several countries have been responding to the issue of sexual violence

against children and adolescents, as they seek to implement the SDGs (United Nations Sustainable Development Goals) in two central pillars: (1) prevention actions and (2) responses to violence.

Brazil scored well in the field of responses, rising two positions in the global ranking, going from 13th to 11th. This is also an important measure of the impact Childhood Brasil's work has to implement Law No. 13,431/2017 in the national territory.

However, the country needs to make progress in the field of prevention, particularly with regard to specific legislation on territorial jurisdiction; legislation to support victims; norms for the application of legislation according to Indigenous customs and traditions; programs and services for perpetrators of violence, and programs to reduce poverty and inequalities.



OUT OF THE SHADOWS

Successful repercussion!

CAUSAS DO ANO

Brasil sobe em ranking de combate a violência sexual contra crianças, mas falha na prevenção

País ficou em 11º lugar entre 60 países no Índice Fora das Sombras, que analisa leis, políticas e serviços governamentais





JUSTICE PROGRAM

Municipality of Vitória da Conquista (BA) launches a step-by-step guide on the implementation of the **Protected Listening Law**

Since 2019, we have been supporting the municipality of Vitória da Conquista in order to make it a reference for other Brazilian municipalities.

In September, in partnership with the City Government of Vitória da Conquista, we launched three important documents derived from our work:

- Analysis of the Situation of the Response Status to Violence Against Children and Adolescents in the Municipality of Vitória da Conquista

- Manual of the Integrated Assistance Flow for Children and Adolescents who are Victims or Witnesses of Violence in Vitória da Conquista - Bahia State
- Integrated Unified Assistance Protocol for Children and Adolescents who are Victims or Witnesses of Violence

On the occasion, in addition to state and municipal authorities and international organizations, the executive director of Childhood Brasil, Laís Peretto, and the Advocacy superintendent, Itamar Gonçalves, were present.



Laís Peretto, executive director of Childhood Brasil; Sheila Lemos, mayor of Vitória da Conquista (BA); and Rosana Vega, representative of UNICEF.



Itamar Batista Gonçalves, Advocacy Superintendent at Childhood Brasil, during an agenda at the Integrated Assistance Center in Vitória da Conquista (BA).



JUSTICE PROGRAM

The Complex

The Protected Listening Complex in Vitória da Conquista, inaugurated on August 27th, 2021, has already held more than 200 special testimony hearings and has become a reference for other regions in Brazil.

Based on the results achieved in such municipality in



Bahia, we want to take this example to other cities, and even other countries that are also signatories to the Convention on the Rights of the Child.

Partnership with the Federal Government

In 2023, the Justice Program continued its actions with the Federal Government, intended to leverage the implementation of the Protected Listening Law in Brazilian municipalities.

To this end, we have completed the publication of the Guiding Document entitled in literal translation “Network protection: The implementation of Integrated Assistance Centers in Brazil from the perspective of Law No. 13,431/2017,” which provides interested professionals with technical guidance to create and implement Integrated Assistance Centers.

[Click here to access.](#)

We also completed and sent to the National Secretariat for the Rights of Children and Adolescents some Models of Architectural Plans for the construction of such venues in the municipalities in three sizes: small, medium, and large. In this manual, there is also a list of the furniture that must be implemented. The manual can be fully read by [clicking here.](#)

Also as a result of the cooperation with the Federal Government, we delivered the publication entitled in literal translation “Specialized Listening Guide: Ethical and Protocol Concepts and Procedures.”

In a pioneering way, we presented a set of scripts that should be used for the best interaction with victims and witnesses from the moment of revelation of violence, bringing a set of technical procedures that should be adopted by professionals.

In this material, it is also possible to access technical guidance on how professionals should act in cases of suspected violence against children and adolescents.

To be more emblematic, the deliverable and the launch took place on May 18th, in Brasília (DF), during a joint act of the Federal Government and organized civil society.

[Click here to check out the publication.](#)





NETWORK PROTECTION PROGRAM

Neide Castanha Award

We won the Neide Castanha Award, which honors personalities and institutions that stand out in the defense of the rights of children and adolescents, in the “Digital Communication” category, with the #AtHomeWithoutViolence campaign.

The initiative, which has been taking place since 2021, is part of the “Growing Up Without Violence” project, carried out in partnership with the Roberto Marinho Foundation, Canal Futura, and UNICEF Brasil, and is aimed at mobilizing, preventing, and raising awareness about issues related to the protection of

children and adolescents by distributing information cards, comic books, booklets, and videos.

The videos were also screened at the 2023 Sex Education Film Festival and at the Official Exhibition of the Science Film Festival.

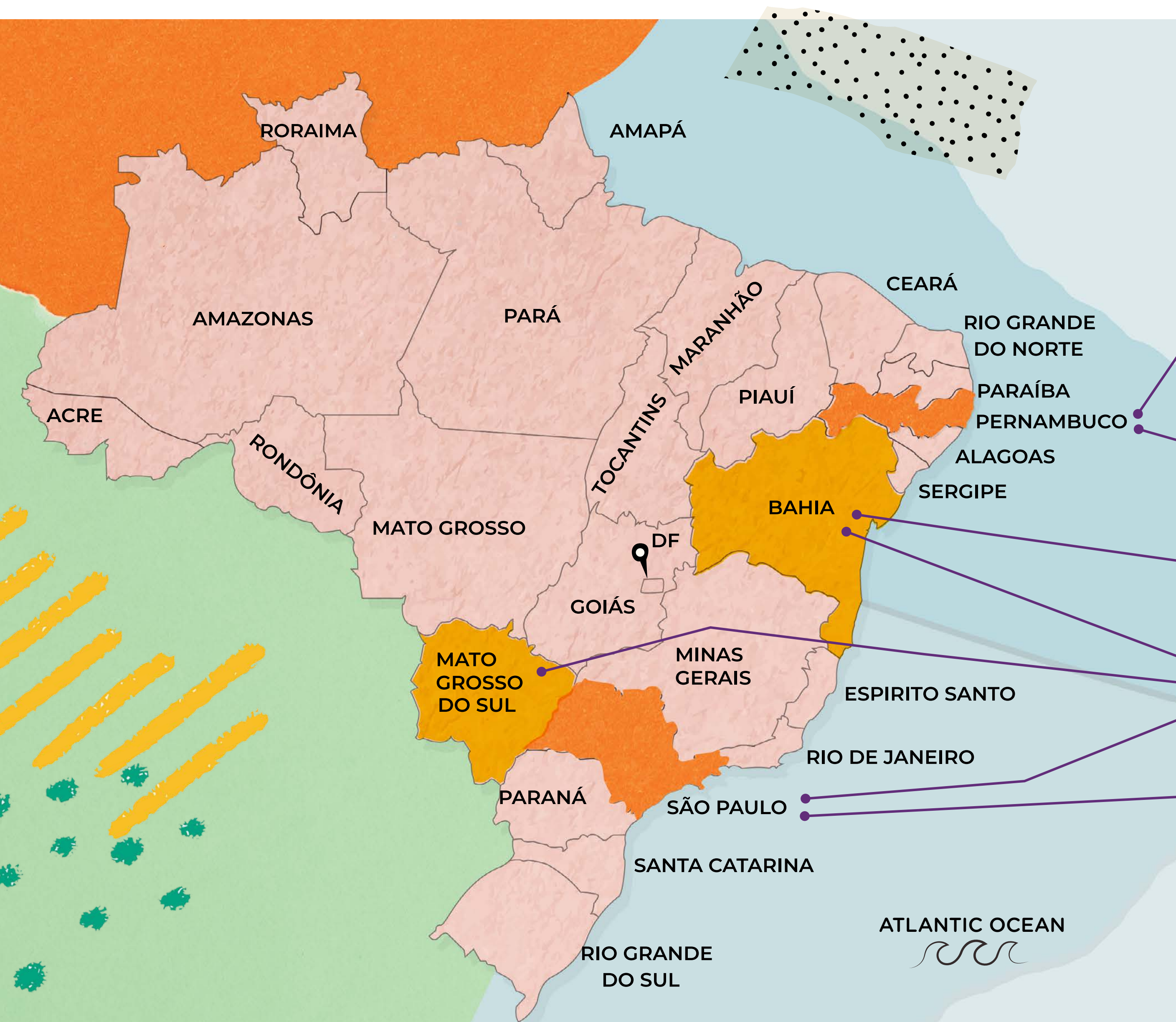
Representatives of the partner organizations – Childhood Brasil, Canal Futura and UNICEF – during the Neide Castanha Award ceremony at the House of Representatives, in Brasília (DF).



Representantes das organizações parceiras Childhood Brasil, Canal Futura e Unicef, durante a cerimônia do Prêmio Neide Castanha na Câmara dos Deputados, em Brasília (DF).



Partner municipalities in the implementation of Law No. 13,431/2017



RECIFE (PE):

We had the opportunity to hold discussions with the secretary of Social Development of Recife, Ana Rita Suassuna, in order to update the implementation process of the Protected Listening Law, such as the integrated flows and technical procedures recommended by the Law No. 13,431/2017.

OLINDA (PE) E CABO DE SANTO AGOSTINHO (PE):

We concluded the systematization of the situation analysis of the response status to violence; a manual of the integrated assistance flow for children and adolescents; and the unified protocol.

VITÓRIA DA CONQUISTA (BA):

Concluimos a sistematização da análise de situação do status das respostas às violências; um manual do fluxo de atendimento integrado de crianças e adolescentes; e o protocolo unificado.

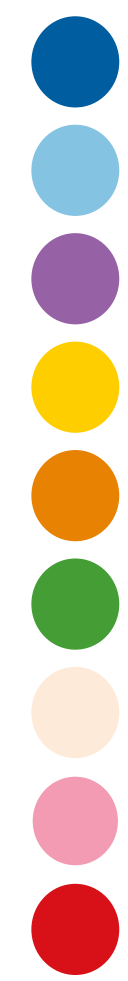
CAMPO FORMOSO (BA), CAJATI (SP) E BODOQUENA (MS):

Actions developed in partnership with the InterCement Institute for the implementation of the Protected Listening Law (Law No. 13,431/2017).

CAMPINAS (SP):

In partnership with the city government of Campinas, the Municipal Council for the Rights of Children and Adolescents, and the FEAC Foundation, on March 3rd, we promoted a seminar in the city on the importance of protecting children and adolescents after the revelation of a violence suffered. The event was attended by 96 professionals who work in the protection of children and adolescents.

After the seminar, we conducted an extensive work of mapping the flows practiced in municipalities prior to the Protected Listening Law. Then, we prepared the integrated assistance flows.



Private Sector



ON THE RIGHT TRACK PROGRAM

Including the cause in the corporate **ESG Agenda** is our commitment!

One year away from reaching the age of majority, the On the Right Track Program (OTRTP) has taken significant steps to include the protection of children and adolescents against sexual exploitation in the private sector's ESG Agenda. The acronym ESG, which stands for Environmental, Social and Governance, refers to a set of good practices that guides companies and organizations in the search for a balance between financial success and the positive impact on their operations.

In this 17th year, we reinforced more than ever the need for joint efforts between companies, governments, and civil society, in the Circle of Protection, to prevent and tackle the SECA.

In 2023, the Inspiration on the Right Track was one of the main highlights of the OTRTP. Based on this initiative, we promoted several meetings for the participating companies to present their cases when tackling the SECA. More than a reference, those cases demonstrate the effort, commitment, and dedication of the business sector to our cause.

Another valuable achievement was the completion of the cycle of tracks of Together On The Right Track - a virtual learning environment for male and female truck drivers. With the growing number of users, we reinforced the connection and care for these essential professionals as protection agents of children and adolescents.

PROGRAMA
NA MÃO
CERTA



MOBILIZATION OF SECTORAL ENTITIES

Corporate entities play a very special role undertaking a mission in the Circle of Protection by expanding, among their members, the collective potential for preventing and tackling the SECA.

In recognition of this fundamental contribution, the OTRTP intensified the relationship with such entities, supporting and developing sensitization and engagement initiatives.



ON THE RIGHT TRACK PROGRAM

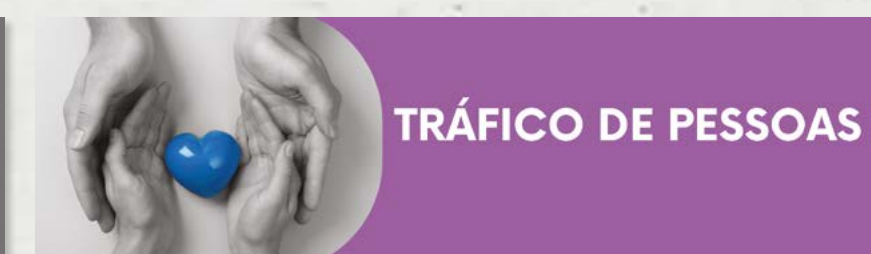
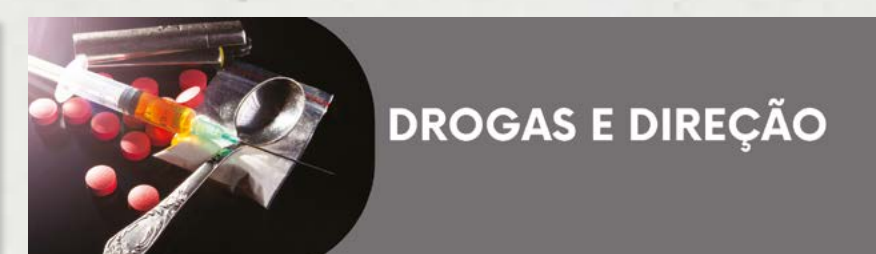
Together On The Right Track: 150% growth

Together On The Right Track can be accessed quickly, conveniently and from anywhere on your smartphone, tablet, desktop, or laptop.

With the launch of the track **“Take care of your finances at home and on the track,”** the OTRTP concluded the series of 12 tracks of Together On The Right Track – a virtual learning environment available exclusively to male and female truck drivers from participating companies.

Originated in 2021, the results of this Continuing Education initiative are impressive. Supported by companies and drivers, the platform has been gaining new users every day. By the end of 2023, we had reached more than 15,000 users, and 93% completed the tracks accessed.

The tracks address topics of interest to male and female truck drivers, such as well-being, emotional health, and family life, and reinforce messages about the role of truck drivers as protection agents. At the end of each track, a certificate of completion is issued.





ON THE RIGHT TRACK PROGRAM

Inspiration on the Right Track: Absolute commitment to the cause

The OTRTP is the greatest proof that, without the private sector, we fail to guarantee a childhood and adolescence free from sexual exploitation.

Thinking about an environment for connection and interaction between companies, in 2023, we created Inspiration on the Right Track - a meeting to present strategies to advance business commitments in favor of the protection of girls and boys.

There, companies present their cases - successful experiences - to organizations. This movement is essential for other companies to improve or initiate actions to tackle sexual exploitation.

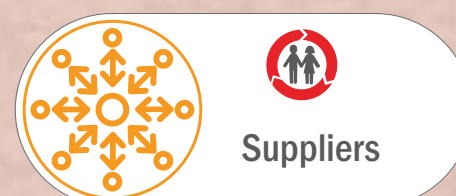
Cases are the result of the participation of the OTRTP's sponsoring companies during the annual cycles of the On the Right Track Communities - regular meetings to promote innovation and collective learning for the development of engagement strategies for the stakeholders of each company, as shown in the illustration herein:

ON THE RIGHT TRACK MOVIE CIRCLE: REFLECTIONS, DEBATES, AND AWARDS

Almost 16,000 employees from 84 OTRTP's participating companies were positively impacted by the exhibition of the film "I Have a Voice" (learn more about the film on [page 44](#)).



Eletrobras
Furnas
RD
Rondonaves
Sada



InterCement
Brasil
Raízen



Amaggi
(FALM)
Dexco

HIT THE ROAD ON THE RIGHT TRACK IS ON AIR!

Ambassador of the OTRTP for 12 years, journalist and radio host Pedro Trucão articulated an important environment to spread our actions. Since October, we can tune in to Massa FM Radio Station to follow Hit the Road On The Right Track, in literal translation, which airs every Friday at 4:50 am.

The show features interviews about preventing and tackling the SECA and is supported by the Solange Massa Institute, a social initiative of the Massa Group.





ON THE RIGHT TRACK PROGRAM

The Annual Meeting

The 17th On the Right Track Annual Meeting brought together companies, corporate entities, governments, and society. During the three-hour event, the importance of implementing a public policy in the country to expand business activities in the protection of children and adolescents was highlighted.

Maintaining the Program's commitment to the appreciation and quality of life of road freight transport professionals, the Annual Meeting ended the day with a tribute to all the drivers present.





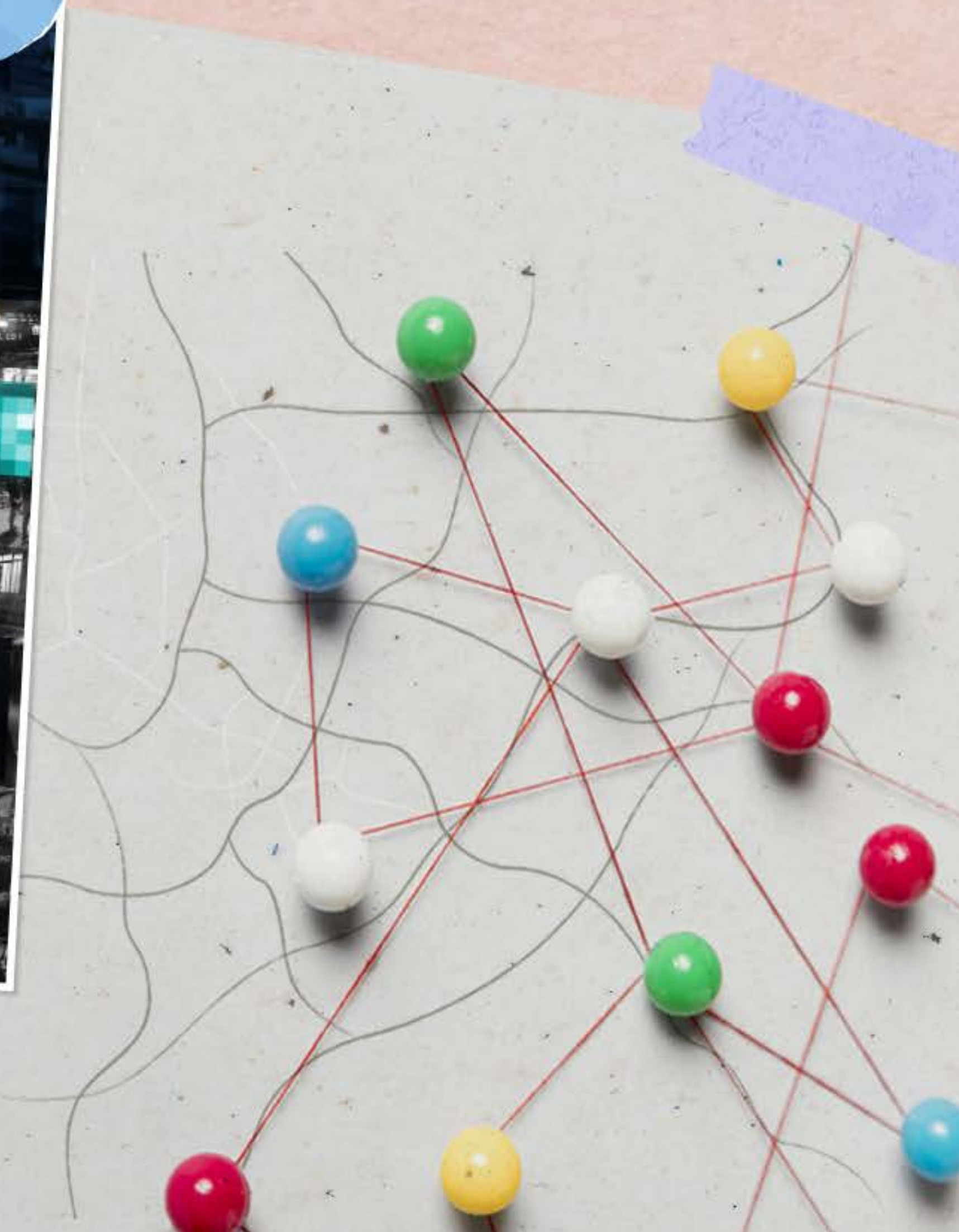
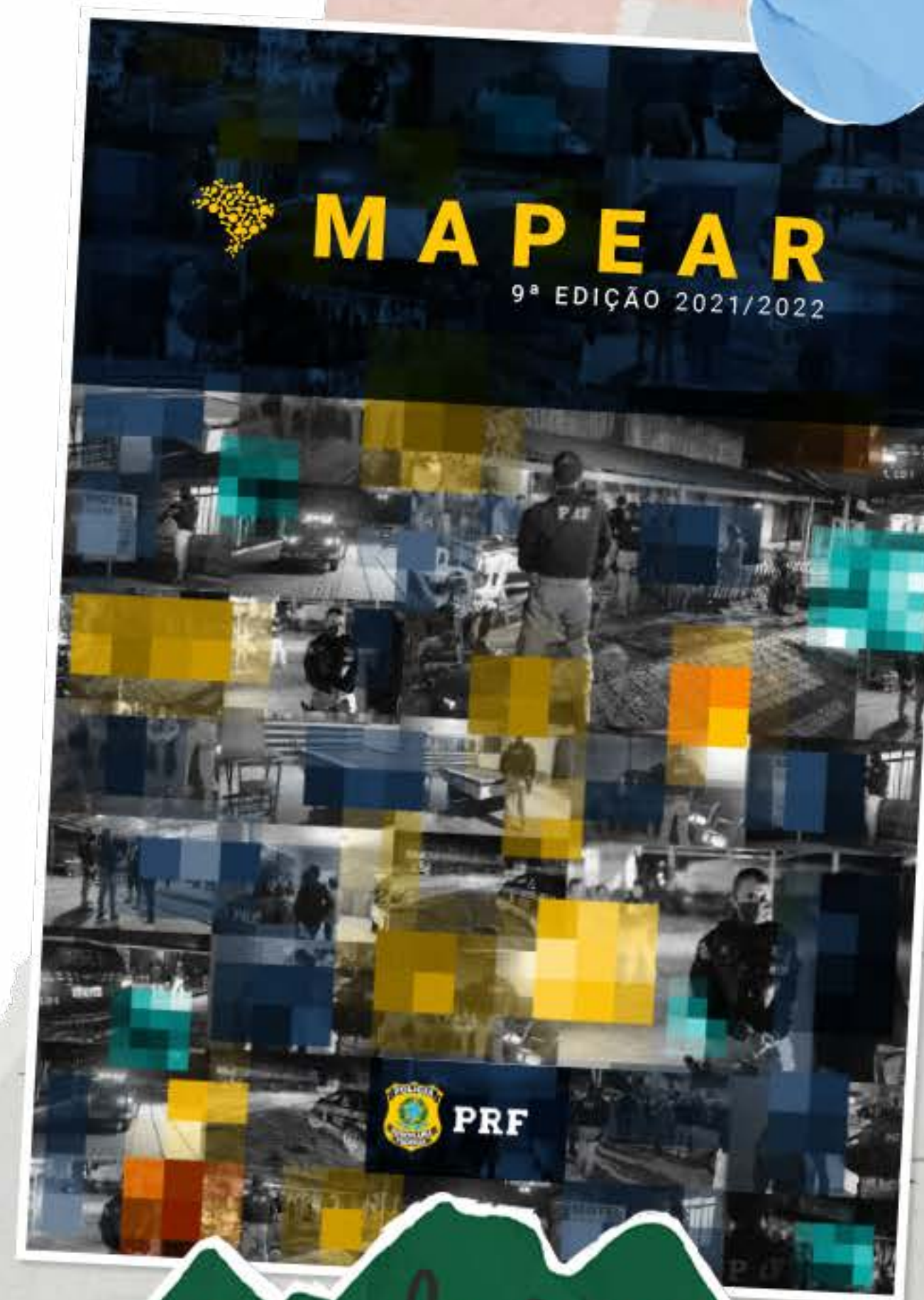
ON THE RIGHT TRACK PROGRAM

Mapping Project: Unique in Brazil

The Mapping Project is the main initiative of the Technical Cooperation Agreement between Childhood Brasil and the Federal Highway Police.

Based on georeferenced data, the project directs points vulnerable to the sexual exploitation of children and adolescents on federal highways to the intelligence and operations of the Federal Highway Police, enabling them to act before crimes occur.

For the OTRTP's participating companies, Mapping is a strategic tool, as it guides the mitigation of risks of SECA in freight transport and logistics operations - a ways under total secrecy and confidentiality regarding the location of the points.





ON THE RIGHT TRACK PROGRAM

Projects that generate impact

Among our various fronts, we are constantly encouraging sponsoring companies to invest in projects to expand the potential for positive impact on the communities where they operate.

Learn more about the initiatives of the companies that have expanded their participation in the On the Right Track Program:

AMAGGI and FALM

A participant in the OTRTP since 2014, AMAGGI started a social investment strategy in 2020. Since then, we have worked with the André and Lucia Maggi Foundation (FALM) in Itacoatiara (AM).

The project with FALM has already gone through distinct stages of intervention, including:

- Appointment of the Municipal Committee for Fighting Violence against Children and Adolescents
- Creation, implementation, and monitoring of flows and protocols for the implementation of Law No. 13,431/2017 together with the Protection Network

- Preparation of the Municipal Plan for Fighting Violence against Children and Adolescents in Itacoatiara, which will be finished in 2024

All these advances in the transformation of the local territory make the project a true successful case.

CARGILL - Arco Norte Project

Since 2007 in the OTRTP, CARGILL was the first agribusiness company to participate in the program. But it was in 2021 that we took a major step - the creation of the Arco Norte Project, aimed at investing in the prevention and tackling of SVCA. The initiative encompasses the municipalities of Abaetetuba (PA), Santarém (PA), and Porto Velho (RO).

In 2023, efforts were directed to the municipality of Porto Velho after the situational diagnosis, a tool that identifies potentialities and vulnerabilities of the Protection Networks that make up the System for the Protection of Rights of Children and Adolescents focusing on SVCA.



ON THE RIGHT TRACK PROGRAM

GIZ and YARA Brasil

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), a private company whose main shareholder is the German federal government, sought Childhood Brasil to develop a joint project with YARA Brasil, a global company specialized in agricultural products, which started participating in the On the Right Track Program in 2023.

The first step of such partnership was to conduct the situational diagnosis of the SVCA scenario, focusing on the SECA, in Cubatão (SP), to survey the risks and vulnerabilities of the municipality's Protection Network. The diagnosis was conducted in the second half of 2023, and the results followed by recommendations will be presented in 2024.

InterCement - Growing Up Without Violence

A pioneer of the OTRTP since 2007, InterCement set as a strategic action, in 2023, the support for public schools in the municipalities of Apiaí (SP) and Santana do Paraíso (MG).

Such support consisted of training professionals from the Protection Network in the "Growing Up without Violence" workshops, which certified 47 participants, including teachers and public officials, on the prevention and tackling of violence against children and adolescents, with an emphasis on sexual violence.

VIRACOPOS

Since the beginning of its participation in the OTRTP in 2020, Aeroportos Brasil Viracopos S/A has conducted actions in the Campinas International Airport complex to sensitize and inform about the protection of children and adolescents against sexual exploitation.

With a pilot project in mind, the work front was expanded and now integrates actions to prevent human trafficking, focusing on sexual exploitation, in partnership with the Brazilian Association for the Defense of Women, Children and Youth (ASBRAD).

In 2023, the "Embarque Coração Azul" campaign made passengers and employees of the airport community aware of the existence of such violence, as well as risks, signs, and ways to report human trafficking.





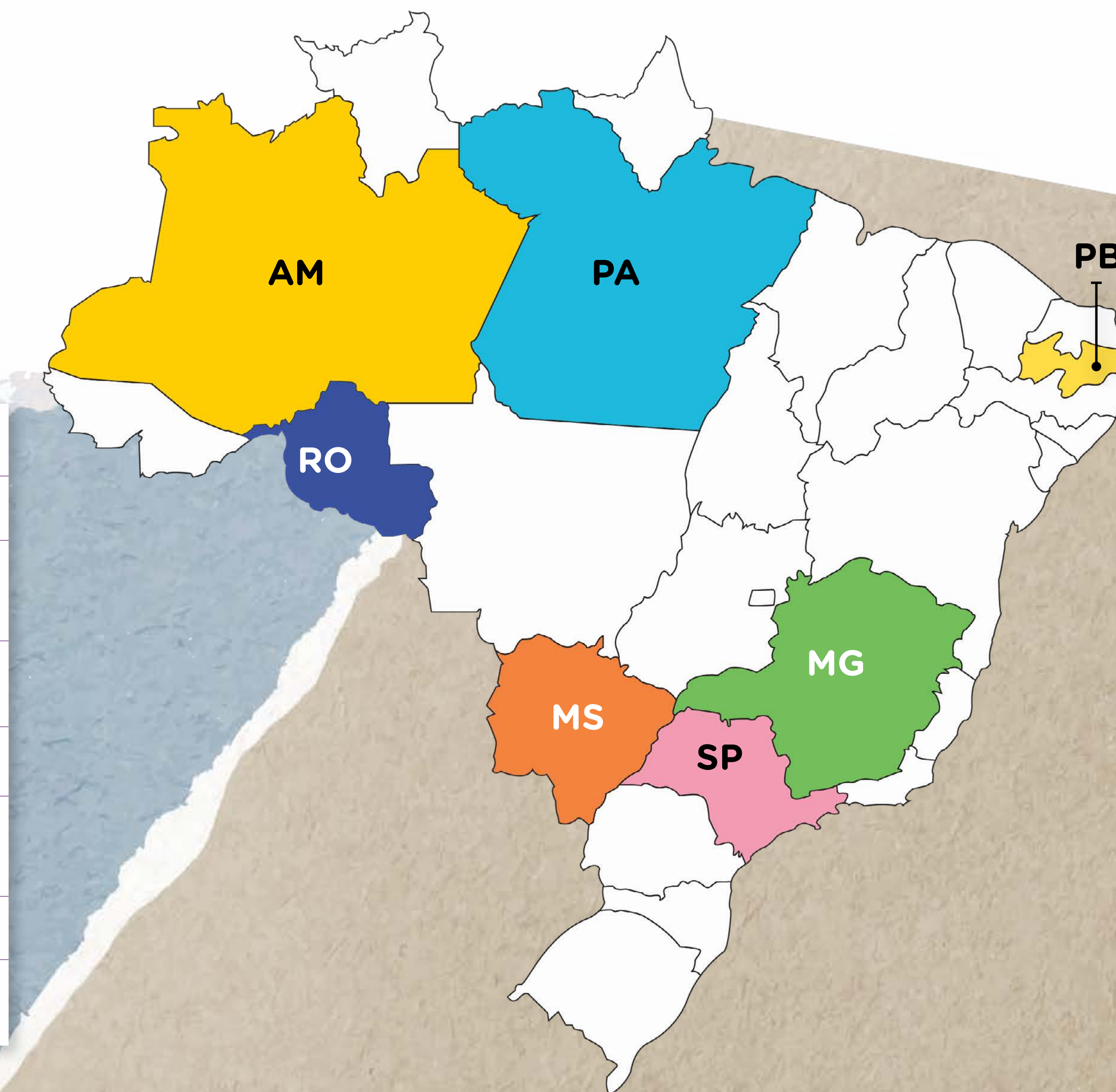
On the **Right Track Program** in numbers:





ON THE RIGHT TRACK PROGRAM

Municipalities impacted by the OTRTP and MIP projects and advisory in 2023



BRAZILIAN STATES	MUNICIPALITIES
Amazonas	Itacoatiara
Mato Grosso do Sul	Angélica - Ivinhema - Novo Horizonte do Sul - Ribas do Rio Pardo
Minas Gerais	Santana do Paraíso - Araguari - Indianópolis - Arinos
Pará	Abaetetuba - Santarém
Paraíba	Picuí - Pedra Lavrada - Baraúna - Nova Palmeira - São Vicente do Seridó
Rondônia	Porto Velho
São Paulo	Cubatão - Apiaí - Barra Bonita - Guariba - Valparaíso - Campinas



MAJOR INFRASTRUCTURE PROGRAM

MIP: Technology and innovation

2023 translated into evolution for the **Major Infrastructure Program (MIP)** based on the construction of a social technology that can reach different audiences. With such technology, it is possible to generate a positive impact on the surroundings of the construction sites, in addition to leaving a post-construction legacy for the protection of children and adolescents.

Last year, we further strengthened the relationship with the companies we have advised, making it possible to start the collaboration before the start of the work.

Throughout the period of joint efforts, we promoted an intense relationship with the company's leaders and employees, as well as with the suppliers and representatives of the public services that make up the Protection Network of Children and Adolescents in the municipalities where the undertakings are located.

The MIP methodology is the main distinction, as it provides for two work fronts: "intramural," which mobilizes the company and its leaders, suppliers, and workers; and "extramural," which articulates the SPRCA and the community for an intersectoral initiative in the impacted territories.

Thus, our work does not stop when the construction work ends. After the demobilization, we keep on training the team that will remain in the operation to continue working on the cause.

Learn more about MIP's projects:

ADECOAGRO

Since 2022, Adecoagro, a food and renewable energy producer, has been a partner of the MIP in the municipalities of Angélica, Ivinhema, and Novo Horizonte do Sul, all located in the state of Mato Grosso do Sul.

In 2023, we continued our advisory for the project to strengthen the Protection Network of the three municipalities. Thus, we promoted meetings with the coordinators of the Municipal Councils for the Rights of Children and Adolescents to come to an agreement on the commitments of the work plan.

In 2024, the project will continue with theoretical-conceptual training stages for professionals in Protection Networks through the Protected Listening training course on the





MAJOR INFRASTRUCTURE PROGRAM

online platform of the Corporate University of Brazil (UCORP), and the construction of flows and protocols in the service network by training multipliers who will be responsible for the implementation.

LD CELULOSE

In 2023, the undertaking entered the process of demobilization of the construction work, which began in 2019. It is about the LD Celulose mill in the Triângulo Mineiro region (west of the State of Minas Gerais), with an area of direct influence in the municipalities of Araguari, Estrela do Sul, and Indianópolis - in the state of Minas Gerais.

During a three-year journey of partnership, in the midst of the COVID-19 pandemic period, we conducted intramural and extramural actions, and we were challenged to adapt all sensitization and training methodologies to the virtual environment.

During the demobilization phase of the construction work and the start of operations of the mill, LD Celulose has been continuing the actions with the municipalities of Araguari and Indianópolis with our support, working on the training of Protection Network professionals and in the recomposition of the Municipal Committees for Fighting Violence against Children and Adolescents, in

addition to holding two in-person workshops on Law No. 13,431/2017 and much more.

SUZANO: AGENT FOR GOOD

In 2021, Suzano started work on a new manufacturing unit in Ribas do Rio Pardo (MS). Because of this, we were contacted for advisory, through the MIP, on the Cerrado Project.

Within the Cerrado Project, Suzano, with the support of our advisory, conducted a surprising articulation to mobilize its supplier companies. As a result of such articulation, 15 companies were sensitized to work in favor of the protection of children, adolescents, and women.

As a result, more than 50 multipliers were trained in order to collaborate as spokespersons, promoting information and guidance, in addition to sensitively listening to others during dialogues, actions that are fundamental for the creation of an environment of trust among those involved.

In 2023, we made a situational diagnosis of the scenario of violence against children, adolescents, and women, which later evolved into a set of recommendations based on the needs of the territory.

Among the recommendations, a highlight to the implementation of Law No. 13,431/2017 (Protected Listening) and, as a first step after diagnosis, we supported the process of composition of the Municipal Committee for Fighting Violence against Children and Adolescents, which will continue their activities in 2024.





MAJOR INFRASTRUCTURE PROGRAM

Modular MIP: Agility in corporate training

The Modular MIP is a more agile advisory aimed at promoting the autonomy of companies in the prevention and tackling of the SECA, positioning the cause as a value in business management and, at the same time, creating action plans for corporate work and construction site work.

This MIP modality prioritizes the preparation of the corporate team that is related to the company's construction works, and has a smaller presence at construction sites and municipalities. For such, it has three independent and complementary modules: Protection, Impact, and Suppliers.

Learn more about our Modular Advisory MIP journey:

PROTECTION MODULE

The company signs a public commitment to the protection of children and adolescents against sexual exploitation and takes an institutional position in the organizational culture, policies and management, and monitors performance through risk prevention and mitigation actions in the company's operations.

IMPACT MODULE

The company becomes aware, before the beginning of the works, through a mapping, of the risk factors and the scenario of vulnerability to sexual violence against children and adolescents in the municipalities impacted by the undertaking.

SUPPLIERS MODULE

The company promotes sensitization and engagement among suppliers, highlighting the prevention of SECA to strengthen management practices and relationship with suppliers aligned with the ESG Agenda.



MAJOR INFRASTRUCTURE PROGRAM

CTG BRASIL

CTG Brasil, a Chinese company and a global leader in producing clean energy with investments in hydroelectric power plants and wind farms, has started a partnership with Childhood Brasil in the Protection Module of the Major Infrastructure Program, which aims to position the company, through the signing of the Public and Voluntary Commitment, to work for the prevention and mitigation of risks of sexual exploitation of children and adolescents in the areas of direct influence of their construction sites. CTG Brasil established the Multi-Area Steering Committee, which participated in training workshops and created a corporate action plan.

For 2024, the following actions are planned: Conducting educational workshops for multipliers, with workers, to prevent and tackle the sexual exploitation of children and adolescents, and spreading the word about the cause at the construction site with the launch of the “Prevention Program on Sexual Exploitation of Children and Adolescents”, through an employee communication campaign.

RAÍZEN

Raízen, one of the most competitive energy companies in the world, has a unique operating model and is present from end to end. The company produces sugar, ethanol, fuels, and bioenergy. As a participant in the On the Right Track Program since 2018, the company identified the need to expand its partnership with Childhood Brasil based on the Advisory Modular MIP methodology.

Aware of the impacts caused on the construction sites of second generation ethanol (E2G) plants related to preventing and tackling the sexual exploitation of children and adolescents, we suggested a pilot project in three construction sites located in the following municipalities of the state of São Paulo: Barra Bonita, Guariba, and Valparaíso.

For this project, we applied the Protection, Impact,

and Suppliers modules concomitantly.

In addition to the combo already provided for in the Protection module, we held educational workshops for multipliers who work at the construction sites of Barra Bonita and Valparaíso to prevent and tackle the SECA, in order to implement the action plan and spread the word about the cause at the sites.

In the Impact module, we mapped the undertakings located in the three municipalities to identify the risk factors behind the sexual exploitation of children and adolescents, providing managers with a tool to mitigate the risks found.

In 2024, we will hold the Suppliers Module intended to mobilize and engage Raízen’s value chain, considering the main suppliers involved in E2G works.

SIEMENS ENERGY

Siemens Energy, a company that builds conventional and renewable energy systems, sought advisory from Childhood Brasil in 2022, motivated by the commitment made through its client, Suzano, in the Cerrado Project.

Engaged and motivated, the company took on the partnership through the Protection Module, advancing with the sensitization of leaders and the review of corporate policies.

It also formed the Multi-Area Steering Committee, which led the company to look within its walls and to structure governance and communication, positioning the prevention and tackling of the sexual exploitation of children and adolescents in a cross-sectional way in its business. With our advisory, they prepared the corporate action plan and construction work plan, using monitoring and indicators. A team of multipliers was formed to implement the action plan and spread the word about the cause at the construction sites of different works of the company.



PARTNERSHIP WITH THE HOTEL INDUSTRY

Aware hotel industry

Atlantica Hotels International (AHI)

Aware of the risks that the hotel industry presents when it comes to the SECA, the partnership between Childhood Brasil and the administrator of hospitality facilities Atlantica Hotels International (AHI) turned 18 with a historical legacy of engaging all employees and guests with information and guidance campaigns for the protection of children and adolescents.

Through the AJA Program, launched in 2022, the company's partnership with Childhood Brasil has taken an important positioning in the field of social responsibility. Last year, the program promoted the internal marketing campaign "Not seeing, not hearing, not talking about it is not a choice" for the hotel chain's employees.

Among the actions planned by the campaign, seven thematic webinars were held that addressed several topics about the cause.

In addition to engaging their employees, AHI informs their guests about the risks of the sexual exploitation of children and adolescents, communicates about the reporting hotline if they suspect a SECA situation, and encourages donations to Childhood Brasil.

Aldan Group

Since 2005, the Aldan Group, administrator of the George V Alto de Pinheiros and Casa Branca hotels, located in São Paulo (SP), is a partner of Childhood Brasil through the Tourism Program.

The initiative informs hotel employees about the SECA and sensitizes people on the importance of protection. Engaged, these professionals become multipliers: expanding contact with guests, explaining to them about the risks of involvement, and inviting them to make donations at check-out, providing financial support for our work.

In 2023, Aldan revisited its communication strategy in the development with its employees and guests, reinforcing the importance of protecting children and adolescents against sexual exploitation. In addition to reviewing their communication materials, Aldan promoted three meetings to raise awareness among employees.





Civil Society





ARTICULATION TO TACKLE OSV

Navigate Safely

[Navigate Safely](#) was born in 2006 intended to provide guidance so that children and adolescents can safely navigate the internet, and, at the same time, see it as an environment for learning and respectful interaction.

In 2023, the content and format were updated to a 100% digital platform, aimed at promoting access to quality information contextualized to the realities of various family nuclei, with approaches to central themes on the relationship in the virtual universe focusing on sexual violence.

The new format is structured in five pillars with themes based on real cases and tips on books and movies.

The relaunch of the new edition took place at the 5th International Meeting on the Use of Information Technologies by Children and Adolescents/Young Adults, on June 7th, in Rio de Janeiro (RJ).



1. Society and Digitalization



2. Daily Life and Technology



3. Hazards, Risks, and Damages



4. Sexuality and Violence



5. Parental Mediation



COMMUNICATIONS

Excel with multiple childhoods

Childhoods in the plural form! Children of different ethnicities and races, places and accents, shy or outgoing - all deserve to be protected and respected. Thinking about this plurality that must always be evident, in May,

Childhood Brasil reinforced the beauty of the various childhoods with the campaign “Excel with Multiple Childhoods.”

The series of illustrations sought to represent the different realities of childhood and adolescence in our country, taking into account that everyone should have the same conditions of access to health, education, dignity, and respect.

The initiative was part of the national mobilization campaign “Excel - Protect our children and adolescents,” which annually calls on society to its role of protecting, preventing, and tackling the sexual violence against children and adolescents in Brazil.





COMMUNICATIONS

33 years of the Child and Adolescent Statute!

In 2023, the Child and Adolescent Statute (ECA) turned 33. Due to this fundamental legal framework for advances in defending the rights of children and adolescents in Brazil, they began to be considered right-holders with absolute priority.

To celebrate such date, we produced the video “I Have a Voice”, which had the participation of five children representing the various childhoods in Brazil. The work aimed to reinforce the importance of everyone having

the right to participate, as a turn to talk, give their opinions, be heard and respected.

In the video, we highlighted some rights conquered after the implementation of the Child and Adolescent Statute over more than three decades of existence, such as the creation of the Child Protection Council, the heel prick test, social and educational measures, and prenatal care.

The video was shared on all channels of the organization.





COMMUNICATIONS

Launch of the “I Have a Voice” short film



Short film sponsored by Childhood Brasil, “I Have a Voice” tells the story of Gabi, a girl who suffered sexual abuse as a child. The production aims to raise awareness among the population about sexual abuse against children and adolescents and reinforces the need to break the culture of silence.

Based on an original song by Clara Verdier and Bibi Cavalcante, the work is a valuable tool to touch on a subject still considered taboo by much of Brazilian society.

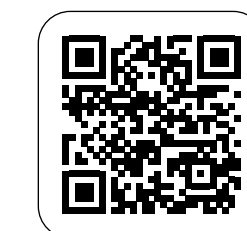
The short film was produced by Clara Verdier, Gustavo Cabral and Mauricio Rodrigues and directed by the duo Impalas - Barbara Ramos and Juliana Albuquerque.

To give even more visibility to the issue and reach a greater number of people, the pre-launch took place during the National Week to Fight Sexual Abuse and Exploitation, more specifically on May 15th. The venue chosen was Cinemateca Brasileira, in São Paulo (SP).

The occasion was attended by 150 guests, including journalists, influencers, partners, cast, and technical team, and was followed by a debate on the cause.



On the 18th, the Museum of Image and Sound (MIS), in São Paulo, exhibited the work and promoted a conversation with the project team. On the date, the film’s trailer was also made available in more than 30 movie theaters of the Cinemark and Cinépolis chains. Posters for the short film were displayed on more than 250 street clocks in the cities of São Paulo (SP), Brasília (DF), and Rio de Janeiro (RJ).



Currently, the film is available in the Globoplay catalog.



COMMUNICATIONS

Social media: More than 33 million people reached

Sexual violence against children and adolescents is undoubtedly an uncomfortable and difficult subject to talk about. Therefore, we understand that the way of communicating makes a world of difference in reaching and engaging people towards the cause. Thus, we changed the art design by using stronger colors and children's doodles, as well as the way of telling stories. We believe that information and knowledge protect and, the more we talk about sexual violence, the more chances we will have to prevent the sexual abuse and exploitation of children and adolescents.

Below, you can find our main results on social media:

- In 2023, more than **33 million people** viewed Childhood Brasil's content on social media - **an 85% growth compared to 2022**;

- The number of people impacted was **168% higher** than that in the same period of 2022;

- On Facebook, we registered more than **191,000 followers**;
- We ended the year with more than **44,000 followers on Instagram** - a **65% growth compared to 2022**.

Source: META BUSINESS





PARTNERSHIP NETWORK

Partnership Network

To maximize our results, we work in partnership with other institutions and initiatives of civil society.

Get to know the key networks in which we participated in 2023 and their main lines of work.



Coalizão Brasileira pelo Fim da Violência contra Crianças e Adolescentes

BRAZILIAN COALITION FOR THE END OF VIOLENCE AGAINST CHILDREN AND ADOLESCENTS

Group formed by organizations, networks, and forums dedicated to the prevention and tackling of violence against children and adolescents. The group originated in late 2017, when it started to articulate the Federal Government's adherence to the UN's Global Partnership to End Violence Against Children.

In 2023, Childhood Brasil continued in the coordination committee, being responsible for the administrative management. The

articulation resulted in the renewal of the Brazilian Government's commitment to the Global Partnership to End Violence against Children and Adolescents.

The group also advocated for the budget legislation, with the articulation of the presentation of five text amendments to expand investments in prevention, two of which were approved in the Budget Guidelines Law.

The Coalition worked to spread knowledge and foster the use of evidence in public policies. It also conducted and supported several campaigns, in addition to the "#PreventionMatters" petition, which gathered more than 20,000 signatures for the inclusion of violence prevention in the 2024-2027 Multiannual Plan.

THEMATIC NETWORK FOR THE PROTECTION OF THE RIGHTS OF CHILDREN AND ADOLESCENTS (TNPRCA)/GIFE

The TNPRCA was created to instigate and deepen the debate and joint efforts for the rights of children and adolescents, considering the potential for private social investment in projects by civil society organizations.

In 2023, Childhood Brasil continued working in the coordination committee of the Network, which carried out the "Research on Strengthening Councils and Funds for the Rights of Children and Adolescents."

The research identified the main challenges currently faced by the Municipal Councils for the Rights of Children and Adolescents, considering their importance for the formulation and control of public policies aimed at children and adolescents.

The results, organized by the five regions of Brazil, provide significant subsidies for companies' decision-making processes and encourage the creation of strengthening strategies and direct dialogue with the needs for these spaces for social participation.

[Access the survey here.](#)





PARTNERSHIP NETWORK

NATIONAL COMMITTEE FOR FIGHTING SEXUAL VIOLENCE AGAINST CHILDREN AND ADOLESCENTS

A technical partnership with the Committee for advocacy actions at the federal level. We advocated for the initiative mainly on the actions of May 18th, National Day on the Fight Against Sexual Abuse and Exploitation of Children and Adolescents, providing technical and structural support.

NATIONAL PACT FOR EARLY CHILDHOOD

The National Pact for Early Childhood brings together public sector entities and civil society organizations, especially players that make up the Protection Network in Brazil. The initiative was launched in 2019, intended to outlining a diagnosis of care for children aged 0 to 6 years old in the country and training professionals involved in the protection for the rights of the group. Childhood Brasil is a signatory to the Pact and works in partnership with other agencies and institutions.

NATIONAL PACT FOR THE IMPLEMENTATION OF LAW

Established in 2019, the National Pact for the Implementation of Law 13,431/2017 is an initiative that has the participation of various bodies of the Executive and Judiciary powers. Its objective is to ensure that the Protected Listening Law is implemented in the country, to prevent the revictimization of children and adolescents who are victims or witnesses of violence.

In 2022, we, as signatories of the pact, celebrated its renewal and continued to integrate joint actions for the effective assistance of the Protection Network for such population.

We also continued to make efforts to create new assistance venues and to prepare documents and training conducted by members of the Protection Network.

INTERSECTORAL COMMISSION TO FIGHT SEXUAL VIOLENCE AGAINST CHILDREN AND ADOLESCENTS

The Intersectoral Commission is one of the most significant steps to resume the agenda of tackling sexual violence against children and adolescents. It is about an instance that integrates different government sectors with civil society and the justice system, intended to work in an articulated way to tackle this form of violence.

The Commission is also the institutional environment for the preparation of the new National Plan to Fight Violence, to be conducted financially supported by the National Fund for the Rights of Children and Adolescents, approved by the National Council for the Rights of Children and Adolescents (Conanda), in April 2023.



FUNDRAISING CALENDAR

Mobilizar recursos para o fortalecimento da causa

II GOLF TOURNAMENT

On June 16th, 2023, the II Golf Tournament for a Better Brazil, in aid of Childhood Brasil, brought together 104 players, divided into 54 pairs, for a competition that raised funds for the implementation of our organization's programs and projects.

The event also had guests from partner companies for a brunch and talking circle about ESG, as well as a golf clinic followed by a mini tournament.



TANIA BULHÕES

At the end of the year, the tableware and haute perfumery brand Tânia Bulhões once again joined Childhood Brasil in support of the protection of thousands of children and adolescents. On November 22nd and 23rd, 10% of the total of all sales that were made in physical stores and on the brand's website was donated to the institution. Additionally, special events were organized in all Tânia Bulhões stores, in partnership with Childhood Brasil ambassadors and brand influencers throughout Brazil.



OPORTUNIDADE DO BEM

OPORTUNIDADE DO BEM

Since 2019, Oportunidade do Bem event donates 100% of its sales of clothing, footwear and accessories to social organizations and projects. In 2023, under the exclusive curatorship led by businesswoman Ana Eliza Setubal, Childhood Brasil benefited from a portion of the funds raised from the sale of fashion, accessories, decor, and homeware items in the two editions of its bazaar: "Soul do Bem", from April 11th to 14th, and "Natal do Bem", held from December 5th to 8th.



FUNDRAISING CALENDAR

An exhibition that brought together childhood and art

Care, security and protection. These three words were responsible for conducting the event “Art for the Protection of Childhood,” held between October 24th and 26th, in one of the most emblematic buildings in the capital of São Paulo: Casa Higienópolis. This first art event held by Childhood Brasil aimed at raising funds for the organization and sensitizing the audience towards our cause through arts.

In this venue built at the beginning of the last century and listed by a Historical Heritage, we gathered, under the curatorship of Ana Carolina Ralston and consultancy of Jacopo Crivelli Visconti, a selection of works of art that conveyed to the audience the pillars of our work. We believe that art is a crucial tool to tell difficult stories and discuss issues that are still a great taboo in Brazilian society. The event also dedicated spaces to the exhibition of jewelry, accessories, and fashion, which was curated by Marina Conde.

Those who were present also enjoyed guided tours on the floors of the house and had the opportunity to watch “I Have a Voice,” a short film that seeks to raise awareness on the importance of talking about and informing ourselves on the issue of sexual violence against children and adolescents.

On the last night of the event, a cocktail party was held with a live performance by Clara Verdier, producer and author of the song that gave rise to “I Have a Voice,” in addition to an auction of exclusive experiences.

The initiative had five supporters: Iguatemi in the master category; Rosana Camargo de Arruda Botelho, Scania and UBS in the silver category; and doTERRA in the bronze category.





Transparency



Financial Statements

Independent Auditor's Report on Financial Statements

WCF Institute - Brazil

STATEMENT OF FINANCIAL POSITION

December 31, 2023 and 2022

(in reais - R\$)

	Explanatory note	2023	2022
CURRENT ASSETS			
Cash and cash equivalents	3	1,960,658	2,086,673
Marketable securities	4	12,662,049	9,544,197
Accounts receivable		25,557	83,000
Other assets	5	395,401	1,600,114
Total current assets		15,043,665	13,313,984
NON-CURRENT ASSETS			
Property and equipment		42,669	44,110
Total non-current assets		42,669	44,110
TOTAL ASSETS		15,086,334	13,358,094
	Explanatory note	2022	2021
CURRENT LIABILITIES			
Trade accounts payable		217,544	221,592
Payroll and related charges	6	237,130	218,203
Taxes and contributions payable		69,485	60,171
Advanced funds	7	2,386,341	1,739,220
Total current liabilities		2,910,500	2,239,186
NON-CURRENT LIABILITIES			
Provision for contingencies	8	1,466,344	1,296,362
Total non-current liabilities		1,466,344	1,296,362
NET WORTH			
Net worth		10,709,490	9,822,546
TOTAL LIABILITIES AND NET WORTH		15,086,334	13,358,094

STATEMENT OF SURPLUS (DEFICIT)

Years ended December 31, 2023 and 2022

(in reais - R\$)

	Explanatory note	2023	2022
REVENUES			
Donations - Dinner Event Together for Childhood	9,4	-	4,423,681
Donations - On the Right Track Program	9,1	3,894,605	3,192,735
Donations - partnership with Atlantica Hotels International	9,2	166,183	106,025
Sundry donations and other projects	9,3	4,569,577	2,861,361
Other revenues - services provided	9,5	1,006,131	758,834
Other revenues - volunteer services (gratuities)	9,6	293,714	380,955
Total Revenues	9	9,930,210	11,723,590
OPERATING COSTS AND EXPENSES			
Project expenses		(5,260,958)	(4,095,408)
Expenses with resource mobilization		(1,271,157)	(1,599,207)
Volunteer services (gratuities)		(293,714)	(380,955)
Operating expenses		(1,315,240)	(1,003,731)
Administrative expenses		(1,364,798)	(850,591)
Communication expenses		(1,039,576)	(818,841)
Total operating costs and expenses	10	10,406,833	(8,748,733)
SURPLUS BEFORE FINANCIAL RESULT		(615,234)	2,974,856
FINANCE INCOME			
Revenues	14	1,503,086	998,038
Expenses	14	(908)	(812)
	14	1,502,178	997,226
SURPLUS FOR THE YEAR		886,944	3,972,082

The explanatory notes are part of the financial statements.



WCF Institute - Brazil

STATEMENT OF COMPREHENSIVE INCOME SURPLUS (DEFICIT)

Years ended December 31, 2023 and 2022

(in reais - R\$)

	2023	2022
Surplus for the year	886,944	3,972,082
Other comprehensive income	-	-
Total comprehensive income for the year	886,944	3,972,082

The explanatory notes are part of the financial statements.

STATEMENT OF CHANGES IN NET WORTH

Years ended December 31, 2023 and 2022

(in reais - R\$)

	Net worth	Accumulated surplus (deficit)	Total
Balances at December 31, 2021	4,594,831	1,255,633	5,850,464
Surplus for the year	-	3,972,082	3,972,082
Incorporation of the surplus into net worth	1,255,633	(1,255,633)	-
Balances at December 31, 2022	5,850,464	3,972,082	9,822,546
Surplus for the year	-	886,944	886,944
Incorporation of the surplus into net worth	3,972,082	(3,972,082)	-
Balances at December 31, 2023	9,822,546	886,944	10,709,490

The explanatory notes are part of the financial statements.

STATEMENT OF CASH FLOWS - INDIRECT METHOD

Years ended December 31, 2023 and 2022

(in reais - R\$)

	2023	2022
CASH FLOW FROM OPERATING ACTIVITIES		
Surplus for the year	886,944	3,972,082
Adjustments to reconcile surplus for the year		
Depreciation and amortization (Note 10)	15,522	12,212
Provision for labor contingencies (Note 10)	169,982	(153,886)
Other non-cash operating losses (profit)	(46,414)	-
Changes in assets and liabilities		
Accounts receivable	57,443	260,055
Other assets	1,204,713	(1,305,585)
Trade accounts payable	(4,048)	(41,330)
Payroll and related charges	18,927	53,466
Taxes and contributions payable	9,314	(1,106)
Advanced funds	647,121	511,709
NET CASH FROM OPERATING ACTIVITIES	2,959,504	3,307,617
CASH FLOW FROM FINANCING ACTIVITIES		
Acquisition of property and equipment	(14,081)	(29,473)
Marketable securities, net	(3,071,437)	1,960,659
Net cash used in financing activities	(3,085,518)	(2,598,525)
CASH FLOW FROM FINANCING ACTIVITIES	-	-
INCREASE (REDUCTION) IN CASH AND CASH EQUIVALENTS FOR THE YEAR	(126,014)	709,092
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR (NOTE 3)	2,086,673	1,377,582
CASH AND CASH EQUIVALENTS AT END OF YEAR (NOTE 3)	1,960,659	2,086,673

The explanatory notes are part of the financial statements.



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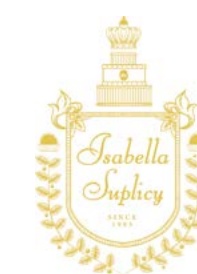
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