

# CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA



ACTIVITY REPORT  
2022





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

Queen Silvia of Sweden,  
Founder of the World Childhood Foundation

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# CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA



ACTIVITY REPORT

2022

# Before we begin...

Hello!

Thank you for visiting our 2022 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 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

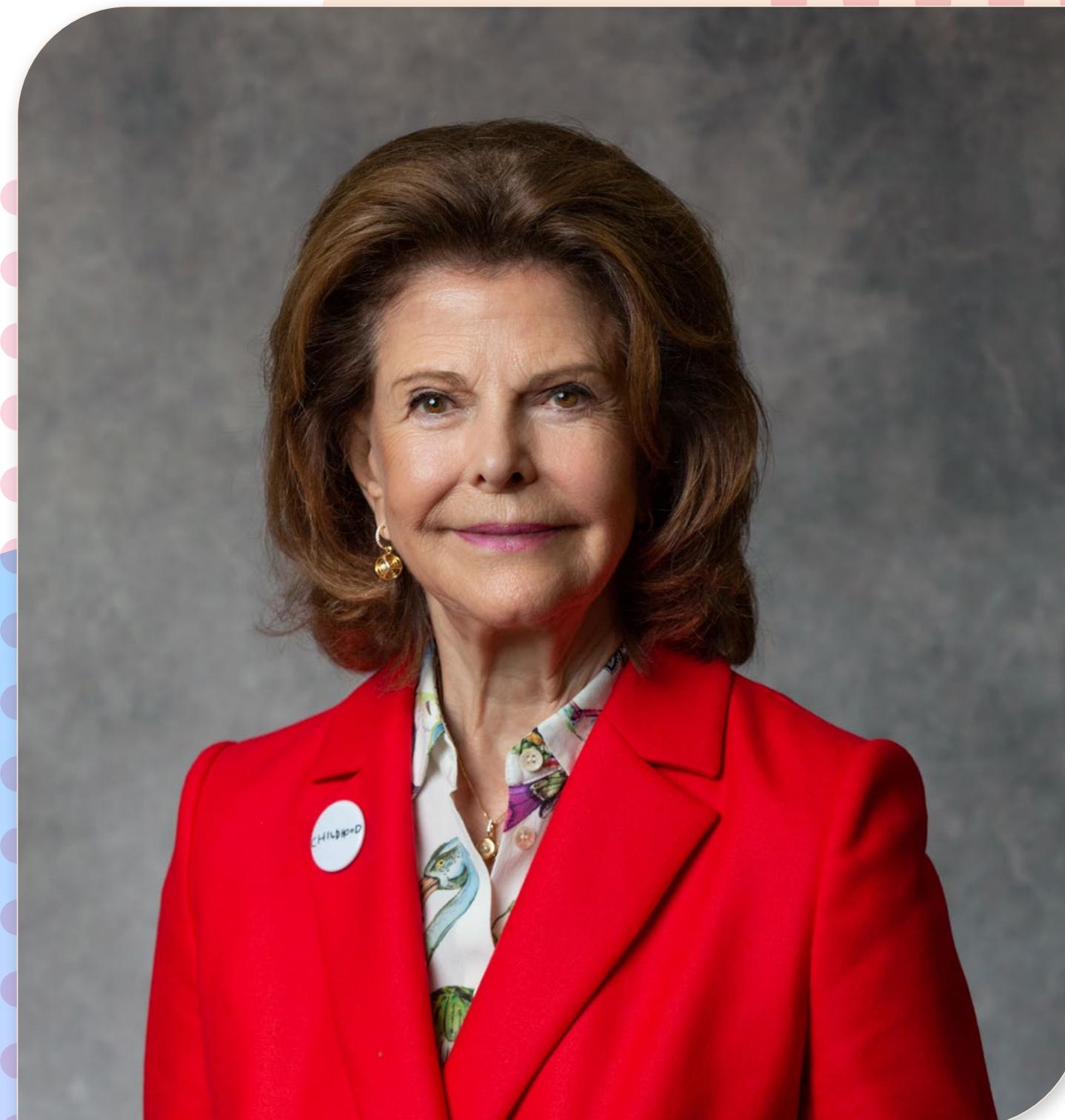
Sexual exploitation of children and adolescents.

## ● SVCA

Sexual violence against children and adolescents.

## ● SPRCA

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 their rights.

*Silvia*

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

# Message from the Queen

Visiting Brazil has always been a special occasion to me. During my visit, I have the opportunity to reencounter my origins, relive memories and closely see the work carried out locally by Childhood.

Last year, when I came back to this country, it was even more special, as my daughter, Princess Madeleine, joined me. Since 2021, she has been the WCF's Honorary Vice-Chair. We were able to get to know and participate in various initiatives focused on guaranteeing to children and adolescents a life free from violence, especially sexual violence.

Throughout my stay, I was touched by the hundreds of companies present in the On The Right Track Annual Meeting; by the major breakthrough represented by the Protected Listening Complex in Vitória da Conquista; by every boy and girl who saw their realities change for better thanks to Resgatando Vidas Institute; and by the genuine desire of contributing to the cause showed by everyone who attended the Dinner Event for the Protection of Childhood.

Those experiences make me much more confident but not less alert. After all, while we make progress on the path to make sexual violence against children and adolescents stop being invisible and to improve the mechanisms for prevention and tackling, new risks emerge, making the cause even more demanding and complex.

Among the new topics of attention and concern, the one that is key surely is the threat of online sexual violence. With the spread of access to the internet and digital services, millions of children and adolescents are subject to this danger – and we cannot just stand by!

To keep moving forward and face new and old risks, we must understand the scenario, anticipate its trends, and develop solutions capable of expanding our impact even more. That is what we will continue to do day after day at Childhood.

We invite all of society to join forces in this challenge, for every child and adolescent!

## DELIBERATIVE COUNCIL

# It is time to grow and go beyond

Throughout 23 years of activities, Childhood Brasil has worked hard to raise awareness among different sectors of society in tackling sexual violence against children and adolescents.

During this period, we made genuine progress with actions that helped to remove the cause from invisibility and place it at the center of public and private policies, capable of making a difference for many communities.

If on the one hand these achievements make us proud, on the other hand they remind us that there is still much to be done and that it is necessary to continue expanding our impact and joint

effort so that everyone in the country has the right to a safe childhood and adolescence, free from sexual violence.

Guided by this strategic clarity, we have worked on all fronts to achieve the organization's growth.

One of the measures was in our governance – we brought new members to the Deliberative Council, aimed at increasing the diversity of repertoire and skills and supporting long-term development.

At an executive level, we have accelerated our programs and initiatives in order to deliver growth compatible with the strategic planning.

In this respect, we have given special attention to the practice of advocacy, which is the most effective line of action to make structural changes in society and achieve a change in the level of our cause.

At Childhood Brasil, we really want to make a difference.

Therefore, we will keep on working not only with a strategic vision but with a sense of urgency to protect millions of children and adolescents who are now at risk.

We invite everyone to join us on this journey!



**ROSANA CAMARGO DE ARRUDA BOTELHO,**  
Chair of the Board

## EXECUTIVE BOARD

# Strategy in motion

In recent years, we have been dealing with an extremely dynamic scenario regarding the challenge of protecting children and adolescents from sexual violence.

After all, risks are not static – they are shaped by the context of society and can change when there are new factors on the table, as the case of the massification of the access to the internet and the arrival of the Covid-19 pandemic.

We know that, in a changing scenario like this one, we cannot stand still – we need to understand the scenario appropriately at all times and adjust our actions to deliver more assertive responses.

That is how we worked in 2022 as well.

With the improvement of the pandemic and the end of the most severe restrictions, we took the opportunity to strengthen our work by making use of a powerful element: social interaction.

By keeping the positive learnings that social isolation has brought us, we used in-person meetings to deepen initiatives, build close relationships and strengthen bonds with our strategic audiences.

That could be seen in a number of initiatives, such as the On The Right Track Program Annual Meeting, which is in-person again, and in making in-person meetings in construction sites in the Major Infrastructure Program.

The same happened in fundraising with the acceleration of in-person events.

That was the case of the 2022 Dinner Event for the Protection of Childhood, one of the highlights of the year.

Interacting socially again also allowed us to experience an unforgettable moment – the visit of Queen Silvia and Princess Madeleine (honorary chair and honorary vice-chair of the World Childhood Foundation respectively) to Brazil, who got to know some of our main initiatives up close.

For us, it is a great motivation to count on the presence, support, and encouragement of such inspiring leaders in tackling sexual violence against children and adolescents worldwide – and who have lived for this cause for so long.

Finally, by having our team working

even closer and more motivated, we also started a process of modernizing our management tools, and now we have cloud-based systems to manage our activities in a more flexible, fast and efficient manner.

In 2023, we will keep on evolving day after day to grow our impact capacity and increasingly help protect children and adolescents!



**LAÍS CARDOSO PERETTO,**  
Executive Director of Childhood Brasil

# We are Childhood Brasil!



## WHO WE ARE

**24**  
**YEARS**  
protecting  
children and  
adolescents



FREEPIK.COM

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

We work as the arm 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.

Last year, we were elected for the second 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, communication, and funding.

**MISSION**

To encourage, promote and develop supportive environments and solutions to prevent and tackle sexual abuse and exploitation, as well as any violence against children and adolescents.

**VISION**

That all children and adolescents are free from sexual abuse and exploitation - as well as all forms of violence - in a world where such abuse, exploitation and violence are not tolerated.



## WHO WE ARE

## Contributing to the sustainable development

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.



### INTERNATIONAL PRESENCE

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>.

**SWEDEN**

Supports projects that complement the efforts of responsible governmental entities related to sexual violence against children and adolescents.

**GERMANY**

Supports projects that complement the efforts of responsible governmental entities related to sexual violence against children and adolescents.

**BRAZIL**

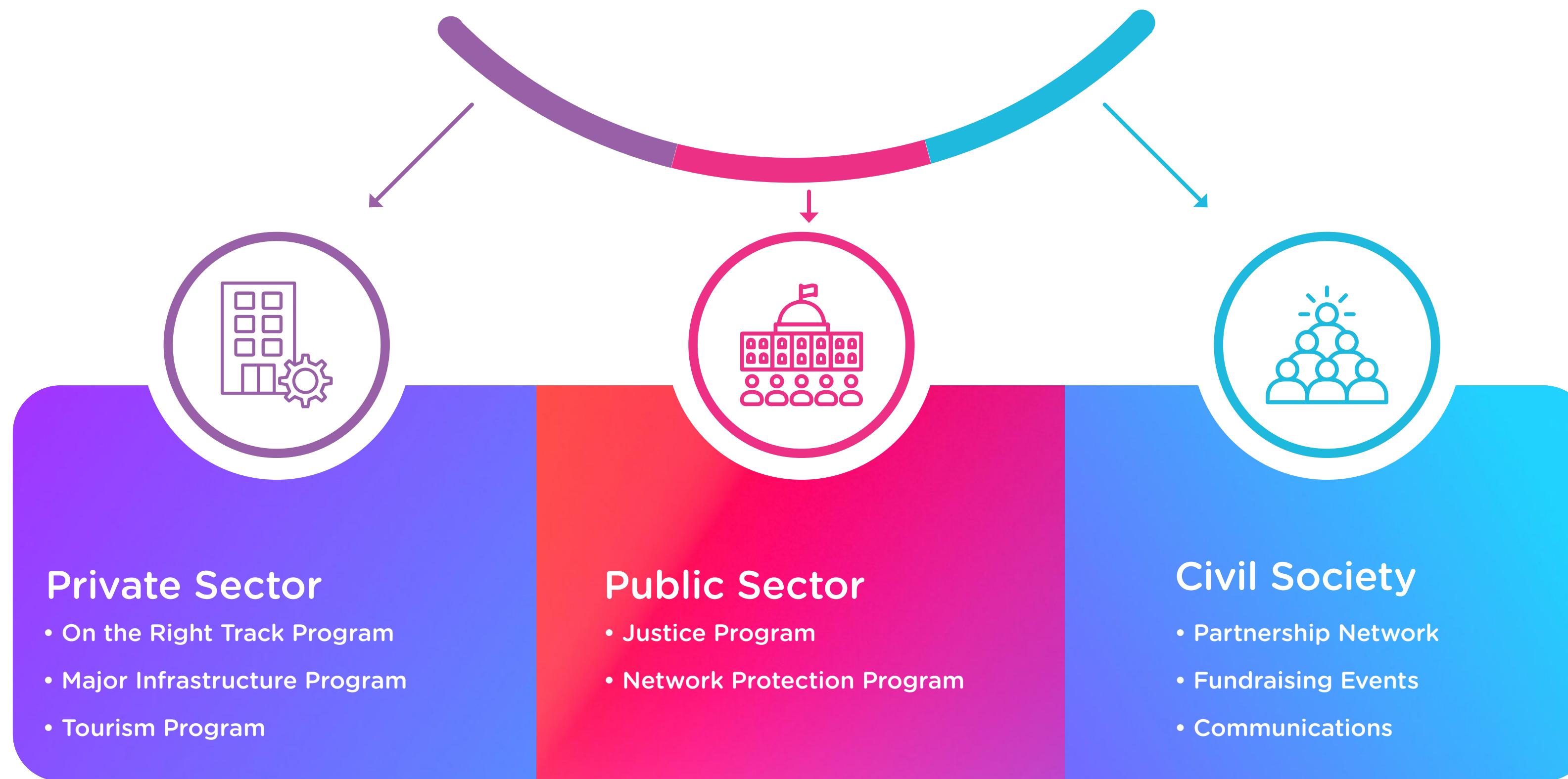
Proactively works to engage civil society, governments, and the private sector in tackling sexual violence against children and adolescents.

**USA**

Supports projects that empower vulnerable children and adolescents and their support networks.

## 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 believe that working within a network, integrating all those players, 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 17.

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**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.**

## THE SVCA SCENARIO IN BRAZIL

# Protecting childhood and adolescence: It has to be now!

The latest edition of the Brazilian Public Security Yearbook, released in 2022, confirmed an alarming scenario: according to the document, Brazil registers, on average, 130 cases of sexual violence against children and adolescents per day. That means more than 47,000 cases in a year.

Although the available numbers show a highly critical situation, we must be aware that they are incapable of faithfully portraying the dimension of the problem, which is even more serious. One of the

**It is estimated that less than 10% of cases of sexual violence against children and adolescents are effectively reported to the authorities in Brazil<sup>1</sup>.**

1. IPEA's technical note, 2014, *Rape in Brazil: An X-ray according to Healthcare data*

reasons is known as underreporting of the cases of sexual violence.

Underreporting is more than understandable – besides being emotionally demanding for the victim, many of them feel insecure about reporting what happened, since in most cases the offender is a relative or acquaintance.

History shows that issues related to skin color, gender, sexuality, socioeconomic status, ethnicity and physical disabilities and mental illnesses might exacerbate the problem and make reporting difficult.

Despite the difficulty of having accurate data on the issue, it is safe to say that the situation is serious, urgent and needs the involvement of society as a whole to be solved. Not tomorrow, not in a little while: right now!



## OUT OF THE SHADOWS

What about Brazil? Has it advanced in tackling and preventing sexual violence against children and adolescents?

One of the studies that helps to answer this question is the Out of the Shadows Index (OOSI)<sup>2</sup>, which compares the performance of 60 countries in tackling SVCA.

The review showed that Brazil advanced in the overall ranking, from 13<sup>th</sup> in 2018 to 11<sup>th</sup>, but that it remains in a concerning situation, behind countries with less economic power. The scenario is serious, especially in terms of prevention, in which it ranks 25<sup>th</sup>.

2. The second edition of the index was developed by Economist Impact funded by the Oak Foundation. The survey was published domestically by Childhood Brasil.

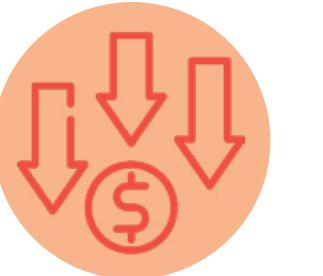
## THE SVCA SCENARIO IN BRAZIL

# SVCA x-ray in the Country

Get to know below data from various sources that help compose an overview of the scenario of violence against children and adolescents in the country, especially sexual violence.



33% of the Brazilian population consists of children and adolescents  
(IBGE 2022<sup>1</sup>)



Half of children and adolescents up to 14 years old live in households with a per capita monthly household income of up to half the minimum wage  
(IBGE 2023<sup>2</sup>)



1 in every 7 (14.6%) Brazilian adolescents at school age has suffered some type of sexual abuse in their lives  
(PeNSE 2019)



75.5% of all rape cases in the country in 2021 were against children and adolescents  
(Public Security Yearbook 2022)



88.2% of the victims of rape of vulnerable populations were girls, of which 52.2% were black  
(Public Security Yearbook 2022)



In 82.5% of the cases, the offender was an acquaintance of the victim, such as their father, stepfather, cousin, or brother  
(Public Security Yearbook 2022)

<sup>1</sup>Previous results of the 2022 Population Census / <sup>2</sup>- Continuous PNAD (National Household Sample Survey)





## THE SVCA SCENARIO IN BRAZIL

# Attention to new risks

SVCA is not static – it follows the transformation of society and, over time, presents itself in new ways. In the wake of the spread of the internet and digital services, for example, the risk of online sexual violence against children and adolescents has emerged. Next you can see some of the facts that have made the digital world an environment to be permanently alert.

## Alert

- **111,929 anonymous reports of sexual content involving children and adolescents reached the Brazilian Reporting Central in 2022** (Safernet)
- They referred to over **40,000 web pages** (Safernet)

### COMPREHENSION



1 out of 3 internet users in the world is a child or adolescent  
(UNICEF - 2017)



93% of Brazilians aged 9 to 17 access online environments  
(TIC Kids Online - 2020)

### VULNERABILITY

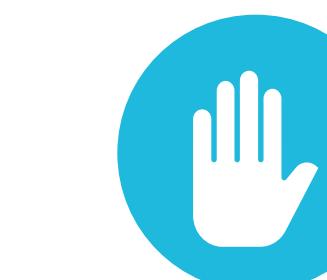


41% have had contact on the internet with someone they did not know personally



18% have already met with someone they met online

### IN THE WORLD



One in five children or adolescents aged 9 to 17 have seen unwanted sexual content online  
(Broadband Comission - 2019)



## VISIT OF QUEEN SILVIA

# Distinguished presence

In November 2022, we had the honor of welcoming the founder of the World Childhood Foundation to Brazil, Queen Silvia of Sweden.

Accompanied by King Carl XVI Gustaf and Princess Madeleine, she was in the country to get to know some of the local initiatives for the protection of childhood and adolescence.

Throughout her stay, the Queen participated in events, visited projects, and interacted with several of our partners.

Learn more about the highlights of her visit to Brazil.

## PROTECTED LISTENING COMPLEX

The first agenda item of Queen Silvia in the country was the Protected Listening Complex in Vitória da Conquista, in Bahia State. That is the first venue of its kind in Brazil, opened in 2021, with our collaboration.

The purpose of the Complex is to offer a secure and safeguarding environment for children and adolescents who are victims or witnesses of violence to make their reports.

For such, the venue brings together trained professionals and integrates assistance services into a single environment, welcoming boys and girls and avoiding revictimization.

In the development of the project, we collaborated with the training of interviewers within the forensic interview protocol; we helped design the assistance flow; and we joined efforts in articulating with other entities, such as Public Security and the Judiciary.



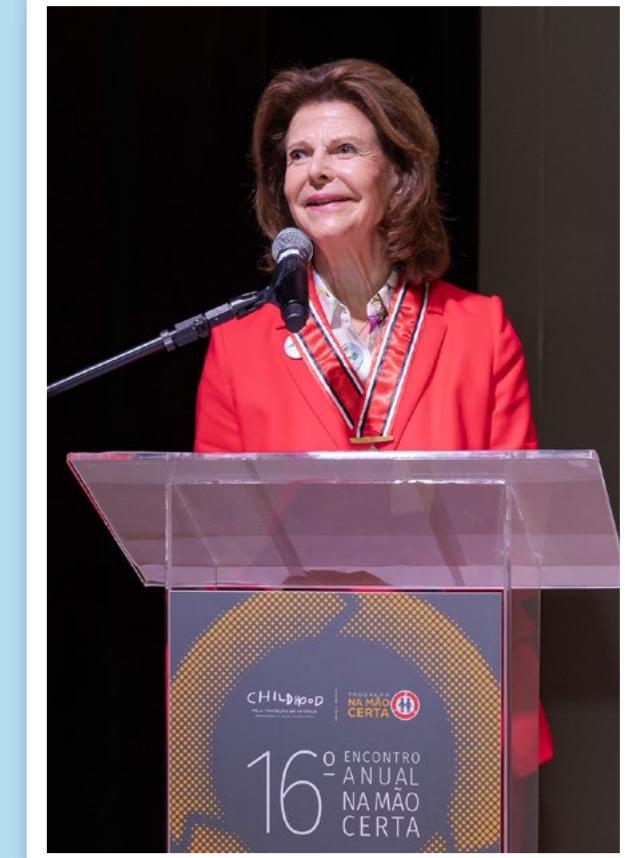
## ON THE RIGHT TRACK ANNUAL MEETING

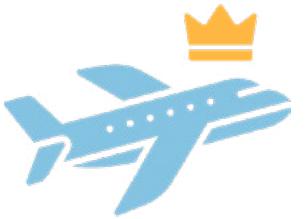
Queen Silvia also participated in the 16<sup>th</sup> On The Right Track Annual Meeting, which celebrated 16 years of activities of the On The Right Track Program (see more about the initiative on page 26).

The event gathered around 450 people, including board members, participating companies, male and female truck drivers, public institutions and third sector organizations in the city of São Paulo.

In an excerpt from her speech, she greeted the Program's protection agents: "I know there are male and female truck drivers in the auditorium. I would like to thank you for your presence and all your dedication as protection agents on Brazilian highways."

In the end, she reinforced the message of the On The Right Track: "together, we will end the sexual exploitation of children and adolescents".





## RESGATANDO VIDAS INSTITUTE

Another highlight of Queen Silvia of Sweden's visit to Brazil was going to Resgatando Vidas Institute, in the North Zone of São Paulo. There, she took the opportunity to watch workshops, such as music and judo classes, and to talk to the children participating in the project.

Resgatando Vidas aims to promote citizenship and social transformation. To this end, it promotes cultural and sports workshops for children and adolescents and trains and qualifies young people and adults professionally.



The Institute currently is part of the Gerando Falcões network, which benefited from a donation from the "Care About the Children" Foundation of Queen Silvia.

We, from Childhood Brasil, also offered our support – we provided their educators and local community with the Workshop of the Growing Without Violence project, which seeks to further qualify professionals in the protection network to prevent and tackle sexual violence against children and adolescents.

## DINNER EVENT FOR THE PROTECTION OF CHILDHOOD

Together with King Carl XVI Gustaf, Princess Madeleine and board members from Childhood Brasil, Queen Silvia attended the Dinner Event for the Protection of Childhood, intended to raise funds for our programs and projects. The event was supported by several companies and ambassadors of the cause! See more about the action on page 44.





# Initiatives with the public sector



## JUSTICE PROGRAM

# Justice Program: For the end of the revictimizing assistance!



One of our actions of greater impact on society, the Justice Program is intended to protect children and adolescents so that they are not revictimized in the course of their assistance.

To achieve that goal, the initiative adopts practices that range from the moment of reporting and assistance by the Protection Network services to the end by making the offender accountable and protecting the child or adolescent.

In 2022, the Program continued to work to advocate for public policies so that Brazilian municipalities implement Federal Law 13,431/2017, known as the Protected Listening Law.

Considered a milestone for the protection of

children and adolescents, this legislation provides guidelines for the integrated assistance of children and adolescents who are victims or witnesses of violence.

For instance, the law works so that the service is faster and generates less suffering to the victims or witnesses who arrive at the Protection Network agencies, such as the Child Protection Council, Social Assistance, Healthcare, Education, Police Stations, and the Justice System.

For such, the text of the law guides on how to avoid the revictimization of children and adolescents and the reorganization of the System for the Protection of Rights, the establishment of guidelines for the integrated assistance of victims or witnesses of all forms

Over the past year, our actions within the scope of the Justice Program continued to focus on accelerating the implementation of the Protected Listening Law, both through the formulation of public policies and by advising municipalities and organizations.

of violence and, finally, makes the distinction between Specialized Listening, in the service network, and Special Testimony, which occurs in police and judicial facilities.



## JUSTICE PROGRAM

# Everything together and integrated

In 2022, one of our focuses in the Justice Program was on the development of an assistance methodology that drives the implementation of the Protected Listening Law: the Integrated Assistance Centers (IACs).

Their role is to concentrate and integrate in a single venue all the services necessary to assist children and adolescents who have been victims or witnesses of violence.

The implementation of this equipment by the municipalities will contribute to speeding up the resolution of cases and, most importantly, minimizing the social suffering of children and adolescents and their families when they seek protection and remediation for violated rights.

Knowing about the importance of these potential advances, last year we entered into a partnership with the Federal Government, through the Ministry of Human Rights and Citizenship, to build a guiding document, which has the role of subsequently guiding the elaboration of the public policy proposal.

This document has already been presented to the Federal

Government and publicly validated. Its content shows:

- the methodologies with which victims should be assisted;
- the services that must be present;
- three models of architectural plans (small, medium, and large);
- reference models of furniture, equipment, and inputs for the IAC;
- a training plan for the teams at the Centers (distance course syllabus and formatting).

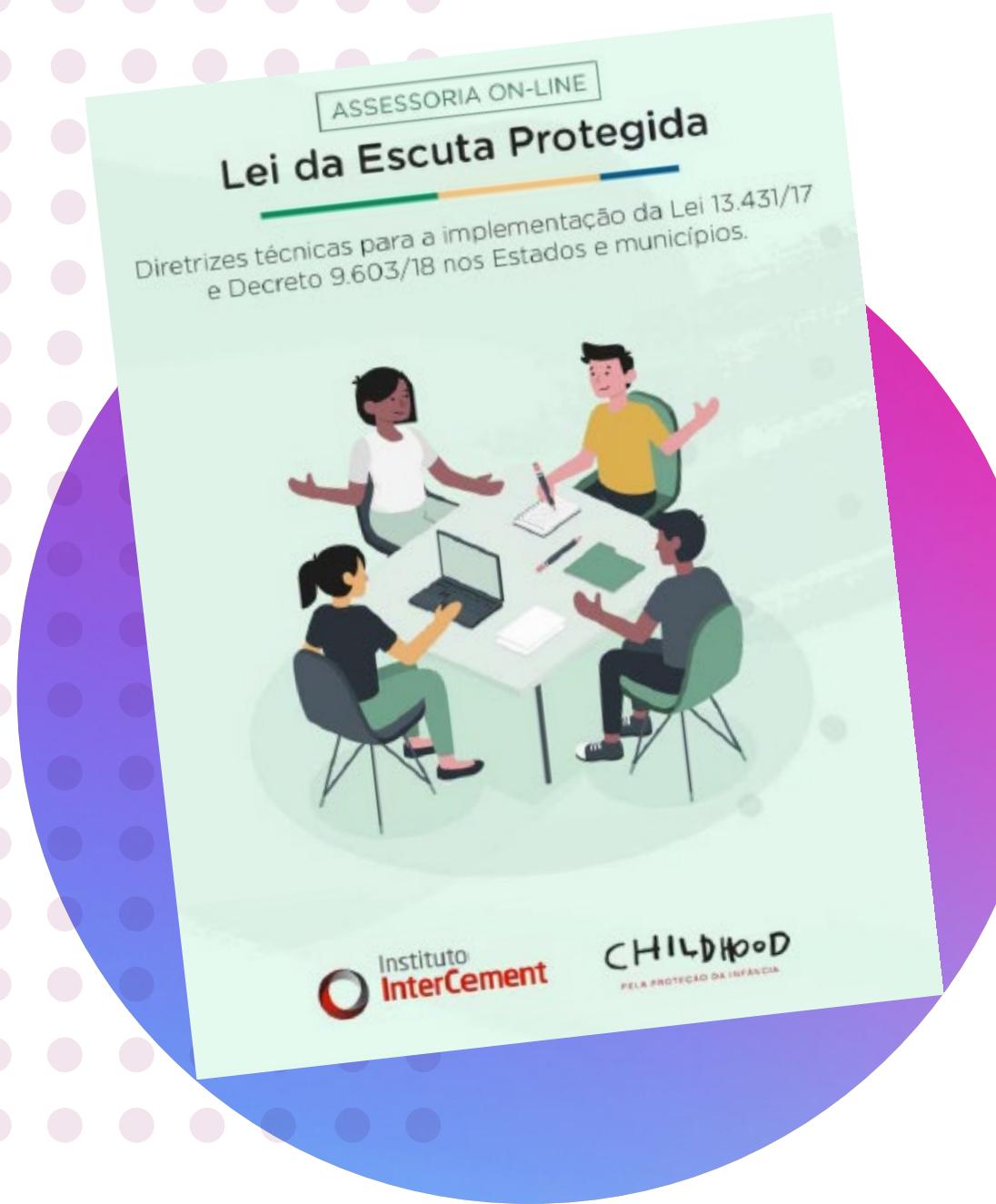
Still in this cooperation agreement with the government, in 2023, the research on the status of Law 13,431/2017 in Brazilian municipalities, the development of software to monitor cases and the publication of a guide on Specialized Listening for professionals in the care network are expected to be finished.

Throughout the year, we will have a political advocacy agenda in the sense of transforming the concept of IACs into a concrete public policy, capable of raising the quality of assistance for boys and girls who are victims of violence across the country.

In addition to flows and protocols, we developed small, medium, and large architectural plans so that the project can be adapted to the reality of each municipality.

## JUSTICE PROGRAM

# Partnership with the InterCement Institute: Hands-on



In addition to our Advocacy actions for prevention and responses to sexual violence against children and adolescents, we have established partnerships with other organizations that have local initiatives aimed at implementing the Protected Listening Law.

This is the case, for example, of the work we have carried out in partnership with the InterCement Institute in the municipalities of Campo Formoso (BA), Cajati (SP) and Bodoquena (MS).

The Institute is relying on our advisory to design and implement a unified assistance protocol for children and adolescents who

are victims or witnesses of violence in these locations, which have a common scenario of high vulnerability for boys and girls.

The work includes:

- Carrying out a diagnosis of violence and the services provided in the municipalities and, in light of the Law, mapping the bottlenecks and potentialities of the Protection Network existing there;
- Advisory on building a Committee of Commissioned Officers and governance mechanisms for the Care Network for Children and Adolescents who are Victims or Witnesses of Violence;
- The design of flows and protocols of integrated assistance;
- And the implementation of a training course for professionals working in direct assistance.

Our advisory is being provided completely online with the teams in each municipality. This is a pilot experience, which will be systematized by the end of 2023.

The project has the potential to leave a great legacy to the three municipalities – the capacity to provide adequate assistance to victims and witnesses of violence, under the terms of the Protected Listening Law.



#### NETWORK PROTECTION PROGRAM

# Network protection for our children and adolescents

In 2022, we also advanced in the challenge of strengthening the entities that are part of the System for the Protection of Rights of Children and Adolescents.

After all, it is imperative that all of them are prepared to prevent and identify situations of sexual violence against children and adolescents - and yet that they know what to do when new cases are identified.

Our main mechanism to contribute to the strengthening of the SPRCA services is the **Network Protection Program**.

This initiative is based on two work strategies:

- Establish partnerships and train professionals to work in an integrated manner for the fight against sexual violence.
- Integrate, improve, and develop new procedures and methodologies for the assistance of children and adolescents who are victims of SVCA.

Get to know some of the latest news on the Network Protection Program in 2022.

## NETWORK PROTECTION PROGRAM

# Stories of transformation in the states of Pernambuco and São Paulo



## RECIFE

Agreement on the flows of the Child Protection Council, Social Assistance, Education, Healthcare, Protective Justice and Public Security System.

## OLINDA

Constitution of the CCO (Committee of Commissioned Officers on the Social Care and Protection Network for Children and Adolescents who are Victims or Witnesses of Violence).

## CAMPINAS

Advisory for the constitution of the CCO; collective creation of the Single Protocol of Assistance; joint elaboration of operational flows; and online training of Growing Without Violence with 101 professionals from the Protection Network.

In 2022, we contributed to strengthening the System for the Protection of Rights of Children and Adolescents, especially in three municipalities.

Through the **Network Protection Program**, we worked in Recife and Olinda (PE), in partnership with the **Freedom Fund**; and in Campinas (SP), alongside the **FEAC Foundation**.

The objective was to support each of these municipalities in the implementation of the Protected Listening Law, through the design and implementation of two processes: the flow of integrated assistance and the protocol of assistance for children and adolescents who are victims or witnesses of violence.

Throughout the year, we immersed ourselves into the reality of the SPRCA in each city and started work to implement improvements.

Check the most important advances in each location.

## NETWORK PROTECTION PROGRAM - GROWING WITHOUT VIOLENCE PROJECT

# For the family to binge watch



The **Network Protection Program** keeps on talking to professionals and institutions that are part of the SPRCA. Complementarily, it also reaches families and the very children and adolescents.

In the last year, the highlight on this work front was the third season of the **“What body is this?”** TV series, which premiered on Canal Futura on March 21, the World Childhood Day.

The new set of videos was produced in partnership with the Maria Cecilia Souto Vidigal Foundation and consists of 15 episodes, which address topics

such as the rights of babies, racial violence, positive parenting, protection networks, maltreatment and violence as physical punishment.

The TV series is part of the **“Growing Without Violence”** project and its second season was Top 3 of the most watched shows on Canal Futura in 2021.

Watch here



**Through the stories of the siblings Ariel and Dandara, the new season, which is entitled “What Body is This? Early Childhood”, highlights important information for the protection of children and adolescents against sexual violence.**

\* A partnership between Roberto Marinho Foundation, Childhood and UNICEF Brazil, supported by Google, Facebook, Instagram, Maria Cecilia Souto Vidigal Foundation and The Freedom Fund.

## NETWORK PROTECTION PROGRAM

# Investing to train the protection network

Last year, we provided two online courses aimed at supporting professionals in the Protection Network – one focused on **Specialized Listening**, amounting 120 in-class hours; and the other on **Special Testimony**, amounting 100 in-class hours.

In both cases, the responsibility for the syllabus was of Equidade - Pesquisa, Capacitação, Comunicação e Políticas Sociais; and for the online platform of the Corporate University of Brazil (UCORP).

In addition to promoting training, we at Childhood Brasil contributed by enabling content produced over more than two decades working for this cause.

Every professional who works on the specialized listening of children and adolescents who are victims or witnesses of sexual violence is eligible to participate in it.

In total, 353 people completed the courses in 2022!





# Initiatives with the Private Sector



## ON THE RIGHT TRACK PROGRAM

# A new phase for the On the Right Track Program

One of our longest-lasting and most far-reaching initiatives, the On The Right Track Program (OTRTP) celebrated its 16 years on the road in 2022 – and bringing great news.

The OTRTP was born intended to prevent and tackle the sexual exploitation of children and adolescents on Brazilian highways, using the strategy of transforming companies and truck drivers into allies in the protection of boys and girls.

In a continuous movement in the search for solutions for preventing and tackling the SECA, over time we have expanded the Program's work beyond highways.

We gradually opened new work fronts, such as corporate travel, territorial projects, and tailored initiatives to the specific challenges of our partners.

Although the essence remains the same, the OTRTP has never stopped evolving – it is a dynamic movement, which broadens its horizons every time it reaches a goal.

Check out the trajectory and big news of the initiative on the next page.



## ON THE RIGHT TRACK PROGRAM

# A journey of evolution

In its trajectory, the OTRTP completed two distinct movements. Now, it is ready to advance on the third.

Between 2006 and 2013, we built the 1.0 movement, in which we developed the foundations of the Program, based on the first survey: "The Profile of Brazilian Truck Drivers".

The study showed the importance of raising awareness and mobilizing professionals in the road freight transport sector, the potential for partnerships with companies and gave rise to the creation of the Corporate Pact Against the Sexual Exploitation of Children and Adolescents on Brazilian Highways.

Raising the awareness of male and female truck drivers across the country to become protection agents of children and adolescents was the main action taken with partner companies during this period.

In 2014, the movement advanced to its 2.0 version, where it proposed to companies to increase their

public commitment to the cause and make it a non-negotiable value within their business management.

At that time, we sought to expand partnerships for the protection of children and adolescents and started new work fronts, such as the waterway category and the alignment with the Sustainable Development Goals (SDGs) of the United Nations (UN).

We also started to offer "Solutions & Tools" to all participating companies, facilitating the sensitization and engagement of different audiences: leaders, employees, suppliers, community, and protection network, besides male and female truck drivers.

In 2021, the OTRTP reached the 3.0 movement. As an evolution, we began to work more broadly with the private sector, positioning the Program as a solution to the sustainability challenges companies face.

PROGRAMA  
NA MÃO  
CERTA



ESCA  
NÃO!

In this new moment, working with truck drivers continues to be a priority, but with new approaches – associated, for example, with communication technologies. That is the case of Together On The Right Track, a Virtual Learning Environment for truck drivers (see more on page 31).

Another evolution was that we began to consolidate our actions as ESG tools, strengthening risk mitigation in the business of partner companies and fostering positive impacts. This allowed us to open new work fronts, such as corporate travel, territorial projects and offers of tailored projects to specific challenges of the partners.

### CONSOLIDATING THE STRENGTH OF THE OTRTP BRAND

In this new movement, we are making changes in our communication. Among them, we took on a new meaning for the symbol of our brand: the traffic sign.

With clear guidelines that standardize the brand image at all points of contact, the Program starts to communicate a unique and targeted message in a structured manner, meeting its purpose – connecting

In the OTRTP, we combined research and innovation intended to collaboratively develop solutions that provide conditions to eradicate the sexual exploitation of children and adolescents, giving visibility to the cause and enabling everyone to work as protection agents.

people so that they understand sexual exploitation as a pressing problem in society and become active in protecting children and adolescents.



## ON THE RIGHT TRACK PROGRAM – THE PROFILE OF BRAZILIAN TRUCK DRIVERS SURVEY

# 4<sup>th</sup> edition of the survey: The evolution continues

Held every five years under the coordination of Professor Elder Cerqueira-Santos, from the Federal University of Sergipe (UFS), “The Profile of Brazilian Truck Drivers” survey reached its fourth edition in 2021, launched in 2022.

In addition to updating information on male and female truck drivers in the country, the initiative sought to understand the role of technology in this issue. Interviews were carried out in two groups: “random” which approached professionals on the highways coming from all regions of Brazil and “control” which interviewed drivers who work in participating companies of the On The Right Track Program.

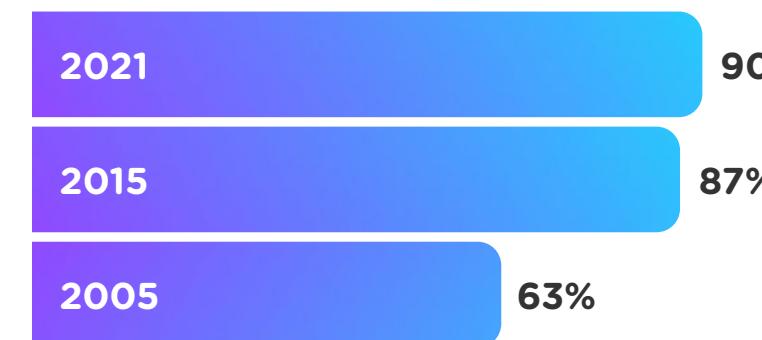
Follow the main findings below.

## KEY RESULTS OF THIS EDITION OF THE SURVEY

1. Decreased involvement of truck drivers with the SECA
2. Profile in transformation: precariousness of work and quality of life of drivers and the arrival of women in this market
3. Tendency towards increasing conservatism among road freight transport professionals
4. Technology and life on the road: increased access to the internet impacted the work relationship and SECA
5. Drivers of companies linked to the OTRTP are more aware of the Sexual Exploitation of Children and Adolescents

## HIGHLIGHT DATA

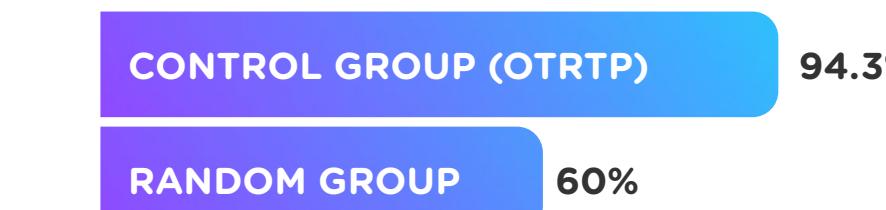
Have NOT had sex with children and adolescents in the past 5 years



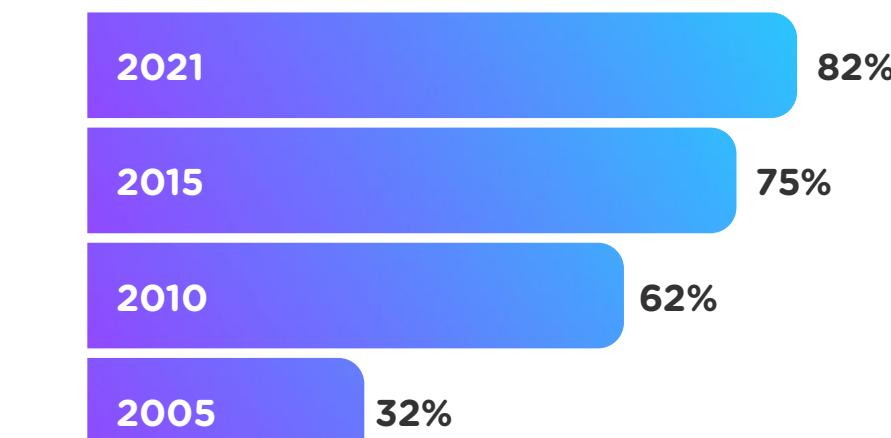
State that it is common to see colleagues giving rides to minors:



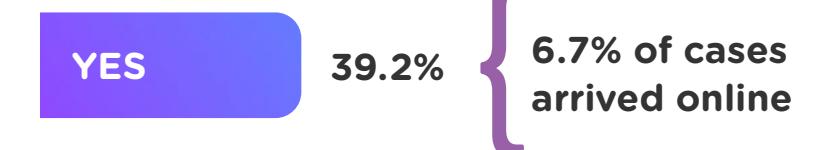
Know campaigns against the SECA:



Mobile phone use when they stop by the highways



Were offered sexual activity with children and adolescents:



[Access the executive summary of the survey here:](#)





## Using data to improve strategy

The fourth edition of the survey fulfilled its purpose of outlining the profile of Brazilian truck drivers and their relationship with the sexual exploitation of children and adolescents on the country's highways.

The study revealed new approaches and pointed out ways for companies and the Public Power to act, in addition to reinforcing the urgency of finding solutions to old problems that still exist.

The results suggest new challenges for the On The Right Track Program, which may be evaluated in the next edition of the survey.

Check out which ones they are:

### NEW CHALLENGES IN TACKLING THE SECA ON THE HIGHWAYS:

- Expand articulation and advocacy actions with entities linked to the road freight transport sector to significantly improve rest/stop points;
- Incorporate the topic of the safe and ethical use of technology for road freight transport professionals;
- Provoke a look at gender equity in these historically male spaces;
- Associate the promotion of quality of life and better working conditions for road freight transport professionals with the tendency to incorporate ESG principles;
- Be more rigorous in relation to the indicators for using the Together On The Right Track virtual platform.

## ON THE RIGHT TRACK PROGRAM

# Together On the Right Track: Digitalization and scalability

In the OTRTP 3.0 movement, we have sought to leverage continuing education initiatives and scale them up through digital technology. Together On The Right Track, for example, is a Virtual Learning Environment aimed at road freight transport professionals that can be accessed via smartphone, tablet, notebook or desktop, without consuming their data plan or memory space.

The initiative has videos, podcasts, and information cards. The content reinforces our care for male and female truck drivers by focusing on topics that are part of their everyday life and interest, such as quality of life, family interaction, health, and technology.

Such care even impacts the way we present information about our cause. On the tracks of the virtual environment, the SECA has its own, but it also pervades other citizenship themes in a subtle manner, inviting professionals to reflect and work as protection agents.



By using this approach, we seek to promote citizenship, quality of life and appreciation of those professionals.

In 2022, Together On The Right Track reached its first anniversary and numbers confirmed the great success of digital continuing education. We achieved 7,000 registered users and high engagement. The track completion rate reached more than 90%.



## CORPORATE TRAVEL PROJECT PUT INTO PRACTICE

In 2016, the “Global Study On Sexual Exploitation of Children in Travel and Tourism” pointed out that the corporate travel industry plays a central role in the challenge of protecting children and adolescents from sexual exploitation.

To expand the work potential of participating companies of the OTRTP and engage companies in the corporate travel industry, we developed the Corporate Travel project, which is funded by the Carlson Family Foundation (CFF). The initiative seeks to mobilize companies to implement impact strategies to prevent the sexual exploitation of boys and girls.

After a survey carried out with OTRTP companies in 2019, the project was resumed in the post-pandemic period, in 2021, in partnership with five companies: Atlantica Hotels International, CWT Brasil, Gerdau, Movida and Santander.

Last year we advanced to the pilot stage, co-creating and implementing the Solutions & Tools that will be the basis for implementing and expanding the initiative over the next years.

## MAJOR INFRASTRUCTURE PROGRAM

# MIP: The return to the construction site

The improvement in the scenario of the Covid-19 pandemic had an important effect on the day-to-day of the Major Infrastructure Program (MIP) over the last year: the resumption of in-person activities at construction sites.

This initiative seeks to support companies that hire large-scale works regarding the challenge of mapping and mitigating the SECA risks in the areas of direct influence of an undertaking.

To advise companies, we have developed a methodology that provides for two work fronts: "intramural," which mobilizes the company and its leaders, suppliers and workers; and "extramural," which articulates the System for the Protection of Rights of Children and Adolescents and the community for an intersectoral work in the impacted municipalities.

In 2020 and 2021, the most critical moments of the pandemic, the relationship and training of the teams at construction sites were carried out virtually and the actions consisted of primarily communication, using posters, banners and notice boards. Daily Safety Dialogues (DSD) were held with all the precautions required during such period.

In 2022, with a lower risk of contagion, we once again promoted practices such as conversation circles, meetings, and in-person educational workshops, in addition to expanding DSDs and communication actions.

We also resumed face-to-face actions with the services of the System for the Protection of Rights of Children and Adolescents in the municipalities focused on diagnosing the scenario of violence against children and adolescents and training servers to work in a network.



## 16 YEARS OF HISTORY

Over the years, the MIP has advised on projects for companies such as Alcoa, CC Infra, Klabin, Suzano, Portocel and LD Celulose – and the list keeps growing! In addition, in 2021, the methodology became a reference – with the support of IDB Invest (Inter-American Development Bank), "Preventing Sexual Exploitation: a Practical Guide for the Private Sector" was published. It is a guide for companies available in three languages (Spanish, English and Portuguese).

## WHY WORKING ON MAJOR INFRASTRUCTURE WORKS?

In 2009, we carried out the survey entitled "The Men behind the Major Infrastructure Works in Brazil," in partnership with UFS and UFRGS. According to the study, 97.2% of the workers interviewed said that there is prostitution in the construction work environments where they worked; 57.3% reported that they had already witnessed children and adolescents engaged in prostitution in the surroundings; and 66.9%

stated that their colleagues go out with people under 18 years old.

The relationship between major infrastructure works and SECA is associated with the massive migration of workers, who start to live in lodgings, away from their families and without leisure activities. This combination contributes to the use of alcohol and drugs and the search for prostitution.

## MAJOR INFRASTRUCTURE PROGRAM

# Adapting to grow

Over the past year, we have adapted the MIP methodology to expand the scale and scope of our work with the private sector in times of major infrastructure works and undertakings.

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 action and on construction sites.

By prioritizing the structuring and training of the internal team, the Modular MIP Advisory takes place mostly at the corporate level instead of being present at the construction site, which allows us to support more companies at the same time.

This proposal seeks to adjust to the needs of each company. For such, it has three independent and complementary modules:



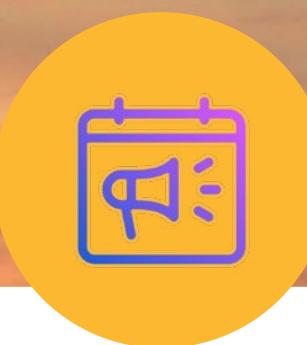
## Protection Module

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, 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 issues related to the undertaking, 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 the SECA to strengthen management practices and relationship with suppliers aligned with the ESG agenda.

We have developed a methodology that will give companies more autonomy and allow them to expand the number of partnerships and the impact of the initiative.



## MAJOR INFRASTRUCTURE PROGRAM

# Good practices and Protection

The partner companies of the Major Infrastructure Program have made important advances in preventing and tackling the SECA in the municipalities where they have major infrastructure works.

With organized work of great depth, the companies go beyond the limits of the construction site and invest in strengthening the protection network through actions that are supported by the methodology of the Protection Network Program and leave a legacy for local communities.

Get to know some highlights.



## ADECOAGRO

In 2022, Adecoagro, a food and renewable energy company, became a partner of the Major Infrastructure Program. The company decided to work on the prevention and tackling of SVCA in the municipalities of Angélica, Ivinhema and Novo Horizonte do Sul, in the State of Mato Grosso do Sul, cities where the company operates and has direct influence.

Our advisory in this project focused on two main actions - strengthening the Assistance and Protection Network for children and adolescents in the respective municipalities; and carrying out a diagnosis of the situation of children and adolescents in such municipalities focusing on sexual violence.

The strengthening of the Protection Network was based on the Growing Without Violence methodology, in partnership with Canal Futura. Online workshops were held, totaling 19 working hours.

The groups mixed educators and professionals from different healthcare and social assistance services and carried out a plan to strengthen the local protection network for children and adolescents. In total, 67 professionals appointed by the local secretariats participated in the training and 58 were certified.

After the workshops, we started 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. Based on the results obtained, we presented recommendations aimed at strengthening the Protection Network, focusing on the implementation of the Protected Listening Law.

The company remains committed to the program and will deepen their work in 2023.

## LD CELULOSE

In 2019, LD Celulose began the implementation of one of the largest dissolving pulp mills in the world. Built in the Triângulo Mineiro region (west of the State of Minas Gerais), their direct influence area covers the municipalities of Araguari, Estrela do Sul and Indianópolis.

Understanding that it is its duty to prevent and mitigate potential impacts, the company established a partnership with us, which resulted in the "LD Celulose For the Rights" movement, aimed at preventing and tackling sexual violence against children and adolescents, as well as violence against women.

Throughout the project, we made advances such as diagnosing the situation of the three municipalities, articulating the creation of the Municipal Committee to Tackle Violence against Children, Adolescents and Women (MCTVCAM) and contributing to training committee members.

The year of 2022 marked the end of the construction of the mill and the beginning of the company's operations in the territory. In this new phase, LD Celulose maintained its commitment to continue working to end violence against children, adolescents, and women.



During the year, the project conducted actions such as training new groups of multipliers, mentoring for multipliers, monitoring the action plan, lectures, distribution of booklets on children, adolescents and women, new training for committees and technical training for Guardian Counselors.

## SUZANO: AGENT FOR GOOD

In partnership with Childhood Brasil, through the MIP, Suzano has been developing the Agent for Good Program since 2016, an initiative that seeks to promote the defense of the rights of children, adolescents and women – which has been expanded in the company.

In 2021, the company started the construction work of a new manufacturing facility in Ribas do Rio Pardo (MS) and the Agent for Good Program was chosen as an action strategy for the prevention and mitigation of social risks. In view of this, we were contacted to advise on the new venture.

The first step was territorial mapping, which assesses the scenario in the area of direct influence of the enterprise, both in terms of management aspects as well as the scenario of vulnerabilities and potentialities that impact children, adolescents, and women.



In 2022, based on the results obtained in the territorial mapping, we prepared a risk matrix to guide a plan to prevent and tackle the SECA in this infrastructure work. The matrix was validated with all departments of the company involved in the initiative and served as the basis for the development of the intervention project.

A strategy proposed by us in this action plan was the launch of a public and voluntary commitment regarding the protection of children, adolescents, and women in the enterprise. And the recommendation was adopted by Suzano – after discussions with the leaders, the commitment was indeed established.

In August, the company mobilized its main suppliers to adhere to the public commitment of the Agent for Good Program. And the result spoke loudly – 15 companies confirmed their participation – and soon became part of the initiative. At the end of the year, we conducted thematic training for multipliers of the 15 partner companies, raising awareness and training 52 people, including Suzano's employees and suppliers.

In 2023, we will continue the actions through multipliers and start extramural actions with the Ribas do Rio Pardo protection network, in addition to approaching the Court of Justice of Mato Grosso do Sul for planning integrated actions.

## PARTNERSHIP WITH THE HOTEL INDUSTRY

# Now that is commitment!

In 2022, our partnership with hospitality facilities to prevent and tackle the sexual exploitation of children and adolescents gained more strength.

### ATLANTICA HOTELS INTERNATIONAL

Knowing that many of the accommodation environments present a risk of SECA, we have maintained a partnership with the hotel management company Atlantica Hotels International (AHI) for 17 years.

The main objective of the partnership is to support AHI in the implementation of actions that make the enterprises a space of information and guidance for their employees and guests focusing on preventing and tackling the sexual exploitation of children and adolescents.

In 2022, AHI launched the AJA Program - the commitment to the ESG agenda - and positioned the partnership with Childhood Brasil as its social responsibility front.

With the AJA Program, the communication effort aimed at employees was prioritized and relied on our technical advisory.

The endomarketing campaign called "Not to see, not to hear, not to speak, is not a choice" was the first step in the communication and engagement strategy for employees who work in more than 170 enterprises throughout Brazil.

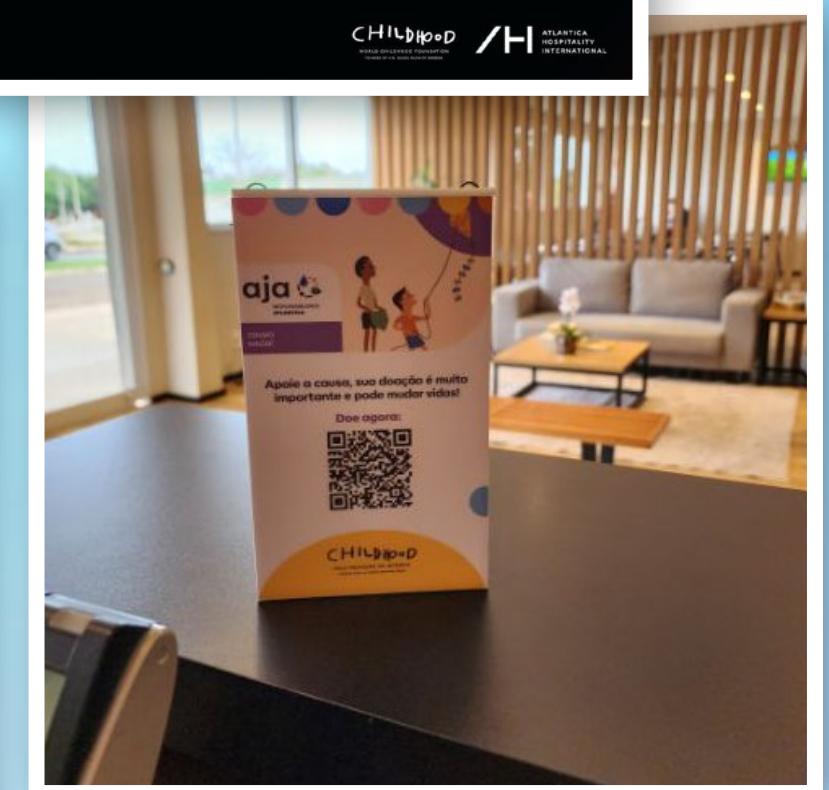
To complement the campaign, the company created a cycle of thematic webinars conducted by us, which gained a fixed schedule on a monthly basis.

In addition to engaging their employees, AHI informs their guests about the risks of sexual exploitation of children and adolescents and encourages donations to Childhood Brasil.

### GRUPO ALDAN

At Grupo Aldan, another partner, actions to prevent and tackle the sexual exploitation of children and adolescents have also gained more strength in the last year.

The year of 2023 will be the time to resume employee training meetings and plan new communication actions.



AHI formalized the prevention to the SECA as one of the company's social causes in the announcement of their new ESG positioning.

# Initiatives with civil society



## COMMUNICATIONS

# We need to talk about SVCA

Sexual violence against children and adolescents is undoubtedly an uncomfortable and difficult subject to talk about. However, that does not mean that we should avoid it. As experience shows, silencing and turning a blind eye to the issue only contributes to increasing the problem.

That is why having a dialogue with society through social networks and traditional means of communication is a valuable action for us.

Through these channels, we shed light on our cause and mobilize people and institutions to defend children

and adolescents in the country.

On a daily basis, we seek to share content that educates and explains to the public the risks to which boys and girls are exposed and what can be done about it. In addition, we carry out campaigns that invite people to stop being spectators and become protection agents of children and adolescents.

Next, follow our key numbers on social networks and in the press throughout 2022 – and find out about some of the main communication actions of the year on the next page.

**INSTAGRAM**

**2.1 million** people reached

**+26%** followers, amounting **24,110**

**FACEBOOK**

**2.3 million** people engaged

**190,000** likes

**PRESS**

**32 interviews** given

**1,286** mentions



## COMMUNICATIONS

### Did you know that

only [REDACTED]  
10% of [REDACTED]  
cases [REDACTED] of [REDACTED]  
sexual [REDACTED]  
violence [REDACTED]  
against [REDACTED] children [REDACTED]  
and [REDACTED] adolescents [REDACTED]  
are [REDACTED]  
registered [REDACTED] in [REDACTED]  
Brazil?

# Where are the 90?

One of the featured campaigns of the year was our action on the National Day to Tackle the Sexual Abuse and Exploitation of Children and Adolescents (05/18), called "#CadêOs90" [Where are the 90?].

The initiative, which unfolded throughout the month of May, focused on informing the underreporting of SVCA cases. In Brazil, only 10% of the cases of sexual violence against children and adolescents are reported. That is why we provoked: Where are the 90%?

To talk to different audiences and in different languages, the campaign unfolded on three fronts in addition to our own social networks:

### • PROJECTIONS

For one hour, we projected provocative sentences on the wall of a building in Vila Mariana neighborhood, in São Paulo (SP), which called attention to the issue. Among them, "Sexual violence against children and adolescents - to end it, it is necessary to know about it" and "In Brazil, every hour 4 children or adolescents suffer sexual violence".

### • ENGAGEMENT

We invited influencers to use their social networks to amplify the reach of our

campaign, posting the hashtag #CadêOs90 and mouthing off about underreporting. They received a T-shirt of the action as a gift.



### • DOCUMENTARY

During the campaign, we also supported the spreading of the "If I Tell You, Will You Listen?" feature film, the first audiovisual work by director Renata M. Coimbra. The documentary is a sensitive and necessary report, which shows how sexual violence forever changed the destiny of eight girls.

In addition to fulfilling its mission to call society's attention, the campaign brought important learnings to us about how we communicate the cause and generate insights.

## COMMUNICATIONS

# Fine-tuning language

In 2022, we completed the survey entitled "Perception of Brazilian society on the issue of sexual violence against children and adolescents" conducted by the ABIHPEC Institute. The objective was to understand what the best language to talk about the issue is, in addition to better get the level of understanding and views of Brazilians regarding SVCA.

The study showed that the view on the issue has changed and that today society is more aware and cares more about it. Among other aspects, it pointed out, for example, that people already have a general notion about concepts such as pedophilia, abuse, and sexual exploitation, yet they do not know well the details and differences between them.

The initiative also suggested that the interviewed

groups had a certain understanding of the dynamics of sexual violence against children and adolescents. Everyone correctly mentioned the home environment as one of the places where SVCA takes place.

With regard to communications, participants widely stated that they consider information campaigns extremely important. The first results showed that, to be more effective, material distribution must have strong, direct, and informative language, with visual appeal and a call to action.

In general, we concluded that more frequent communications about SVCA are necessary and welcome, they must have visual strength and direct and informative content about their meaning, incidence, and reporting.



## PARTNERSHIP NETWORK

# The strength that comes from Civil Society

To maximize the results of our work, we conduct partnerships with other institutions and civil society initiatives. Get to know the key networks in which we participated in 2022 and their main lines of work.

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## AGENDA 227 MOVEMENT

It is a movement created by civil society organizations, aimed at ensuring that the rights of children and adolescents were at the center of the debate in the 2022 elections. In its trajectory, the initiative presented the presidential candidates with a document called the Country Plan, which brought together public policy proposals on the issue prepared in a participatory manner by 150 civil society organizations, networks, and coalitions. The winning candidate even committed to implementing the Plan.

As one of the organizations that are part of the movement's Coordination and Articulation Group, we were present in the formulation of the proposals and preparation of the Letter to the Presidential Candidates, pleading for the commitment to offer more effective responses to children and adolescents regarding tackling violence.

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## 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 children and adolescents who are victims or witnesses of violence. We also continued to make efforts to create new assistance venues and to prepare documents and training conducted by members of the protection network.

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### BRAZILIAN COALITION FOR THE END OF SEXUAL 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 participation in the UN's Global Partnership to End Violence Against Children.

In 2022, the initiative mobilized, in its advocacy actions, 55 civil society organizations, networks and collective actors. In addition, it worked in partnership with the Agenda 227 movement and with the Joint Parliamentary Front for the Promotion and Defense of the Rights of Children and Adolescents in the National Congress. Its activities included drafting public policy proposals and technical analysis of the National Plan for Fighting Violence against Children and Adolescents.



### 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 child protection network in Brazil. The initiative was launched in 2019, intended to outline 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 the other agencies and institutions.



### GIFE - GROUP OF INSTITUTES, FOUNDATIONS AND ENTERPRISES

Created in 1989, GIFE is a non-profit association that brings together organizations with projects aimed at promoting sustainable development. Its mission is to improve and disseminate concepts and practices of the use of private resources for the development of the common good. The network already has more than 160 members. We have been part of the initiative since 2011 and continue to participate in the exchange of information and knowledge.



### NATIONAL COMMITTEE FOR FIGHTING SEXUAL VIOLENCE AGAINST CHILDREN AND ADOLESCENTS AND ECPAT

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

## FUNDRAISING CALENDAR

# Full agenda to mobilize funding

In 2022, we held and participated in a series of events and initiatives aimed at sensitizing and mobilizing different segments of society. Check them out below.



## OPORTUNIDADE DO BEM (ODB)

Oportunidade do Bem event donates 100% of its sales of clothing, footwear, and accessories to social causes. Last year, Childhood Brasil was one of the benefited entities. We participated in all the charity events of the year, with a highlight to "Love Celebration" special edition, which took place from December 6<sup>th</sup> to 9<sup>th</sup>, at JK Iguatemi Mall, and had special curation of fashionable second-hand pieces, accessories and decoration from renowned partners.

## TANIA BULHÕES

On November 31<sup>st</sup> and December 1<sup>st</sup>, we participated in a charity event for the perfumery and tableware brand Tania Bulhões, which was launching its Christmas collection. For the second year in a row, 10% of the sales, made in all stores, website, and WhatsApp, was donated to our organization, intended to help fighting and preventing the sexual violence against children and adolescents.

## DOTERRA

doTERRA is a world leader in essential oils and aromatherapy. In 2019, we established a partnership with the brand, in which 100% of the profit from one of its products, Hope Touch oil, is destined for us. In May of last year, we also participated in the doTERRA - TOGETHER convention, which brought together the company's management, employees and consultants.

## FUNDRAISING CALENDAR

# A meeting to strengthen the cause

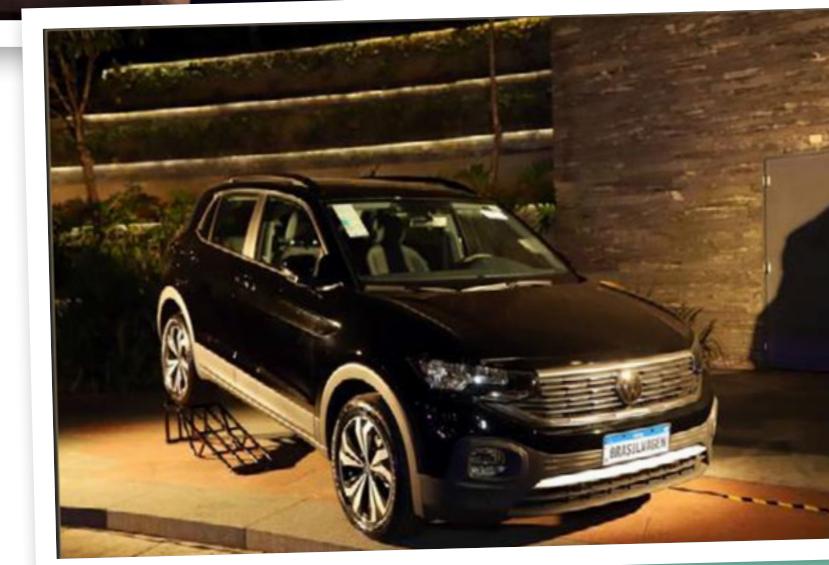
In November, we held one of the most important fundraising events on our calendar: the 2022 Dinner Event for the Protection of Childhood. The event was attended by King Carl XVI Gustaf, Queen Silvia of Sweden and Princess Madeleine, in addition to 450 guests.

Conducted by Rodrigo Faro, the event had attractions such as an auction of rare wines, works of art and exclusive experiences; and a prize draw of three great prizes through the sale of coupons, in an initiative called "Action Among Friends."

Another highlight was the "Moment for the Cause," which included a panel with the participation of Luciana Temer, president of Liberta Institute,

and Francielle Ourique Baino. They addressed sexual violence against children and adolescents and reinforced the importance of implementing the Protected Listening Law. Held at a cost of R\$825,000, the Dinner Event exceeded expectations and raised a total of R\$4.285 million. This means that it had a net result of R\$3.4 million, practically quadrupling the amount invested.

The action had the support of 13 companies: JHSF in the Platinum category; Bom Sucesso Agroindústria and Iguatemi in the Gold category; Bradesco Private Bank, Vale and Volkswagen Caminhões e Ônibus in Silver; and BTG Pactual, CBMM, Colorado, Eletrolux, Energisa, Scania and Volvo in Bronze.





# Transparency



# Financial Statements

Our accounts are audited annually by Ernst & Young's Independent Auditors.

To learn more about the auditor's report and the complete financial statements, visit our [website](#).

## Instituto WCF - Brasil

### STATEMENT OF FINANCIAL POSITION

December 31, 2022 and 2021

(in reais - R\$)

	Explanatory note	2022	2021
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	3	2,086,673	1,377,582
Marketable securities	4	9,544,197	6,975,145
Accounts receivable		83,000	343,055
Other assets	15	1,600,114	294,529
<b>Total current assets</b>		<b>13,313,984</b>	8,990,311
<b>NON-CURRENT ASSETS</b>			
Property and equipment		44,110	26,848
<b>Total non-current assets</b>		<b>44,110</b>	26,848
<b>TOTAL ASSETS</b>		<b>13,358,094</b>	9,017,159
	Explanatory note	2022	2021
<b>CURRENT LIABILITIES</b>			
Trade accounts payable	5	221,592	262,922
Payroll and related charges	6	218,203	164,737
Taxes and contributions payable		60,171	61,276
Advanced funds	7	1,739,220	1,227,512
<b>Total current liabilities</b>		<b>2,239,186</b>	1,716,447
<b>NON-CURRENT ASSETS</b>			
Provision for contingencies	8	1,296,362	1,450,248
<b>Total non-current liabilities</b>		<b>1,296,362</b>	1,450,248
<b>NET WORTH</b>			
Net worth		<b>9,822,546</b>	5,850,464
<b>TOTAL LIABILITIES AND NET WORTH</b>		<b>13,358,094</b>	9,017,159

### STATEMENT OF SURPLUS (DEFICIT)

Years ended December 31, 2022 and 2021

(in reais - R\$)

	Explanatory note	2022	2021
<b>REVENUES</b>			
Donations - Dinner Event Together for Childhood		4,423,681	-
Donations - On the Right Track Program		3,192,735	2,749,481
Donations - partnership with Atlantica Hotels International		106,025	69,502
Sundry donations and other projects		2,861,361	4,068,133
Other revenues - services provided		758,833	1,012,495
Other revenues - volunteer services (gratuities)		380,955	241,580
<b>Total Revenues</b>	9	<b>11,723,590</b>	8,141,191
<b>OPERATING COSTS AND EXPENSES</b>			
Project expenses		(4,095,408)	(3,456,005)
Expenses with resource mobilization		(1,599,207)	(666,069)
Volunteer services (gratuities)		(380,955)	(241,580)
Operating expenses		(1,003,731)	(918,153)
Administrative expenses		(850,591)	(1,140,240)
Communication expenses		(818,841)	(751,582)
<b>Total operating costs and expenses</b>	10	<b>(8,748,733)</b>	(7,173,629)
<b>SURPLUS BEFORE FINANCIAL RESULT</b>		<b>2,974,856</b>	967,562
<b>FINANCE INCOME</b>			
Revenues		998,038	288,476
Expenses		(812)	(405)
		<b>997,226</b>	288,071
<b>SURPLUS FOR THE YEAR</b>		<b>3,972,082</b>	1,255,633

The explanatory notes are part of the financial statements.

## Instituto WCF - Brasil

### STATEMENT OF CHANGES IN NET WORTH

Years ended December 31, 2022 and 2021  
(in reais - R\$)

	Net worth	Accumulated surplus (deficit)	Total
Balances at December 31, 2020	4,477,122	117,709	4,594,831
Surplus for the year	-	1,255,633	1,255,633
Incorporation of the surplus into net worth	117,709	(117,709)	-
<b>Balances at December 31, 2021</b>	<b>4,594,831</b>	<b>1,255,633</b>	<b>5,850,464</b>
Surplus for the year		<b>3,972,082</b>	<b>3,972,082</b>
Incorporation of the surplus into net worth	<b>1,255,633</b>	<b>(1,255,633)</b>	-
<b>Balances at December 31, 2022</b>	<b>5,850,464</b>	<b>3,972,082</b>	<b>9,822,546</b>

### STATEMENT OF CASH FLOWS - INDIRECT METHOD

Years ended December 31, 2022 and 2021  
(in reais - R\$)

	2022	2021
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>		
Surplus for the year	<b>3,972,082</b>	1,255,633
Adjustments to reconcile surplus for the year		
Depreciation and amortization <b>(Note 10)</b>	<b>12,212</b>	10,283
Provision for labor contingencies <b>(Note 10)</b>	<b>(153,886)</b>	262,576
Changes in assets and liabilities		
Accounts receivable	<b>260,055</b>	(285,900)
Other assets	<b>(1,305,585)</b>	(131,331)
Trade accounts payable	<b>(41,330)</b>	40,446
Payroll and related charges	<b>53,466</b>	15,470
Taxes and contributions payable	<b>(1,106)</b>	(29,826)
Advanced funds	<b>511,709</b>	562,668
Other liabilities	-	-
<b>NET CASH FROM (USED IN) OPERATING ACTIVITIES</b>	<b>3,307,617</b>	1,700,019
<b>CASH FLOW FROM FINANCING ACTIVITIES</b>		
Acquisition of property and equipment	<b>(29,473)</b>	-
Marketable securities, net	<b>(2,569,052)</b>	(957,669)
<b>Net cash used in financing activities</b>	<b>(2,598,525)</b>	(957,669)
<b>CASH FLOW FROM FINANCING ACTIVITIES</b>		
<b>INCREASE IN CASH AND CASH EQUIVALENTS FOR THE YEAR</b>	<b>709,092</b>	742,350
<b>CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR</b>	<b>1,377,582</b>	635,232
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<b>2,086,673</b>	1,377,582

The explanatory notes are part of the financial statements.

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V O L V O



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