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Instituto Alcoa Activities Report 2023





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Transforming communities: together for the common good

In 2023, we went on a long and challenging journey for the benefit of communities that show us how to get our hands dirty in favour of less unequal, fairer and more inclusive territories - Juruti (PA), São Luís (MA), Poços de Caldas (MG), Caldas (MG) and Divinolândia (SP).

But what makes a community transformative? It's thinking about the common good, what is shared or beneficial to all or most members of a given locality, such as education and access to work and income. And even for social investors, none of this is possible without the participation of the local population and in dialogue with social organizations.

For 34 years Instituto Alcoa has been working for the development of the communities in which it operates. It works for territories with more opportunities that embrace people in all their diversity and potential.

In 2023, the IA invested around R\$4.5 million in the communities through the Programa de Apoio a Projetos Locais, Programa Ecoa Formação e Gestão, and Programa de Voluntariado. The transformation of a territory, in this case, is reflected in the lives

of the students in the 120 schools benefiting from Ecoa, or the almost 6,000 people benefiting from the Projetos Locais and Projetos Extra Edital.

Over more than three decades of work, IA has consolidated a way of working in the community that demands responsibility, collectivity, social participation and attention to others and to the territory. These premises run through all of its work, from the conception of a proposal to its final evaluation.

2023 was also a year of listening. In the second half of the year, IA carried out extensive training in communication and engagement, which resulted not only in an exchange of experiences, but also in a process of dialogue with Alcoa employees and representatives of the Conselhos Consultivos de Relações Comunitárias about the actions, programmes and projects carried out in the localities.

As you go through the following pages, we hope that each piece of information and testimony will inspire you to continue dedicating yourself to the communities, their territories and the search for an increasingly prosperous country.

Enjoy your reading!



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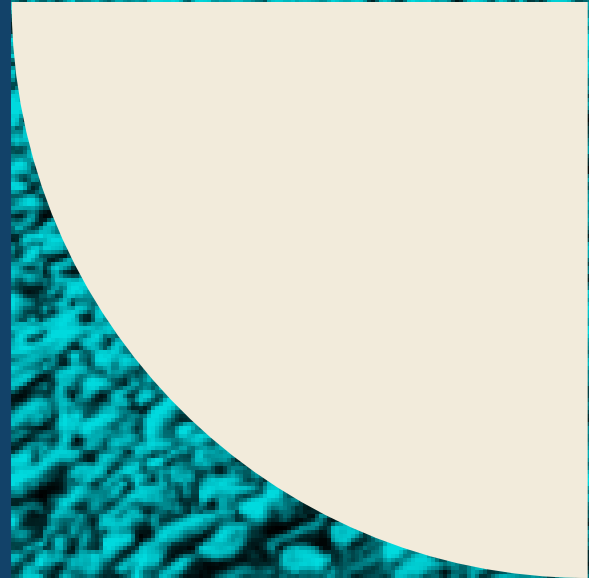
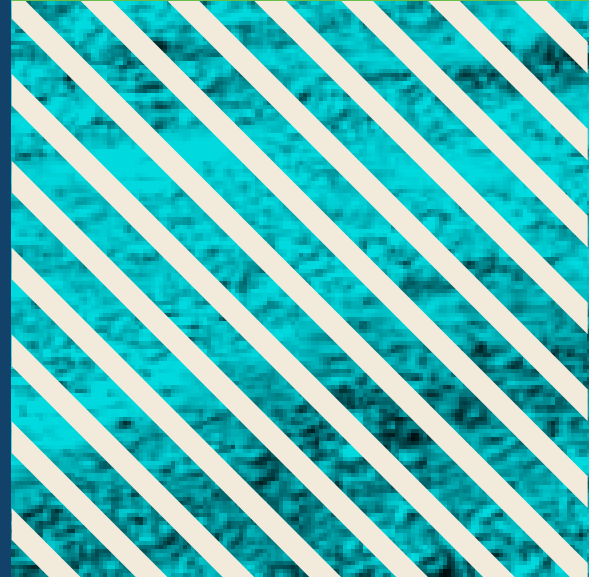
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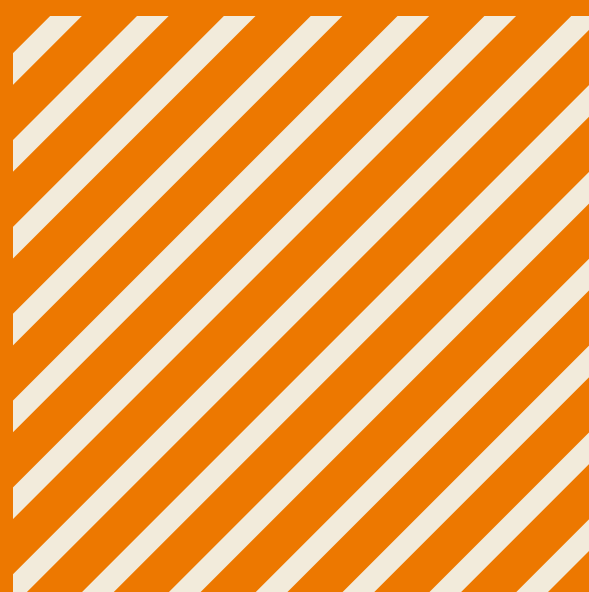
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Watch the video about the
**Instituto Alcoa Activities
Report 2023**





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Highlights

In 2023, Instituto Alcoa invested around **R\$ 4.5 million** in the communities of the regions where it operates: **Juruti (PA)**, **São Luís (MA)**, **Poços de Caldas (MG)**, **Caldas (MG)** and **Divinolândia (SP)**.

Check out the details of this investment and the actions carried out in these territories:



Education



Investment

R\$ 1,490,011

120* schools

participating in the Programa Ecoa

Ecoa Formação

70 schools

235 professionals
participating

39,543 students
indirectly benefiting

Ecoa Gestão

98 schools

159 professionals
participating

60,404 students
indirectly benefiting

*There are repetitions between schools on both sides of the program.



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PROGRAMA DE
**Apoio a
Projetos
Locais**



Investment

R\$ 1,852,848

11 local projects supported

5,000 people potentially benefited

Extra projects

Total investment

R\$ 750,135

5 extra projects selected, in addition to the program

700 people potentially benefited

[Check out more about the supported projects →](#)

Volunteering and social engagement

Total investment of
R\$ 544,009

30 ACTIONS with an investment of **R\$ 300,000**

957 volunteers taking part in the actions

4,220 hours of volunteer work

3,084 people benefited by **ACTIONS**

6 initiatives of Atados

with an investment of **R\$ 129,009**

3 **Junior Achievement** initiatives with an investment of **R\$ 49,000**

212 people benefited from the actions of Junior Achievement and Atados

6 VAMOS groups

(Voluntários Alcoa Mobilizando a Sociedade), with **R\$ 60,000** directed to actions

6 actions in partnership with Alcoa's inclusion and diversity networks

6 transfers from the Campanha Seja 10 em Solidariedade, totalling **R\$ 6,000**

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Timeline

FEVEREIRO

Transparency: Instituto Alcoa organises Painel Comunitário in Juruti (PA)

[LINK](#) →

MARÇO

Opening of the 2023 Edital de Projetos Locais

[LINK](#) →

ABRIL

Instituto Alcoa launches new volunteering program on its 33rd birthday

[LINK](#) →

First ACTION of the year, in Paço do Lumiar (MA), in the Pau Deitado community, with the participation of 74 volunteers

[LINK](#) →

MAIO

ACTIONS in São Paulo, in partnership with GRAAC and mobilization of 15 volunteers, and in Juriti (PA), in the Surval community, with the participation of 27 volunteers

[LINK](#) →

JUNHO

Instituto Alcoa participates in the 7º Congresso Nacional de Educação

[LINK](#) →

JULHO

Festival da Cultura
Empreendedora 2023

[LINK](#) →

AGOSTO

Programa de Apoio a Projetos
Locais 2023 public notice
results

[LINK](#) →

ACTION in Caldas (MG), with
the Xukuru Kariri indigenous
and mobilization of 35
volunteers

[LINK](#) →

SETEMBRO

Workshops on monitoring and
evaluation, and officialisation
of the projects approved in the
2023 Editorial

[LINK](#) →

OUTUBRO

Announcement of the results
of the Campanha Educador
de Valor 2023

[LINK](#) →

Territories receive community
communication, mobilization
and social engagement
workshops

[LINK](#) →

NOVEMBRO

Instituto Alcoa has a new
partner for the Programa
Ecoa Formação: the Quality
Educaional consultancy

[LINK](#) →

Programa Ecoa Formação
carries out Ciclo de Diálogos

[LINK](#) →

DEZEMBRO

Instituto Alcoa recalls its
journey through 2023

[LINK](#) →

Projeto Dona's e Costurando
Sonhos are honoured by
Câmara de Juruti (PA)

[LINK](#) →

International
volunteering day

[LINK](#) →

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In Action



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Programa Ecoa

Programa Ecoa is the Instituto Alcoa's main initiative focused on improving basic public education in Brazil by improving management processes and training educators. Ecoa works on two fronts: management and training.

Ecoa Formação aims to address educational inequalities and guarantee higher levels of quality in terms of access, permanence and learning in the trajectories of students in the public schools of the three municipalities served by the programme. The actions are divided into: training and advising the technical teams of the municipal secretariats, training educators in Portuguese Language, Mathematics and Pedagogical Assessment, disseminating content and creating educational technology to mobilize the educational community. In 2023 the technical partners of this initiative were Cenpec and Quality Educacional.

Ecoa Gestão works with teams from the Secretarias Municipais de Educação and with school managers and pedagogical coordinators to support the implementation and monitoring of the Plano Estratégico and the drafting of the school's Planos de Ação of management in the participating units. In 2023, the technical partner of this initiative was Interação Urbana.

Find out more about Programa Ecoa on our website

www.programaecoa.com.br





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In October, three virtual events were held as part of the Ciclos de Diálogos, spaces for reflection with education experts on current challenges in the field and teaching practices. The initiative was organized by the Ecoa Formação.

Partnerships in the Programa Ecoa:

Centro de Estudos e Pesquisas em Educação, Cultura e Ação Comunitária (CENPEC)

Interação Urbana

Quality - Educational counselling and consulting

Secretaria Municipal de Educação de Poços de Caldas (MG)

Secretaria Municipal de Educação de São Luís (MA)

Secretaria Municipal de Educação de Juruti (PA)



Ecoa Formação in Juruti - PA



Ecoa Gestão in Poços de Caldas - MG



Ecoa Gestão in São Luís - MA



PROGRAMA DE

Apoio a Projetos Locais



Held annually, Programa de Apoio a Projetos Locais selects, through a public notice, initiatives developed by civil society organisations and/or public authorities on Instituto Alcoa priority fronts: Education (with a focus on Primary Education), Generation of Work and Income and Entrepreneurship.

In 2023, the IA received 72 applications to the Programme's call for proposals and approved more than R\$1.8 million for 11 community projects. Check out the initiatives supported by location and area of activity:

Juruti (PA)

Education

- Ampliação de salas de aula - Associação de Pais e Mestres da EMEF Maria da Saúde Pinheiro Cunha

Generation of Work and Income and Entrepreneurship

- Fortalecimento da Agricultura Familiar de Juruti - Cooperativa da Agricultura Familiar de Juruti - Coopera Juruti
- Fortalecendo o Protagonismo das Mulheres Produtoras Rurais da Comunidade de Cruzeiro - Instituto Vitória Régia
- Avançando para um Pescado Sustentável e Inclusivo em Juruti - Fase II - Sociedade para Pesquisa e Proteção do Meio Ambiente

Poços de Caldas (MG)

Education

- Cinema sem fronteiras - Associação Instituto Beneti
- Leitura e Imaginação: para além dos muros da instituição - Associação dos Deficientes Físicos de Poços de Caldas

Generation of Work and Income and Entrepreneurship

- Programa "De Volta ao Ciclo" - Associação dos Catadores e Separadores de Materiais Recicláveis de Poços de Caldas
- Cidadão do Amanhã: formar para transformar - Fundação Gota de Leite de Assistência à Criança

São Luís (MA)

Education

- Ler é viver - Sociedade de Amigos das Bibliotecas do Maranhão

Generation of Work and Income and Entrepreneurship

- Nave Empreende - Organização em prol da Natureza, Arte, Vida e Educação
- Ela na Obra - Associação Ela na Obra

Partnerships:

FICAS (Fundo Internacional Socioambiental)

NGOs in the territory

Projetos Extra Edital

The “Extra Projects” are developed in partnership with Alcoa’s operating units, primarily in the areas of Education and Generation of Work and Income and Entrepreneurship.

Check out the supported initiatives:

Juruti (PA)

Engajamento

- Projeto Mbaraeté - Fundo Internacional Socioambiental (FICAS)

Geração de Trabalho e Renda e Empreendedorismo

- Casa de Farinha Mecanizada Sustentável - Secretaria Municipal de Produção e Abastecimento – SEMPRO

Poços de Caldas (MG)

Educação

- Ampliação do Galpão Bem Viver - Associação Bem Viver de Apoio à Comunidade

Geração de Trabalho e Renda e Empreendedorismo

- Jornada Artesão Empreendedor - Associação A Guarda-Chuva

São Luís (MA)

Engajamento

- Comunidades Sustentáveis - ISES - Instituto de Socioeconomia Solidária (Mandū Inovação Social)



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Poços de Caldas - MG

Officialization event of approved projects in the 2023 Notice

[Find out more about the Programa de Apoio a Projetos Locais](#)



Juruti - PA



São Luís - MA

Instituto Alcoa	R\$ 171.073,90
Conta e sistema e um mês e sistema e três reais e noventa centavos	
Associação Ela na Obra	
São Luís - MA, 29 de Setembro de 2023	

Instituto Alcoa	R\$ 167.420,45
Conta e sistema e um mês e quarenta e cinco reais e quatro centavos	
Organização em Pro da Mulher, Arte, Vida e Educação (OAMAVE)	
São Luís - MA, 29 de Setembro de 2023	

Instituto Alcoa	R\$ 202.492,80
Despesas e dois mil e quatrocentos e noventa e dois reais e oitenta centavos	
Sociedade de Amigos das Bibliotecas do Maranhão	
São Luís - MA, 29 de Setembro de 2023	

Society Engagement

Instituto Alcoa relies on the partnerships not only of its employees to carry out its many actions, but also of organizations specializing in different themes and agendas, which support IA in its alignments with relevant social agendas, such as engagement and volunteering, all with an attentive eye to the diversity present in all territories.

ACTIONS

The acronym stands for Alcoans Contributing Together in Our Neighbourhoods. The ACTIONS are one of the main ways in which the Alcoa Institute engages its employees in volunteering activities. These initiatives are carried out in the territories where Alcoa operates, because we believe that real impact on communities is only possible through joint, collaborative and participatory action.



ACTION in the Pau Deitado community, São Luís - MA



ACTION at organization Nova 4E, São Paulo - SP



ACTION in the São Pedro Community, Juruti - PA



ACTION at the Escola Sueli Raimundo Gonçalves daycare center, Divinolândia - SP



This initiative was a major innovation in 2023.

In each territory, the volunteers split into two groups and each benefited a different organization, totalling 6 completed activities. Check out the organizations supported:



VAMOS in Poços de Caldas - MG

Juruti (PA)

- Associação dos Catadores e Catadoras de Materiais Recicláveis
- Associação Beneficente e Promocional Bom Samaritano

Poços de Caldas (MG)

- Associação Maria Cinderela
- Escola Estadual Doutor João Eugênio de Almeida

São Luís (MA)

- Instituto Cores do Mará
- Canção de Curar



VAMOS in São Luís - MA



VAMOS in Juruti - PA

Atados and Junior Achievement

Partnerships to encourage volunteering with the organizations Adados and Junior Achievement. Through these partnerships, IA has access to programs, materials, technical support and methodology for implementing initiatives focused on employability, training for the job market and social mobilization.

Parcerias:

- Atados
- Grupos de Inclusão of Alcoa (AWN, EAGLE, AWARE and ABLE, which deal with women, LGBTQIA+ people, racial equity and people with disabilities).
- Junior Achievement



Junior Achievement in São Luís - MA



Atados in Poços de Caldas - MG



Junior Achievement in Juruti - PA



Festival da Cultura Empreendedora

Da necessidade à oportunidade:
a jornada do(a) empreendedor(a) **2023**

With the theme “From need to opportunity: the entrepreneur’s journey”, the event took place in July and brought together specialists, Alcoa collaborators, social organizations and entrepreneurs involved to discuss the different paths and motivations for more and more Brazilians to be part of the entrepreneurial ecosystem.

To find out more, go to IA’s Territories in a Network podcast on Spotify or SoundCloud and listen to special content produced on the subject.



LISTEN THE PODCAST

Highlights:

220 face-to-face participations in the local events

130 participants connected to the virtual opening event

Parcerias:

- Alcoa employees
- Estúdio Cais
- Local partner organizations:
Associação Beneficente Emaús - Juruti (PA); Centro Cultural Afro Brasileiro Chico Rei - Poços de Caldas (MG); and Escola Casa Familiar Rural - São Luís (MA)



Festival da Cultura Empreendedora in São Luís - MA



Festival da Cultura Empreendedora in Juruti - PA



Festival da Cultura Empreendedora in Poços de Caldas - MG

Find out more



The third edition of the initiative, promoted by Instituto Alcoa, had the theme “Recognising students for valuable educators”. One of the novelties in 2023 was the comic strip competition and the recognition of the students and schools with the highest number of participations in the initiative.

Festival da Cultura Empreendedora in Poços de Caldas - MG



Festival da Cultura Empreendedora in São Luís - MA



On 25 October, the most quoted educators in the comics were recognised:

São Luís (MA)

- **Marcelia Leal Silva**, a teacher at the **Lúcia Chaves Centro de Ensino** and **Professor José** from the **Silva Rosa Elementary School**;
- **Francinaldo Gomes da Silva**, a student at the **Lúcia Chaves Centro de Ensino**
- **Prof José** from **Silva Rosa Elementary School**

Poços de Caldas (MG)

- **Paula Marcela de Junqueira e Silva**, teacher at **Dona Mariquinhas Brochado Municipal School** and **Dr Haroldo Affonso Junqueira Municipal School**;
- **Lauana Aparecida de Oliveira**, pupil at **Irmão José Gregório Municipal School**
- **Dona Mariquinhas Brochado Municipal School**

Highlights:

560 comic strips sent in by students

Participation and involvement of **32** municipal and state schools

[Find out more](#)

Partnerships:

- **Estúdio Cais**
- **Secretaria Municipal de Educação of Poços de Caldas (MG)**
- **Secretaria Municipal de Educação of São Luís (MA)**

Face-to-face training

In September and October, Instituto Alcoa, together with professionals from Estúdio Cais, held workshops on mobilization, social engagement and community communication in the territories where the IA operates.

The workshops, which have been held since 2019, were attended by Alcoa employees, representatives of the Conselhos Consultivos de Relações Comunitárias, and social organizations such as associations, cooperatives and public school leaders. All this exchange of knowledge has resulted in reflections and suggestions for the IA's fronts of action: Education, Generating Work and Income and Engagement.



Communication and engagement workshop in São Luís - MA

Highlights:

8 workshops;

More than **140 people** took part



Communication and engagement workshop in Juruti - PA



Communication and engagement workshop in Poços de Caldas - MG

Communication

1,632

new followers on Instagram in 2023,
and a total of

3,770 people

following IA's profile on the social network

85,764

accounts reached by
IA's Instagram profile

549

stories produced and published
or reposted on Instagram

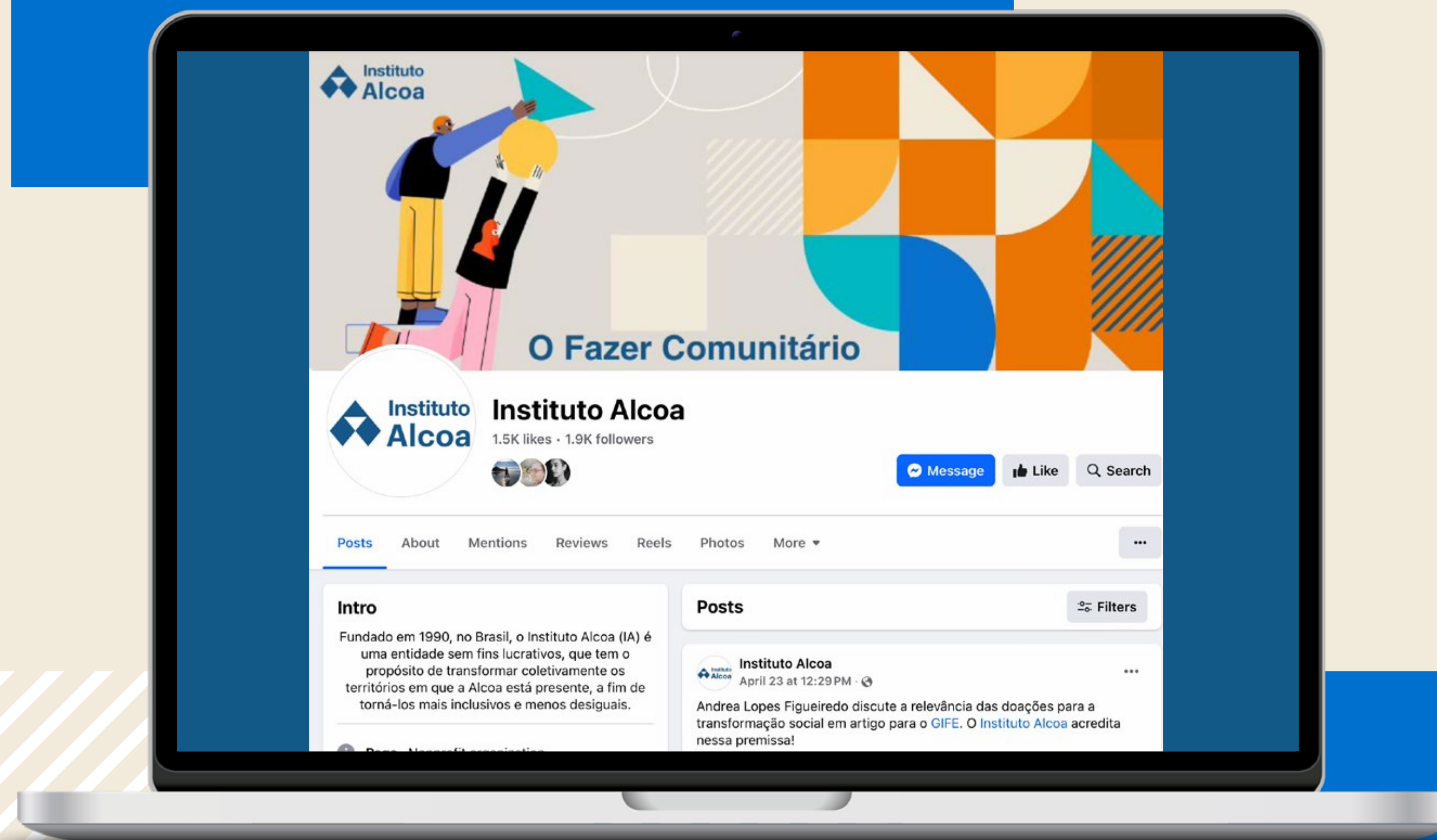
260

cards and 10 videos/cards with audio
produced for social networks

With **1,913 followers**
on Facebook, in 2023 IA had

123,000 interactions

from users of the social network with content
published or shared on that network





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With countless actions being developed in the territories, **IA's communication channels aim to engage communities in the causes and share each initiative that reaches the territories or comes from them.** There is a wide range of content and tools used by the Institute to talk to those who accompany it, follow it, dedicate themselves to it and get their hands dirty.

Highlights:

Around **5,700** total followers on social networks

More than **80 pieces** of content published on IA's Facebook and Instagram pages

20 pieces of content published on the website

2 episodes of the Territórios em Rede podcast

6 newsletters produced and distributed via e-mail, the Radar

12 audio newsletters,

Em Foco, sent out monthly

And around **650 insertions** about IA in the external media

KNOW MORE



06

Tour of the territories

key figures for each location



Juruti (PA)

R\$ 1,617,124

invested by Instituto Alcoa in the locality,
divided as follows:

Local Projects: **R\$ 906,785**

Extra Projects: **R\$ 332,364**

ACTIONS: **R\$ 90,000**

Programa Ecoa: **R\$ 210,933**

VAMOS: **R\$ 20,000**

Atados e
Junior Achievement: **R\$ 57,041**

Results Juruti (PA):

Programa Ecoa

6,708 students indirectly benefited by the Ecoa Gestão

4 schools benefited by Ecoa Formação

80 professionals benefited by Programa Ecoa Formação

8 professionals from the Juruti Secretaria Municipal de Educação benefited from the Programa Ecoa Gestão

Programa de Apoio a Projetos Locais

4 projects approved

4 organizations benefited

340 people potentially benefited

Extra public notice projects

2 projects approved

2 organizations benefited

414 people potentially benefited

Volunteering

9 ACTIONS carried out

1 action with Atados

2 actions with Junior Achievement

218 volunteers mobilized in the locality, with 872 hours of volunteer work

With the actions of ACTIONS, Atados and Junior Achievement, **685 people** were potentially benefited

São Luís (MA)

R\$ 1,635,344

invested in the locality, including:

Local Projects: **R\$ 540,987**

Extra Projects: **R\$ 265,770**

ACTIONS: **R\$ 90,000**

Campanha Seja 10: **R\$ 3,000**

Programa Ecoa: **R\$ 683,294**

VAMOS: **R\$ 20,000**

Atados and Junior Achievement: **R\$ 32,292**

Results São Luís (MA):

Programa Ecoa

27,912 students indirectly benefited by Ecoa Formação

41,934 students indirectly benefited by Ecoa Gestão

41 schools benefited from the Programa Ecoa Formação

73 schools benefiting from the Programa Ecoa Gestão

97 professionals benefited from the Programa Ecoa Formação

94 professionals benefited from the Programa Ecoa Gestão

Programa de Apoio a Projetos Locais

3 projects approved

3 organizations benefited

4,480 people potentially benefited

Extra public notice projects

1 project approved

1 organization benefited

150 people potentially benefited

Volunteering

9 ACTIONS

1 action with Atados

1 action with Junior Achievement

453 volunteers mobilized in the actions, and 1,812 hours dedicated to volunteer work

1,791 people benefited from volunteer activities

Poços de Caldas (MG)

R\$ 1,306,401

invested in the locality, divided into the following initiatives:

Local Projects: **R\$ 405,076**

Extra Projects: **R\$ 152,000**

ACTIONS: **R\$ 90,000**

Campanha Seja 10: **R\$ 2,000**

Programa Ecoa: **R\$ 595,783**

VAMOS: **R\$ 20,000**

Atados: **R\$ 41,542**

Results Poços de Caldas (MG)

Programa Ecoa

11,541 students indirectly benefited from Ecoa Formação

11,762 students indirectly benefited from Ecoa Gestão

25 schools benefited from Ecoa Formação

25 schools benefited from Ecoa Gestão

58 professionals benefited from Ecoa Formação

57 professionals benefited from Ecoa Gestão

Programa de Apoio a Projetos Locais

4 projects approved

4 organizations benefited

178 people potentially benefited

Extra public notice projects

2 projects approved

2 organizations benefited

105 people potentially benefited

Volunteering

9 ACTIONS

2 actions with Atados

215 volunteers mobilized in the locality, dedicating 860 hours of voluntary work

739 people benefited

São Paulo (SP)

R\$ 78,134

invested in the locality, broken down as follows:

ACTIONS: **R\$ 30,000**

Campanha Seja 10: **R\$ 1,000**

Atados: **R\$ 47,134**

Results São Paulo (SP)

Volunteering

43 people benefited from ACTIONS

32 volunteers involved in the actions,
dedicating 172 hours of voluntary work



Word panel from the year's publications and summarizing the workshops in the territories:

Experience
Doing together Enthusiasm
Community communication

Indicators

Common Good Communities **Ecoa**

Transformation

Multiply

Dialogue

Education

Engagement

Collective

Training

Learning

Volunteering

Putting into practice

Labour and income

Inclusion

Collaborators

ACTIONS

Entrepreneurship

Sharing

Monitoring

Exchanges

VAMOS

Teamwork

Expertise

Partnerships

Results



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Message from Marco Froes, President of the Alcoa Institute

In its 34 years of operation, Instituto Alcoa has always reflected on its actions with the intention of bringing development together, in a participative, collaborative and transparent way, to the territories where Alcoa is present.

That's why each action that is thought out, planned, dialogued and put into practice reflects several hands and eyes, always concerned with one question: what impact will this initiative have on the lives of the communities?

Our commitment lies precisely in tuning in and engaging people to realize goals such as less unequal and more inclusive territories.

To achieve these goals, IA has invested mainly in the areas of education and generating work and income, which are structural causes for community development, as well as encouraging participation and social engagement.

We want every action taken and each investment made to have the mark and inspiration of several people, especially those who know what is important and urgent to improve the daily life of their territories.

I would like to thank our employees, volunteers, partner social organizations, public authorities and communities, as well as other Private Social Investment players who share our desire to contribute to the socio-environmental transformation of our country.

The year 2024 brings many new developments in our programmes. In the next report, I hope to present data and actions with an ever greater positive impact on the territories.

Marco Froes

President of Instituto Alcoa



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Executive Summary

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Board of Directors of Instituto Alcoa

Members

Michelle Shayo

Fabio Abdala

Fabio Martins

Helio Lazarim

Walmer Rocha

Board of staff of Instituto Alcoa

President

Marco Froes

Diretor Accountant

Carlos Eduardo Cantos

Executive Director of External Relations,
Communication and Partnerships

Tatiana Bizzi

Executive Director of Operations

Monica Renata Espadaro

Communication and
Engagement Analyst

Maria Eduarda Congentino Carneiro

Community Projects Analyst

Nicole Martins Bezerra

Intern

Letícia Gonçalves

Local Leaders of Instituto Alcoa

Daniel Florenzano

Emerson Rocha

Maria Cristina Gonçalves

Community Relations Representatives

Bárbara Almeida

Fabio Costa

Joana Burgos

Maria Francisca Fontes

Report preparation

Editorial Project

Estúdio Cais - Projetos de Interesse Público

Coordination and editing

Daniele Próspero

Rodrigo Bueno

Content development

Elvis Marques

Proofreading

Rodrigo Bueno

Graphic design and publishing

Roger Testa

Translation

Francis Bomba



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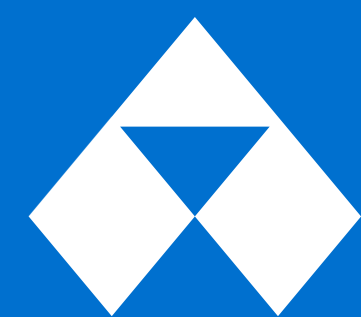
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**Instituto
Alcoa**

