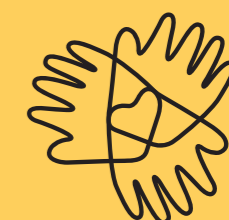


# Re port 2020



**inec**  
feito de gente.

# Re port 2020



**inec**  
feito de gente.



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## INEC: PARTNER IN OVERCOMING CHALLENGES AND ESTABLISHING A NEW FUTURE



Stélio Gama Lyra Júnior,  
Inec CEO

Since its birth in 1993, we knew that the challenges Nordeste Cidadania Institute (Inec) set out to overcome were great. Among our goals there were collaboration to reduce inequality and promotion of citizenship based on education, autonomy and sustainable development. At the same time we were building Inec to be a national reference in its actions.

We have been pursuing these goals for 27 years with a lot of dedication, commitment and passion, reaching 11 states, captivating more than 3 million customers of the microfinance programs and benefiting countless families from communities where we develop social and environmental programs. Facing big challenges is our specialty.

In 2020, however, the health crisis caused by the Covid-19 pandemic scaled up the inequalities faced by Brazilians. The social abyss, which had been shrinking in recent decades, started to grow again, taking more people away to dangerous levels of unemployment and food insecurity.

Facing so many adversities this year, Inec once again proved its greatness in performance and organization. We have collaborated with several initiatives to tackle the effects of the pandemic, we have promoted emergency activities such as distribution of food and masks, and we have reaffirmed our partnership with the communities where we operate.

Our future prospects were reinforced in our 2021-22 Strategic Planning. In order to develop our actions the best possible way we have rearranged our structure and methods, modernizing processes to take better care of the

nearly 8 thousand collaborators and meet the expectations of the direct and indirect customers and beneficiaries.

As to management we started studies for adoption of new policies, such as diversity and inclusion, and new practices for the financial sustainability of the institute and its social and environmental programs by developing fundraising actions through fiscal incentives laws.

That way we were able to keep all the microfinance and social and environmental programs, strengthening links with direct and indirect partners and beneficiaries and also make room for other successful emergency actions.

By reviewing 2020 and looking to the future, we understand the fundamental role that the third sector had this year of crisis and which will continue to have in the years to come. The arrival of the vaccine, highly celebrated and welcomed, is just the first step towards recovery. The third sector shall be an important player in the construction of a new panorama for helping underserved and more vulnerable people to overcome difficulties through education, training in sustainable and innovative technologies, as well as in social entrepreneurship.

We are masters at dealing with it.

“THE THIRD SECTOR IS  
FUNDAMENTAL TO  
DESIGN NEW HORIZONS,  
BECAUSE THOSE WHO  
ARE HUNGRY ARE  
IN A HURRY.”





## BELIEVING IN CITIZENSHIP IS THE BASIS OF WHAT WE ARE

Founded in 1993, Nordeste Cidadania Institute (Inec) is a Civil Society (Non Profit) Organization (CSO), qualified as a Civil Society Organization of Public Interest (*Oscip*) since 2003, which mainly focuses on the sustainable development of communities in Northeast Brazil. Developed by the efforts of workers who were strongly touched by the hunger and social inequality that affected

many communities, the Institute increased its activities towards helping them through education, sustainability, technology and entrepreneurship outlining paths for citizenship. It currently has 7,800 collaborators in all states in Northeast Brazil and the north of Minas Gerais and Espírito Santo states.

### Credit for good ideas

Being certified as an *Oscip* made it possible to sign a Partnership with Banco do Nordeste - BNB (*Nordeste Bank*) to operate *Crediamigo*, an Urban Microfinance Program, and to launch the first South America Rural Microfinance Program - the *Agroamigo* - together with BNB in 2005. With both programs, Inec serves about 3.6 million people with more than BRL 17.7 billion contracted in 2020.

### Developing competencies

Inec also invests in culture, technology and community development, serving both children and adults through programs and projects that significantly contribute for the development of skills and competencies for the 21<sup>st</sup> century, strengthening initiatives in varied regions and providing socially responsible and environmentally sustainable businesses, according to the Sustainable Development Goals of the United Nations (UN).

### Financial sustainability

Appreciation of good practices, transparency and ethical standards gave Inec the necessary basis to achieve certifications like *Oscip*. In 2020, those qualities opened new possibilities for financial sustainability such as fundraising resources through incentives laws and for self-sufficiency through its own projects in the near future.

### MISSION

- Promote citizenship through social and environmental and microfinances programs aiming at stimulating sustainable development.

### VISION

- Be a national reference as a Civil Society (Non Profit) Organization which promotes actions aimed at sustainable development.

### VALUES

- **Commitment:** with itself, the others and the community.
- **Criativity:** inovative actions to overcome the limits of routine with responsibility.
- **Ethics:** permeating all our actions and relations.
- **Passion:** driving force to face challenges.
- **Respect:** to know how to listen, to approach and consider.
- **Solidarity:** caring and putting yourself in the other's place.

# GOVERNANCE: EFFICIENCY, CONSISTENCY AND SOCIAL CONTROL

Ethics, transparency, accountability and social and corporate responsibility are some of the pillars that govern Inec's governance. Its consistent and democratic structure, aligned by the management policies that value the best market practices and the ethical principles of the Institute, result in efficient processes, achieved goals, trust from partners and beneficiaries and respect from the market.

## Structure

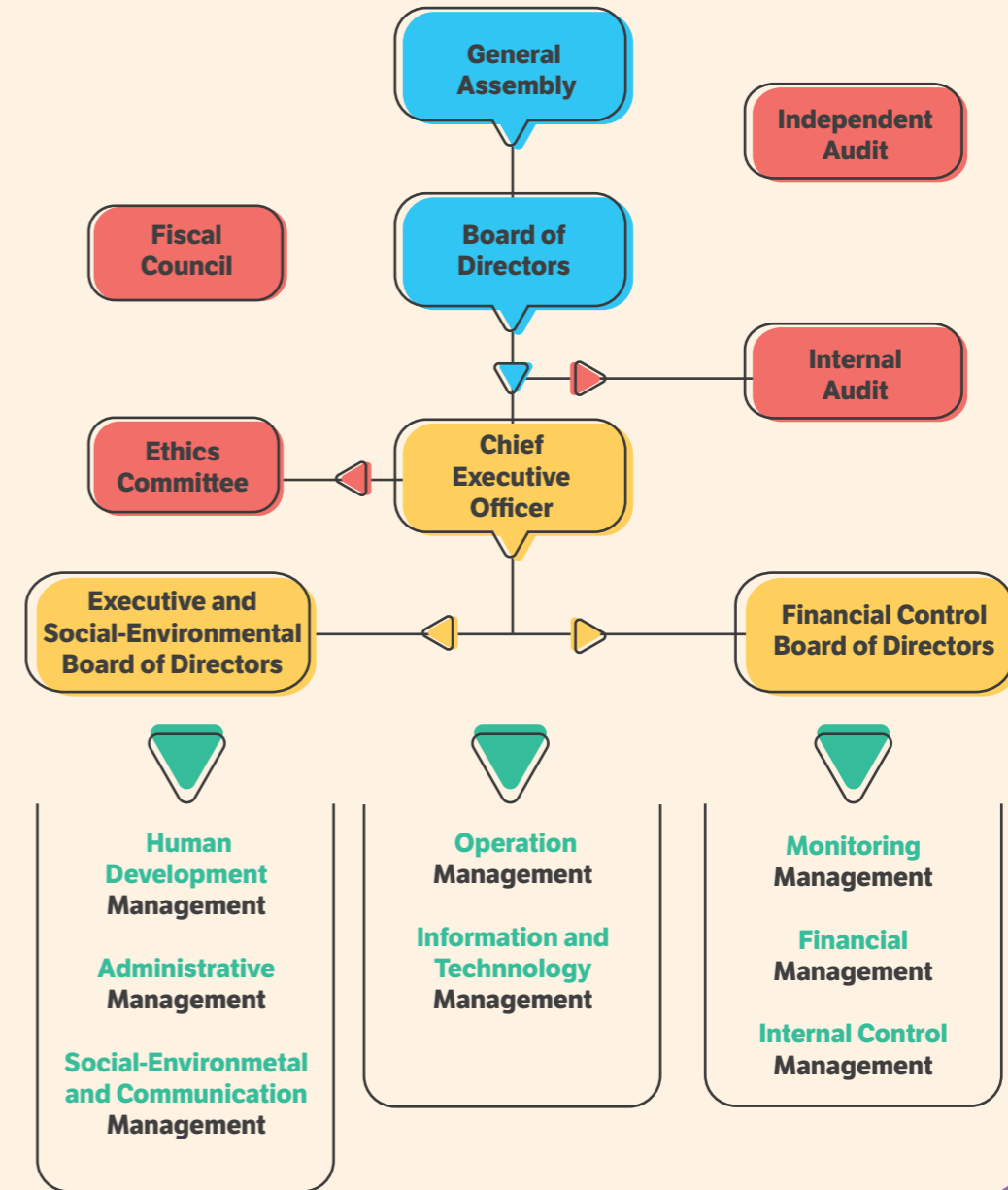
At the General Assembly, governed by the Statute, the members elect, every three years, the holders of the Councils and deliberate on projects, actions and strategy. The Council of Management directs strategic actions in order to achieve its statutory purposes.

The Fiscal Board observes and opines on the financial performance and accounting reports annually issuing a report disclosed to stakeholders.

The Executive Board is formed by the CEO and the two Boards, being responsible for managing financial and human resources and for the implementation of the strategy.

Two audits are carried out annually, an Internal one and an Independent one, made by a specialized company contracted to certify through a report the conformity to the published information. Actions, reports and opinions are widely publicized on the institutional website, and through printed inserts, direct mail and in the *Diário Oficial da União* (Official Gazette of the Union).

## GOVERNANCE STRUCTURE



# POTENCY FOR THE SUSTAINABLE DEVELOPMENT

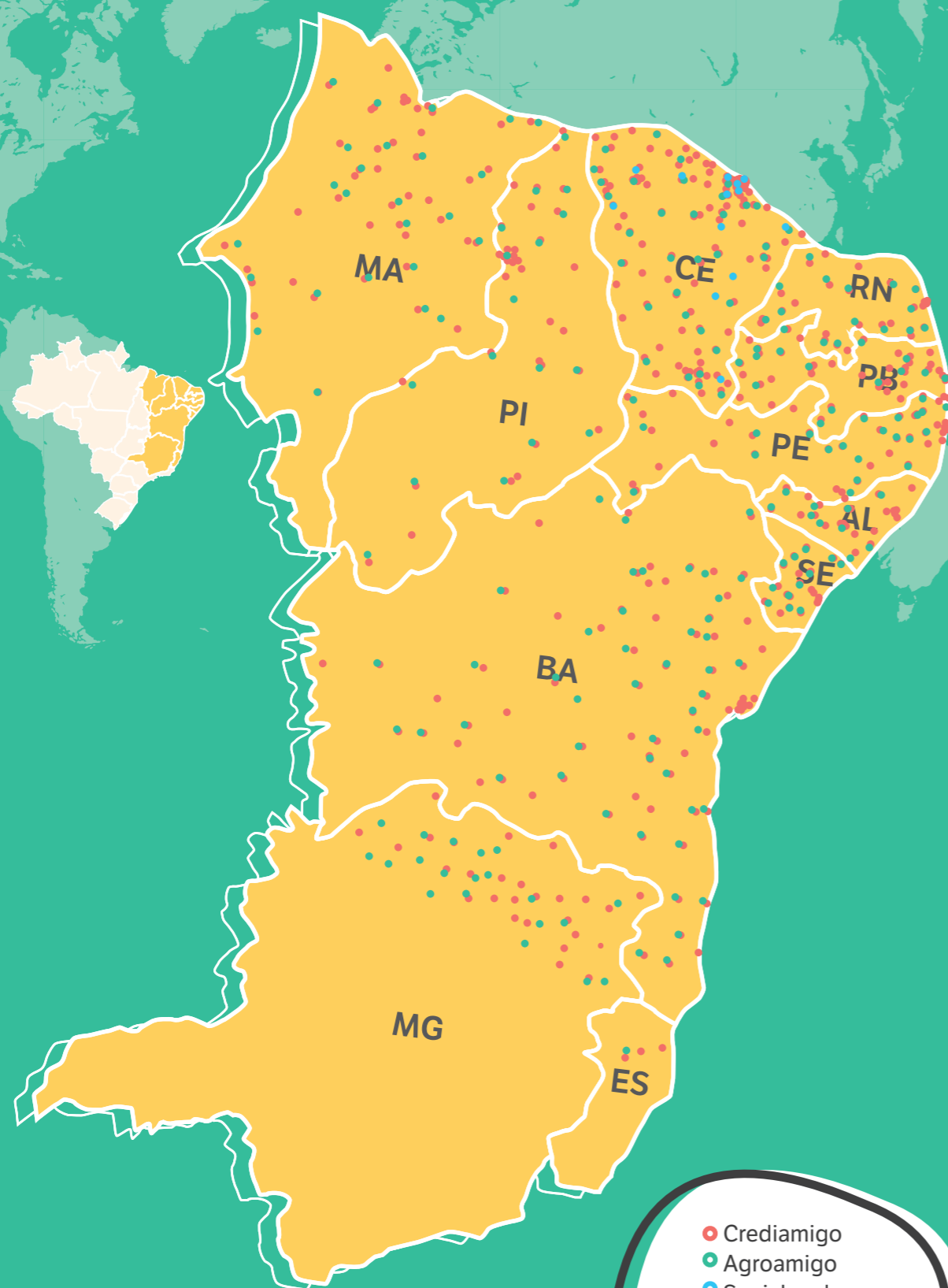
Inec is present throughout the semi-arid region on Northeastern Brazil, part of Minas Gerais and Espírito Santo states, operating on 11 states through Public Partnership Terms signed with Banco do Nordeste (Nordeste Bank), operating 682 Crediamigo and Agroamigo units, ready to serve more than 3 million active customers. As to the social environment, it operates on five municipalities in Ceará state where it develops the LABInec and Prosequir projects, among others.

The range of Inec is a reflection of the intense work and commitment to sustainable

development by the operationalization of programs for access to microcredit and training in social technologies, education and culture to those who need it most.

Its presence occurs both in capitals such as Fortaleza, Salvador and Recife, as well as in average and small towns like Barbalha, Exu, Araripina, Serrinha, Paulistana, Ibotirama e Umarizal.

Inec is great due to its territorial reach, expressive number of active clients/customers and almost 8 thousand collaborators dedicated to building better days for all Brazilians.



- Crediamigo
- Agroamigo
- Social and Environmental Programs

**11**  
served states

**7,862**  
collaborators

**3,635,382**  
active clients\*

**163,606**  
Beneficiaries of the social and environmental programs

\* Clients of Banco do Nordeste Microfinance Programs, operationalized by Inec through a Partnership Agreement.

## Crediamigo

Service units:  
**467**  
Active clients:  
**2,291,108**  
Total operations from 2015 to 2020:  
**BRL 29.6 million**

## Agroamigo

Service units:  
**215**  
Active clients:  
**1,344,274**  
Total operations from 2015 to 2020:  
**BRL 2.9 million**

# AN INVITATION TO TRAVEL THROUGH INEC'S HISTORY

In 1993, when the collaborators of Banco do Nordeste decided to strengthen the Citizenship Action Committee and, later, to found an NGO, perhaps they did not know how big the project would become. Twenty-seven years later, they observe the many lives that have been transformed by actions and projects based on the mission of bringing citizenship and sustainable development to the assisted areas. Take a look at the important moments in this history and learn more about one of the largest organizations in the third sector in Brazil.

1993

1994

1995

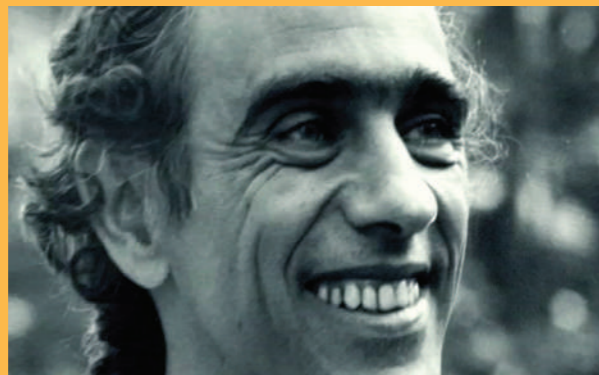
1996

1997

1998

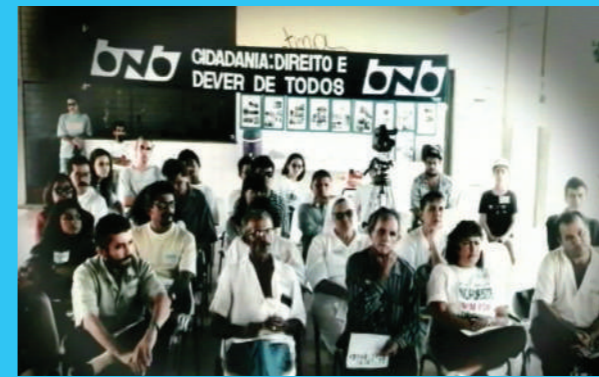
1999

2000



### Citizenship Action Committee is born

In a context of serious and accentuated rise of prices, several collaborators of Banco do Nordeste mobilize in a large national campaign to collect and donate food items, clothes and toys through the Citizenship Action Committee, led by Herbert "Betinho" de Souza. This would also be the origin of Inec.



### Becoming a NGO

The associated collaborators of Banco do Nordeste, highly engaged in social work in the face of hunger and inequality, establish the Nordeste Cidadania Institute as a Non-Governmental Organization (NGO) to intensify their projects and reach more people.



### First projects

Inec starts one of its first official projects on art and culture: "Leitura e Cidadania" (Reading and Citizenship) which included storytelling, workshops and other cultural activities to promote the habit of reading and access to literature. Years later, it would become "Espaços de Leitura" (Spaces for Reading).





**Partnership Terms between BNB and "Proseguir"**  
The Institute qualifies as a Civil Society Organization of Public Interest (OSCIP) and formalizes a Partnership Agreement with Banco do Nordeste to execute the *Crediamigo* program and launches the "*Proseguir*" project, aimed at young people and adults interested in joining in.

**Other strong partners**  
Inec signs a partnership with the Ministry of Agrarian Development to purchase motorcycles for *Agroamigo* program and with the Ministry of Industry and Commerce to offer training courses to *Crediamigo* clients.



**"Art in the Community"**  
Inec launches the "*Arte em Comunidade*" (Art in Community) project to promote training in entrepreneurship and generation of income through handicraft, art and human creativity, enhancing the regional identity. Years later, the project would be called "Culture in Community".



**Awarded three times**  
Inec is awarded three prizes: the "100 Best Companies to Work For" by *Época Magazine* and GPTW, "30 Best Companies to Work For in Ceará", by *O Povo Newspaper*, and "*Pontos de Literatura*", by *Mais Cultura*. A partnership is also signed with BNB to operate the *Espaço Nordeste* program.

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

**First house**  
Inec establishes its first headquarters at Serrinha district in Fortaleza.



**Agroamigo and "Aprender a Empreender" (Learning how to undertake a business)**  
Inec establishes a partnership with two important bodies: *Agroamigo's* rural microcredit operation with BNB; and holding events on food security with the Ministry of Social Development. It also starts the "*Aprender a Empreender*" project on business management for *Crediamigo* clients.




**Community Space**  
Realizing an unprecedented partnership, Inec, multinational Sodexo, BNB and the Municipality of Quixadá join forces to build the Community Space and the Community School of Sussuí, in Quixadá.




**First great award**  
Awarded by *Exame Magazine* and *Guia Você S/A* as one of the "150 Best Companies to Work For" in Brazil". The same year, it signs a partnership with the Ministry of Culture for the "More Culture" project and carries out actions in Sussuí community, in Quixadá, through the Community Development and Integration Program.

**Time line**

**New achievements**  
The 1st Northeastern Festival of Art and Culture is held by Inec; the institute changes its address and settles on the current headquarters, on Av. Silas Munguba, at Itaperi; and it is awarded as one of the Best Service Companies of the Country by GPTW.



**New projects and expansion**  
The “Calendário do Bem” (Do Good Calendar) project is launched as a tool to expand actions to tackle hunger and poverty, strengthening two UN Sustainable Development Goals. That year Inec also received “Mandacaru II” award for the Community Development and Integration Program.



**Four more awards**  
The year marks the beginning of the “Youth and Adult Literacy” project in partnership with Sesc. Four more distinct awards are offered to Inec recognizing the Institute as one of the Best Companies to Work For and Start Working At in Brazil and Ceará.



**LABInec is created**  
LABInec is inaugurated in Bom Jardim district and Inec participates in the World Social Forum with the Community Development and Integration Program. Again the institute is awarded as one of the Best Companies to Work For by several entities.



**Approvals through incentive laws**  
The “Culture in Community” project is approved through Culture Incentive Laws, both from Federal and State government. “LABInec” is certified by the Municipal Council for Children and Adolescents from Maracanaú. Inec receives the Best NGO to Work For, Incredible Leadership and Incredible Places to Work At awards.

2011

2012

2013

2014

2015

2016

2017

2018

2019


2020




**Food**  
Inec signs a partnership with multinational Sodexo to develop actions in the Space for Food Processing in Água Boa, Canindé, and launches the institutional book “Community Life”.



**Certifications**  
That year the Community Development and Integration Program, which would later become the “Community Development” is certified as social technology by Banco do Brasil Foundation and Inec is awarded by BB Voluntário for the program.



**National highlight**  
Inec gains national prominence receiving several awards from specialized entities such as one of the “Best Companies to Work For” in Brazil and in Alagoas, Piauí, Bahia, Maranhão and Ceará states.



**Identity reformulation**  
Inec gains a new visual identity and social and environmental programs undergo strategic restructuring; LABInec’s headquarters are inaugurated in Vila União; Inec holds the I VIVA Inec, an exhibit of the socio-environmental activities developed; and Inec is awarded 5 times as Best Company to Work For.

# INEC AND THE LARGEST MICROCREDIT OPERATION IN LATIN AMERICA

A worker's partner since the beginning, Inec starts operating microcredit in 2003, with Crediamigo program. In 2005, Agroamigo is created, Banco do Nordeste microcredit programs aiming at contributing to the development of small entrepreneurs in the city and on the countryside.

Having acquired expertise and being present throughout the Northeast and North of Minas Gerais and Espírito Santo states, Inec becomes the main operating institution of microcredit with more than 7,800 collaborators.

In 2020, Inec signs a partnership with NGO Water.org and the Agroamigo Água project is created in order to finance projects to promote water security in the Brazilian semiarid region with productive and oriented credit.

Through Crediamigo and Agroamigo, Inec annually serves approximately 3.6 million micro-entrepreneurs and family farmers, with more than BRL 17.7 billion invested in 2020.

Through Agroamigo Água, it benefited 70 thousand people, mobilizing more than BRL 50 million in investments.



# 15 YEARS PROMOTING FAMILY FARMING

The family farmer now has an important partner for the growth of his farming activities through *Agroamigo*, the Banco do Nordeste rural microcredit program, operated by Instituto Nordeste Cidadania (Nordeste Citizenship Institute).

Through *Agroamigo*, around 1.3 million family farmers have had easier access on credit to invest in their farms, equipment or make improvements to their productive activities.

Throughout 15 years operating the largest microcredit program in Latin America Inec has played an important role in strengthening, consolidating and developing a sustainable performance of the program.

### Specialized service

Based on specialized service, adapted and contextualized to rural environment, the credit agent guides the beneficiary, mostly country workers with low schooling level, on how to better invest the earned credit.

For agent Carlos Henrique, from Bahia - he is one of the 1,800 microcredit collaborators - there is no other program that resembles the *Agroamigo* in form or content. "I'm very enthusiastic about *Agroamigo* because I know the value and the transformation it brings to these families. There is no other credit program that can be compared to what we offer in terms of follow-up, coverage, fees and financial education", says the agent who is also a technician in Agriculture and cattle raising. "It's very rewarding to see the growth of our beneficiaries. It's the purpose of our work", he adds.



"I KNOW THE VALUE AND THE TRANSFORMATION THAT AGROAMIGO BRINGS TO THESE FAMILIES"

**Carlos Henrique,**  
microcredit agent.

Management	Contracts	%	Operation	%
Alagoas	BRL 135,486,997	5.0%	28,294	5.0%
Ceará	BRL 325,027,974	12.14%	70,527	12.4%
Maranhão	BRL 279,383,491	10.43%	58,004	10.2%
Minas Gerais/Espírito Santo	BRL 251,689,840	9.40%	53,285	9.4%
Paraíba	BRL 224,776,863	8.3%	47,946	8.4%
Pernambuco	BRL 296,671,714	11.0%	62,483	11.0%
Piauí	BRL 302,974,123	11.3%	64,472	11.4%
Rio Grande do Norte	BRL 141,238,368	5.2%	29,473	5.2%
Salvador	BRL 611,112,464	22.8%	129,532	22.9%
Sergipe	BRL 109,460,260	4.9%	20,868	3.6%
<b>Total</b>	<b>BRL 2,677,822,099</b>	<b>100.0%</b>	<b>564,884</b>	<b>100.0%</b>



# SMALL INVESTMENTS THAT BRING BIG RESULTS

Those who do not understand about finances may think that micro and small companies are inexpressive businesses, but Inec and Banco do Nordeste view the sector from a different perspective. In recent decades these businesses have started to represent 30% of the country's GDP, proving its importance for employment and income generation.

Much of this relevance has taken place due to entrepreneurial incentive policies,

like Crediamigo, the biggest South American program for microcredit, developed by Banco do Nordeste and operated by Inec, since 2003.

### Support small businesses to transform Brazil

Inec has more than 6,000 collaborators operating productive microcredit, supporting and guiding small businesses that, in turn, generate results for the economy and socioeconomic development. These are restaurants, workshops and stores that now

“IT'S VERY REWARDING TO COLLABORATE ON PROJECTS WHICH CAN BRING BETTER DAYS TO THE ENTREPRENEUR”,

**Francisco Jefferson, microcredit agent.**



have access to credit without bureaucracy in order to buy, invest or use as working capital.

Crediamigo benefits more than 2.2 million entrepreneurs in Brazil. “In addition to access to credit, we provide guidance and monitoring in the application and optimization of resources”, explains agent Francisco Jefferson, from Baturité. From 2015 to 2019, about 29.6 million operations have been carried out in amounts exceeding BRL 55.9 billion in contracts.

“We are proud to work in behalf of social development. It's very rewarding to collaborate for better days, helping the entrepreneur to lead and earn a better life,” says Francisco.

Management	Contracts	%	Operation	%
Alagoas	BRL 541,871,564	5.1%	224,915	5.0%
Bahia	BRL 1,708,949,353	14.1%	597,653	13.4%
Ceará	BRL 3,887,883,731	32.1%	1,542,935	34.6%
Maranhão	BRL 1,348,226,053	11.1%	411,411	9.2%
Minas Gerais/Espírito Santo	BRL 628,411,772	5.1%	224,915	5.6%
Paraíba	BRL 796,969,120	6.5%	303,846	6.8%
Pernambuco	BRL 767,038,451	6.3%	280,206	6.3%
Piauí	BRL 1,334,977,301	11.0%	489,848	11.0%
Rio Grande do Norte	BRL 698,492,923	5.7%	219,682	4.9%
Sergipe	BRL 394,557,490	3.2%	117,143	3.9%
<b>Total</b>	<b>BRL 12,107,377,758</b>	<b>100.0%</b>	<b>4,448,117</b>	<b>100.0%</b>



# MULTIPLYING SOURCES OF LIFE ON THE SEMIARID REGIONS OF BRAZIL

If, for many years, the “fighting the drought” public policy had failed, the idea of “living together with it” has brought a new look upon climate limitations and water scarcity which characterize the Brazilian semiarid region. This new coexistence perspective has shown other paths for the development of social technologies and sustainable techniques that value the wisdom of rural people and democratize access to water.

In order to provide water security and basic sanitation that families and communities from the

semiarid region need so much, Inec and Banco do Nordeste have teamed up with international NGO Water.org to create the *Agroamigo Água* (Agroamigo Water) project, a productive microcredit project aimed at multiplying water sources and reservoirs, increasing water infrastructure in communities and boosting productive activities.

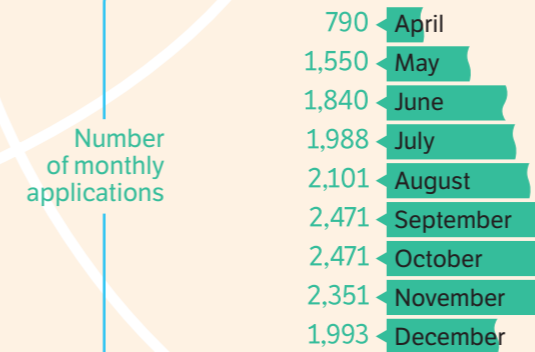
### Water and Financial Security

In practice, family farmers now have extra credit to carry out irrigation projects, construction of wells, supply cisterns, plumbing, toilets, etc. that benefit their productions and quality of life. In one year of implementation, the program has reached 900 municipalities, benefiting more than 70 thousand people, mobilizing more than BRL 50 million in investments.



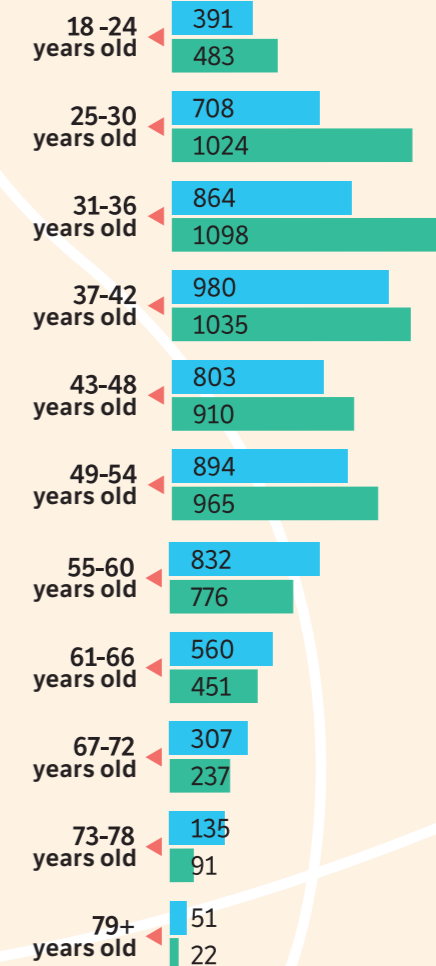
### Social range of the project

The actions listed so far are translated into expressive numbers of contracts signed at the end of 2020. Check some of them:



### Sociodemographic data

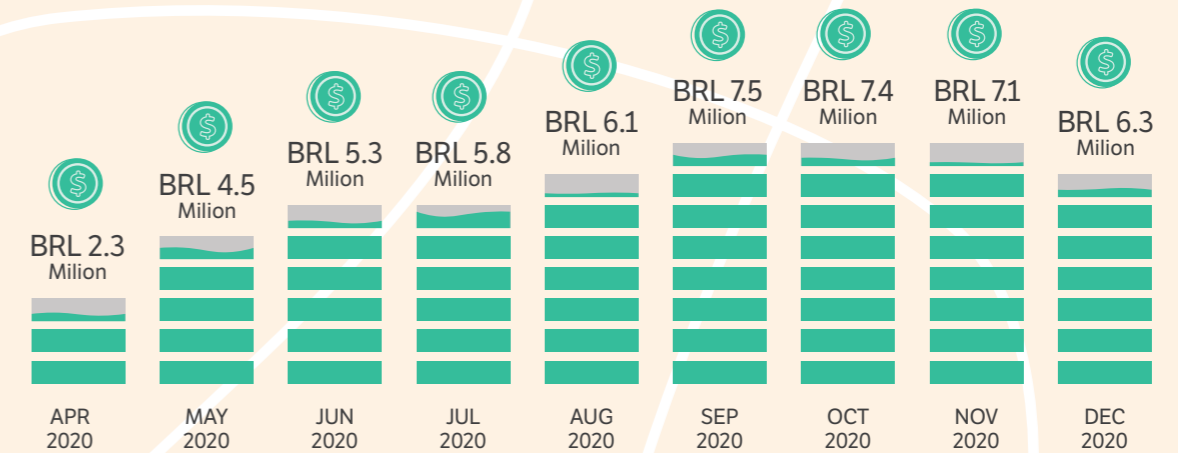
48% Male  
52% Female



### Benefited persons



### Monthly contracted amount



## SOLIDARY ACTIONS WERE A PRIORITY IN 2020

Facing up to the pandemic “was one of the biggest challenges in Inec’s history, as it has been the biggest challenge of this generation”, says Chairman of the Board of Directors, Maurício Lima. “But we have been raised in the face of adversity to overcome them”, he ponders remembering the foundation of Inec in a hunger and misery context similar to what is currently presented, but without the virus.

In 2020, the role of Inec intensified on two fronts: emergency actions for preventing and minimizing food insecurity, and maintaining microfinance programs that have become fundamental for many small and medium businesses, as well as for the dreams of many beneficiaries of social and environmental programs.

### Doing more

“We perceived the tragedy potential, so we acted for the best, but we prepared ourselves for

the worst”, Maurício says, explaining the creation of the Crisis Committee, which coordinated decisions involving the teams, and the creation of the Action Against the Coronavirus Campaign, which organized food donations and investments in equipment for protection against the virus.

The campaign was successful. Four tons of food have been distributed and another 600 tons have been collected through a partnership with Ação da Cidadania (Citizenship Action). “We were born with this commitment to help the less fortunate people. Today we are a great institute, but we have not forgotten the purpose of the first associates, which is to do more for those who have less”, he states.

### A United Team

Some of the investments made to protect collaborators consisted of workspace reorganization, remote work adaptation, infrastructure support for home office, distribution of masks and alcohol gel, information on prevention and guidance for providing assistance, as well as virtual meetings to promote physical and mental well-being.

Collaborators from the risk group were put into home office and 3,500 collaborators had collective vacations, with anticipation of payroll and constant monitoring.



WE HAVE NOT FORGOTTEN  
THE PURPOSE OF THE FIRST  
ASSOCIATES, WHICH IS TO DO MORE  
FOR THOSE WHO HAVE LESS”,  
**Maurício Lima, Chairman of the  
Board of Directors**



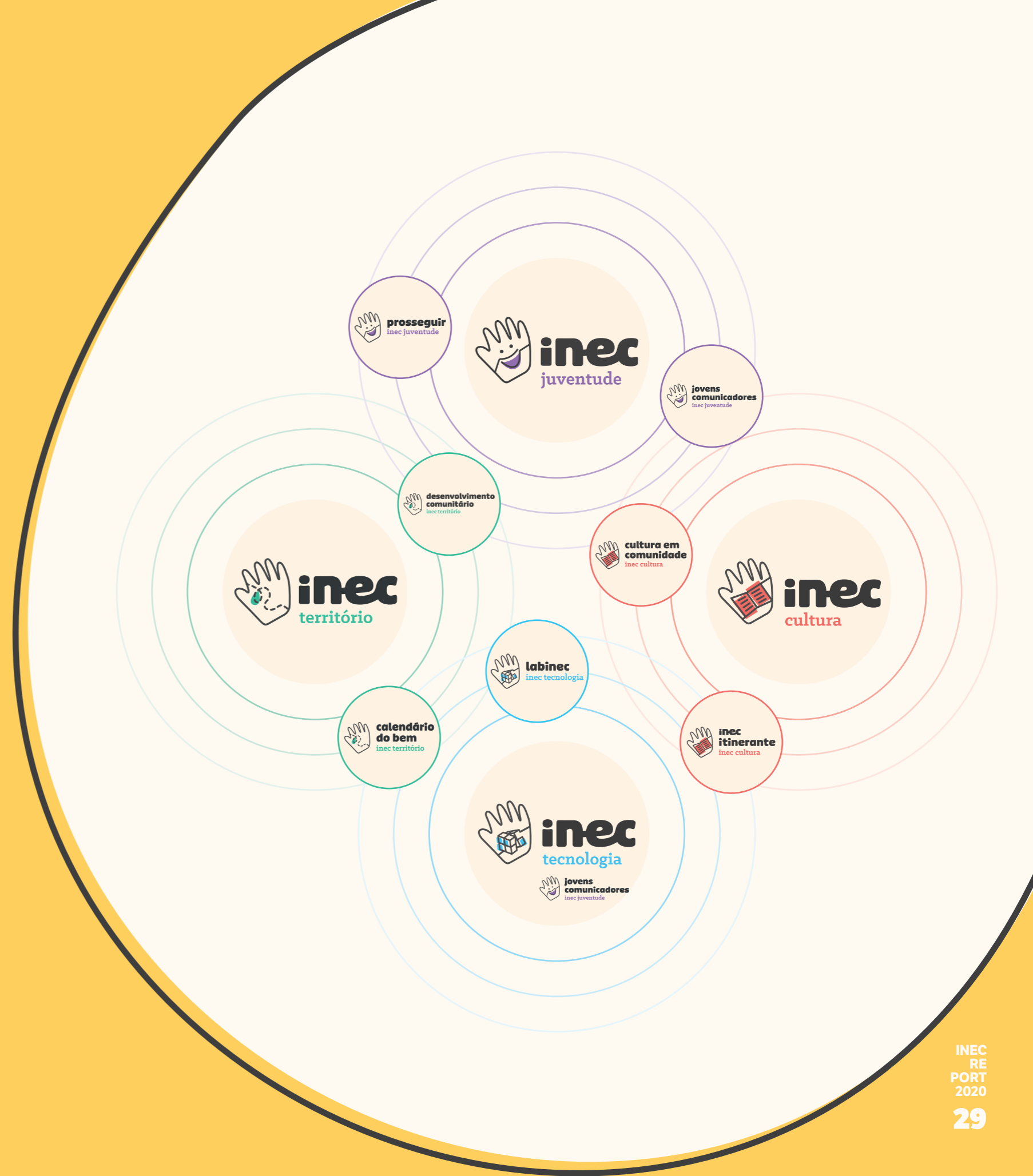
# DEVELOPING TALENTS, TRANSFORMING DREAMS AND FOSTERING CITIZENS

On one hand, through microfinance programs Inec is able to offer economic conditions to several families of urban and rural entrepreneurs for them to develop their production activities; on the other hand, social and environmental programs appear to complete the journey to citizenship offering social inclusion, education, training in social and environmentally sustainable technologies, valuing identities and fostering creative economy.

Organized in strategic branches, Inec Território, Inec Cultura, Inec Juventude and Inec

Tecnologia (Inec Territory, Inec Culture, Inec Youth, Inec Technology) programs unfold in several projects and actions carried out with children, youth and adults from rural and urban communities in the municipalities of Meruoca, Jaguaratama, Milagres, Caucaia, Itapiúna, Maracanaú, Solonópole and Fortaleza (Bom Jardim), all in Ceará state.

Inec's social and environmental programs are gateways to discover new talents, knowledge and passions, as well as a path to achieve dreams and exercise rights.





“I AM A PROSSEGUIR STUDENT AND I AM VERY PROUD OF IT. PROSSEGUIR IS PART OF MY SUCCESS.”,

**Bianca Moreira,**  
she has scored 980  
in text writing  
at Enem exam.



## ADVANCE DISCOVERING A NEW POSSIBLE FUTURE

In a year with closed schools due to Covid-19 pandemic and due to the worsening of inequalities between public and private education, Prosseguir project proved to be more than essential to help low-income youth and adults to achieve their goal of starting higher education or being accepted in job selections. Present in Maracanaú, Itapiúna, Jaguaratama, Solonópole, Milagres and Meruoca municipalities, in Ceará, Prosseguir developed study strategies to be performed remotely, guaranteed daily preparatory classes for Enem exam, entrance exams and job selections, offering subjects taught by educators who were available to answer questions. At the same time, it stimulated the strengthening of life plans.

▪ **PROSSEGUIR IS PRESENT IN MUNICIPALITIES IN CEARÁ.**

▪ **IT'S NOT JUST A QUICK PREPARATORY COURSE BUT A COLLECTIVE CONSTRUCTION OF KNOWLEDGE**

▪ **ANY PERSON CAN ENROLL: HAVING ALREADY FINISHED ENSINO MÉDIO (HIGH SCHOOL) OR STILL DOING IT.**

### ONE STEP AHEAD AND YOU ARE NOT IN THE SAME PLACE ANYMORE

“It would have been very difficult to study this year without Prosseguir. It was how I took online classes every day, which kept me encouraged to pursue my dream of studying Medicine”, says Bianca Moreira, 18, resident in São José district, in Solonópole. Counting on her parents’ incentive, the girl wants to be the first doctor in the family and tries very hard to do so. Participating at Enem exam for the first time she scored 980 in the writing test, making all her Prosseguir colleagues and teachers very proud of her. “All the effort was worth it, because I know I’m on the right path.”.



**179**

ENROLLED STUDENTS

**1,024**

CLASSES REALIZED





“INEC TRANSFORMS YOU. WE NOT ONLY LEARN NEW THINGS BUT ALSO BECOME BETTER PERSONS”,  
**Maria Isabel, 22 years old.**

## IN BEHALF OF A COUNTER-HEGEMONIC, POPULAR AND ENGAGED COMMUNICATION

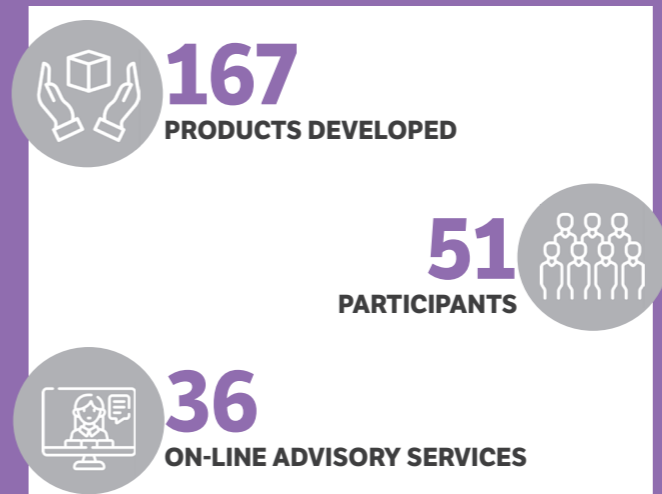
At Anil District, in Meruoca, Maria Isabel, 22, started to create and develop audiovisual products after participating in the Young Communicators project. She was a shy girl afraid of facing new experiences, but suddenly found herself eager to tell different stories through photos and videos – using the skills she had acquired. Now she is part of two collective projects, Som e Cena and Cirandando, and often publishes her works on the internet.

The spark was first lit when she participated in the Art, Culture and Ecology Festival promoted by Inec three years ago, in São Gonçalo do Amarante municipality. Since then, she has felt like dedicating herself to this kind of work and started to appreciate discovering new skills that add value to her own trajectory and her resumé.

- SEVERAL GROUPS ORIGINATE FROM THE PROJECT AND CREATE AUCTORIAL AND INDEPENDENT PRODUCTIONS.
- “VAIA” MAGAZINE – A PRODUCT FROM YOUNG COMMUNICATORS PROJECT - HAD ISSUED A 2<sup>ND</sup> EDITION IN 2020.
- A CULTURAL COMPETITION WAS CREATED THROUGH THE PROJECT OFFERING AWARDS AND ATTRACTING MANY COMPETITORS.

### AN INVITATION TO THINK OUTSIDE THE BOX

After the courses and workshops, many Young Communicators students are able to use their new knowledge not only as a healthy hobby, but as a work tool, whether writing, filming or photographing. This is one of the many possibilities generated by the project that benefits dozens of low-income youth, from the countryside and the city, every year. By training them in new crafts and digital technologies, it promotes connection, criticism and the emergence of new, more plural and autonomous narratives.



“I AM VERY GRATEFUL TO INEC FOR SUCH AN EXTRAORDINARY TRANSFORMATION IN MY LIFE AND IN THE LIFE OF PEOPLE IN THE COMMUNITY”,

**Adriana Vidal, from Itapiúna.**



**desenvolvimento  
comunitário**  
inec território

## OUR COMMUNITIES STRENGTHENED, ACTIVE, GOING HAND IN HAND

Teach in order to perpetuate. This is one of the goals of the Community Development project, by Inec, which acts directly to strengthen autonomy of the territories in social, economic, environmental, political, cultural and technological aspects and provide basic conditions so that they can assume and develop their citizenship.

Held in Fortaleza, Meruoca, Itapiúna, Jaguaratama and Milagres, the project designs and executes, together with the community, a diagnosis of needs and a strategy for overcoming them. In 2020, more than 150 meetings and remote workshops were held with 1,671 participants, with a focus on permaculture, quality of life, income generation, community organization and community therapy.

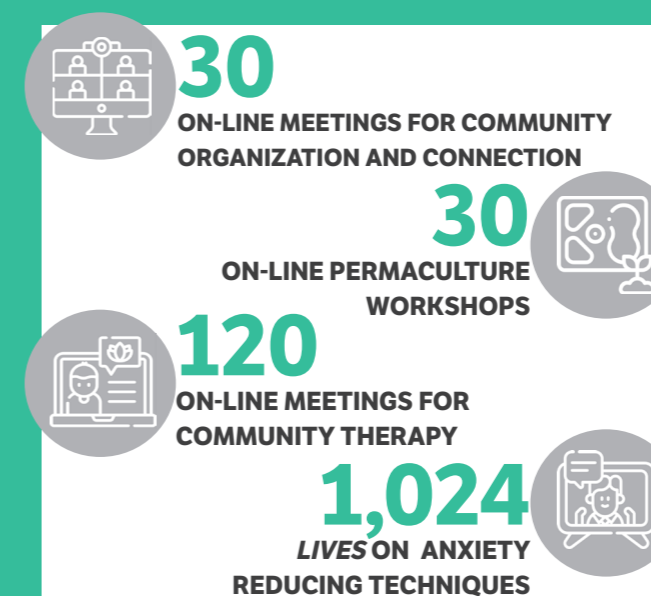
▪ **THE PROJECT IS PRESENT IN 5 TOWNS IN CEARÁ**

▪ **1,671 PARTICIPANTS IN THE ACTIVITIES**

▪ **TARGET PUBLIC: YOUTH, ADULTS AND SENIORS**

### THE MULTIPLYING POWER OF CARE

There is an essential factor for the construction of permanent autonomy: people's participation. "When I got to know Inec I fell in love with its power for transforming lives", says educator Adriana Vidal, 46, from Itapiúna, reinforcing the importance of the link created with the Institute and the multiplying factor left by the projects. "We are always together, fighting as a community. Everything that I learn, I share. I feel that if it is good for me, it will also be good for the others", she states.



# INEC IMPLEMENTED EMERGENCY ACTIONS IN 2020 TO FIGHT HUNGER

Many solidarity actions mobilized Inec, its collaborators and partners during 2020 as a way of facing the impacts caused by the pandemic. After all, solidarity and social mobilization against inequalities have been part of Inec's trajectory since its foundation. Check on some of these emergency actions carried out in 2020.

## “ACTION AGAINST CORONAVIRUS” CAMPAIGN

Minimize the socioeconomic impact caused by the pandemic, isolation and economic crisis in 2020 motivated Inec to create a large solidarity network involving Inec family, civil society and the private sector. Realizing that those who are hungry are in a hurry, the institute mobilized the collection and distribution of 4,706,656 kg of food between April and September that year.

In partnership with Ação da Cidadania project alone, more than 600 tons of food, 50,999 hygiene kits and 17,286 protection masks against Covid-19 were collected. Those items benefited around 53,000 families in the 11 states where the institute operates.

## PPE FINANCING

Another important action by Inec was the manufacture financing of 5,930 Personal Protective Equipment (PPE) for healthcare professionals working on the front lines against Covid-19. At that time, several municipalities in the country lacked these inputs and equipment.

“SOLIDARITY HAS BEEN A KEYWORD SINCE THE BEGINNING OF THE PANDEMIC AND COUNTING ON INEC WAS A RELIEF AMID ALL THAT”,

**Franciane Lima,**  
community leader.



## A STRONG PARTNERSHIP IN SOLIDARY AND ALSO AGAINST THE CORONAVIRUS ACTIONS

Counting on this support from Inec made all the difference in fighting hunger in Grande Serrinha, in Fortaleza. At least 300 families were directly benefited, according to Franciane Lima, director of the neighborhood association: “Inec has been a great partner since the beginning of the pandemic. It took us by the hand and helped reach families that were helpless; through this help they became hopeful believing that everything will soon improve”.

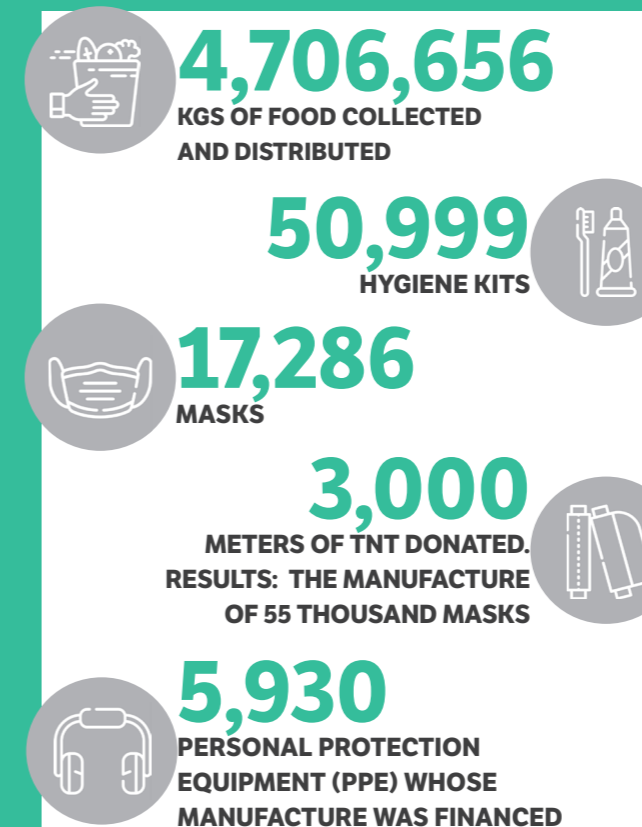
## emergency actions during the pandemic

### INCOME GENERATION

Inec managed to promote income generation and provided masks having received a donation of more than 3 thousand meters of TNT 40 fabric. The seamstresses from the Mental Health Movement Bom Jardim Community and Instituto Primeira Infância (Iprede) manufactured more than 55 thousand masks. The action brought an income for the families assisted by both projects and guaranteed the acquisition of masks in partnership with Supera Fortaleza Movement, which distributed the amount in hospitals and communities under vulnerable situation.

### FOOD ON THE TABLE

On an emergency basis, a donation of BRL 2,000.00 was made to the Recanto Sagrado Coração Institution to assemble and distribute 400 hot lunches and bottles of mineral water, 300 masks and 200 hygiene products for homeless people in Fortaleza.





“NOTHING ELSE IS MORE VALUABLE THAN DOING GOOD. WITH INEC WE CAN MAKE A DIFFERENCE IN PEOPLE’S LIVES IN MANY WAYS. THIS IS PRICELESS, BUT IT HAS VALUE”,

**Nathaly Menezes,**  
Operations Manager  
at INEC - RN.

## JOINING FORCES HOLDING HANDS WILLING TO HELP

In a year of so many difficulties, strengthening solidarity and fighting poverty actions were even more important. Through commitment and social mobilization of all Inec collaborators, the Do Good Calendar project carried out 252 actions, distributing food, hygiene kits and masks against Covid-19, benefiting more than 40 thousand families in 11 states where the Institute is present.

Nathaly Menezes, Operations Manager at Agroamigo in RN, says that all the effort was worth it. “Nothing else is more valuable than doing good. With Inec, we can make a difference in the lives of people in many ways. This is priceless, but it has value.”



**calendário do bem**  
inec território

- THE PROJECT IS INEC ACTION FOR THE ERADICATION OF HUNGER AND POVERTY.
- MORE THAN 7,000 COLLABORATORS VOLUNTEER TO CARRY OUT THE PROJECT.
- NATAL SEM FOME CAMPAIGN (NO HUNGER ON CHRISTMAS), BY AÇÃO DA CIDADANIA, IS PART OF DO GOOD CALENDAR PROJECT



**460**

TONS OF FOOD WERE COLLECTED AND DISTRIBUTED

**46,000**

LOW-INCOME FAMILIES WERE BENEFITED WITH FOOD



**252**

ACTIONS WERE PERFORMED THROUGH DO GOOD CALENDAR PROJECT



“I LEARNED A LOT BUT THE PRINCIPAL THING WAS TO DEVELOP MY TALENT AND PERCEIVE THAT I CAN LIVE MY DREAMS.”,

**Anagéia Ferreira, stylist.**

## FINDING NEW WAYS TO START A BUSINESS IS EASY WITH THE HELP OF INEC

Finding different work and income alternatives has become more urgent last year, especially by the scenarios brought about by Covid-19 pandemic. But with the help of the Cultura em Comunidade (Culture in Community) project, an initiative of Inec, several groups, collective workers and low-income families in Milagres, Jaguaretama, Meruoca, Itapiúna and Fortaleza managed to find solutions focusing on social entrepreneurship.

In 2020, the project involved 3,357 people and achieved goals in behalf of creative economy, leveraging local production chains and mapping opportunities in Cutting and Sewing, Permaculture, Crafts, Sweets and Savories, Beauty and Aesthetics, while promoting the dissemination of art, culture and education.

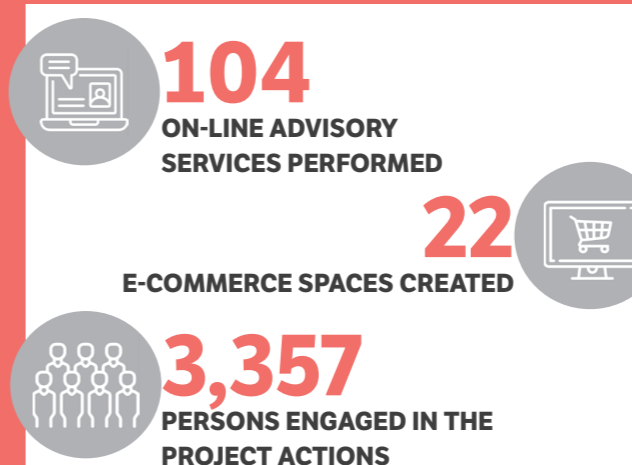


**cultura em comunidade**  
inec cultura

- **MORE THAN 10 SPECIALIZATION COURSES WERE OFFERED IN 2020.**
- **ALL PARTICIPANTS DEVELOPED BUSINESS PLANS AND WERE TRAINED IN DIGITAL MARKETING.**
- **THE PROJECT CASES OF SUCCESS GENERATED A GUIDE FOR ONLINE ENTREPRENEURSHIP.**

### A NEW WORLD OPENS UP WHEN WE EMBRACE OPPORTUNITIES

Currently working in a collective alternative fashion studio, stylist Anagéia Ferreira was one of 30 people advised on entrepreneurship through the project. With the courses and workshops given by Inec, Anagéia was able to carry out a long-standing desire to learn to design and create garments. “I learned to develop my talents and create and execute a profitable business plan together with my productive group. I am immensely grateful to Inec for the opportunities given not only to me, but to the community”, she proudly says.



“IT GAVE US THE OPPORTUNITY TO SHOW OUR TALENT. I CAN JUST SAY I AM GRATEFUL TO INEC”

**Maria de Lourdes, cordel poet (cordel is a typical poem style from Northeast)**



## GATHERING TALENTS AND OPENING WAYS

Wherever it goes, Inec Itinerante bears fruit and causes smiles. Whether it is the incentive to literature and the arts, creative workshops, support to artistic groups or holding festivals. That's because it awakens talents and creates opportunities - this is the core of this project. In 2020, it virtually toured Milagres, Jaguaratama, Meruoca, Itapiúna and Fortaleza promoting cultural production actions and workshops, creating collaborative networks and circuits of knowledge and experiences involved in cultural dynamics. The result is seen in the five Art, Culture, Ecology and Sustainability Festivals which generate income, social empowerment and strengthening of autonomy of the participants in their various expressions.

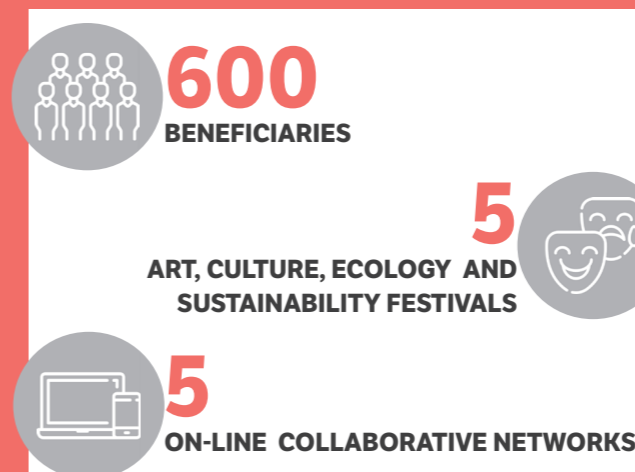
■ **THE PROJECT ACHIEVED 3 THOUSAND PEOPLE THROUGH THE 5 FESTIVALS AND THE “VIVA INEC”.**

■ **THE PROFILE OF BENEFICIARIES VARY FROM 7-YEAR-OLD CHILDREN TO AGED PEOPLE.**

■ **THE FESTIVALS ARE OPPORTUNITIES OF DISSEMINATING ART AND MAKING BUSINESS.**

### CULTURE THAT SAVES, INVIGORATES AND CONNECTS

The project directly benefited 600 people and reached around 3 thousand people with the five virtual Festivals held. Maria de Lourdes, 48, cordel poet, artisan and theater producer from Taboquinha, in Milagres, says she has fulfilled an old dream by participating in Itinerante. “Today the community vibrates and we see people excited about the potential of culture. Everything we needed to thrive, Inec has offered. It was a great learning experience, especially during the pandemic”, she says.



“JOINING LABINEC HAS CHANGED A LOT OF THINGS IN MY LIFE. NOW I AM SURE I WANT TO BE AN ENGINEER OR A SCIENTIST”,

**Davi, outstanding student.**



## EDUCATION, TECHNOLOGY AND INNOVATION WITHOUT BORDERS

In 2020, having access to digital technology and tools became essential for learning. Fortunately LABInec understands a lot about teaching and learning methods when the subject-matter is technology! Robotics and electronics classes were adapted to be presented remotely, ensuring a lot of learning content for the students from the countryside.

In Fortaleza, students received kits every week containing challenges to instigate them to keep involved hands-on in their robotics projects. Acting actively, by the way, is one of the main characteristics of LABInec, that fosters creativity and learning allowing the experiment, the trial and error, aiming at solving problems.



**labinec**  
inec tecnologia

▪ **STUDENTS' INTEREST IS AROUSED ON AREAS AND SKILLS WHICH ARE IMPORTANT IN THE 21<sup>ST</sup> CENTURY.**

▪ **THE PROJECT OFFERS STRUCTURED AND EQUIPPED LABORATORIES IN BOM JARDIM AND VILA UNIÃO DISTRICTS**

▪ **THROUGH THE “AÇÃO DA CIDADANIA” PROJECT, 378 BASIC FOOD BASKETS WERE DISTRIBUTED TO STUDENTS.**

### TECHNOLOGY THAT CREATES BRIDGES AND GIVES WINGS

By participating in LABInec Davi Ramos, 12, from Bom Jardim district, got interested in computer programming and robotics. He stated that he will pursue a career in the technology area. “I’ve always had this interest and after participating in the project I could learn how to make robots and how to program them. In the future, I want to develop artificial intelligence equipment”, the boy says - a distinguished student. Like Davi, several children and young people from periphery communities had the opportunity to develop skills that enhance dreams through LABInec.



**152**

**STUDENTS FROM PUBLIC SCHOOLS BENEFITED**

**791**

**KITS CONTAINING ROBOTICS CHALLENGES DISTRIBUTED**



**46**

**BASIC AND ADVANCED ROBOTICS AND ELECTRONICS ON-LINE CLASSES**



# COMMITMENT TO THE OBJECTIVES OF SUSTAINABLE DEVELOPMENT

Realizing that only the collective effort can make big changes, Inec is committed to the Objectives of Sustainable Development (SDGs) of the United Nations (UN), working directly according to them in all the programs and projects. Eradication of poverty, democratization of drinking water and sanitation, promotion of gender equality, access to quality education, sustainable cities, action against global climate change, responsible consumption and production are some examples of the 17 Sustainable Development Goals drawn up by the countries that integrate the UN, including Brazil.

### What are SDGs?

Acting as a global agenda, the SDGs are specific objectives with goals and indicators for the countries to trace paths to overcoming inequalities, promoting the peace and prosperity and protection of the planet and its natural resources supported by their governments, private initiatives, NGOs and communities in general.

In a way, the SDGs are consequences of the

Millennium Development Goals, drawn up in 2000. At the time, there were 8 goals, including the eradication of extreme poverty and hunger, universalization of basic education and reduction of child mortality, while some global indicators improved with the achievement of goals and the engagement of political, social and economic actors.

### How does Inec pursue the SDGs?

Even before the emergence of the SDGs, we can say that, in practice, Inec had already pursued part of the goals since its mission is to “promote citizenship through social and environmental programs and microfinance with the aim of promoting the sustainable development”.

However, Inec has effectively dedicated itself for four years to 10 SDGs through its programs, actions and initiatives in the communities where it operates, also influencing the reorganization of social and environmental programs in a way they reflect the importance of the SDGs and strengthen Inec’s identity as a creative brand.





# USE OF LIVE COMMUNICATION TO PROMOTE SOLIDARITY

Inec  
image  
of lives

In 2020, with the entire world under quarantine due to the pandemic, the way people interacted and entertained themselves changed. Brazil saw the “age of lives” break out. Artists, organizations and content producers started to use social media as a stage for live performances. With high audience numbers, the lives meant a favorable instrument for fundraising.

The lives proved to be very useful for mental health. That’s why Inec made use of this tool to promote well-being among collaborators and beneficiaries. In all, 119 Community Therapy virtual meetings have been held.

Attentive to the scenario, Inec joined the realization of lives. In July, the format was chosen to celebrate 27 years of existence. The live took place on Inec’s social networks in Fortaleza (CE), Natal (RN) and Montes Claros (MG). In each state, a guest artist and a collaborator of the institute transmitted the spirit of unity and solidarity. Almost BRL 25,000 were collected during the broadcast. The amount was used to purchase 489 food baskets and hygiene kits, which were distributed throughout the Institute’s area of operation.

The second “Viva Inec”, an exhibition of social and environmental activities, was also held virtually, bringing together partner collaborators, social movements, educators and students from beneficiary communities. During the broadcast, donations for the projects were offered.

**LIVE**  
pelo instagram @instituto\_inec

FOGO QUE TE QUERO VIVO

HOJE | ÀS 18H

com **Mary Campos**  
Terapeuta





**BRL 25,000**  
collected through lives

**489**  
basic food baskets and hygiene kits distributed



**SAÚDE MENTAL NA PANDEMIA: DESAFIOS E SOLUÇÕES.**

**LIVE**

**Mauro Costa**  
Diretor da AD2M Comunicação

**Padre Rino Bonvini**  
Psiquiatra e presidente do Movimento Saúde Mental Comunitária.

Dia **15/06**, às **19h**, ao vivo no instagram @instituto\_inec



# TRAINING, INVESTMENTS AND BENEFITS FOR INEC TEAM

People are Inec's most precious asset and facing the challenges of the pandemic, two premises were defined by the People Management area: to care for the health and safety of collaborators and maintain employability. Decisions were taken with caution, always putting the well-being of collaborators first place.

The immediate measures were:

- Put those belonging to the risk group in home office;
- Distribute masks and alcohol gel to every collaborator;
- Give vacations to more than 4,000 professionals so that they could stay at home.

"It was a grand operation. We worked tirelessly to create a safety and caring apparatus for our collaborators", says Helda Pereira, Inec's Administrative and Socio-environmental director.

### Technology as an ally

Technology was used in the adoption of remote work by most of the teams. All the processes were adapted and, despite the challenge of managing tasks remotely, everything went well at Inec. Investments in health, training and quality of life of collaborators were highlighted during the year. And awards that encourage leaders and talents contributed to keep the team engaged. Among the main projects and benefits in the area of Human Development in 2020 are:

### Development

- Trainings such as Forming Leaders and Future Leaders with 876 participants from 11 states;
- Professional training courses on its own DLE platform.

### Benefits

- Health and dental assistance plan (extended to children and spouses), private pension, life insurance, food allowance, basic food basket allowance; adoption of a Gympass that gives discounts on gyms; and creation of Inec Saudável (Healthy Inec) project having Sesc as a partner for the promotion of health and quality of life.

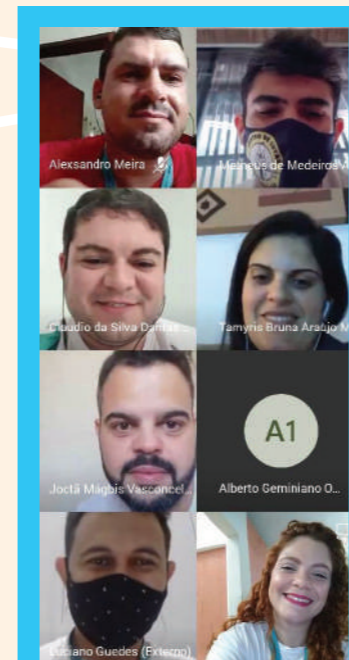
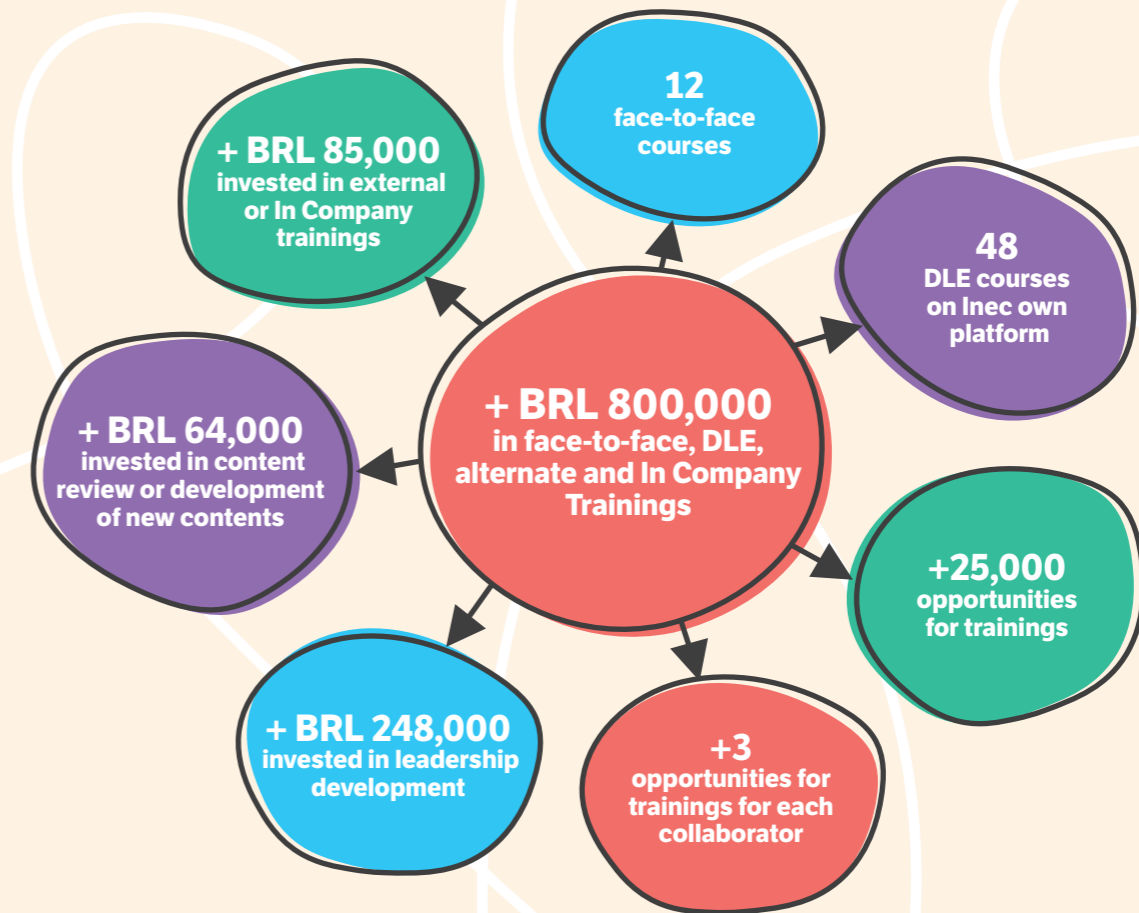
### General Care

- Diversity and Inclusion project that has the objective of elaborating a special policy to promote diversity and inclusion. Encourage the creation of spaces for speaking and listening through forums between teams and through the Você e Ética (You and Ethics) channel.

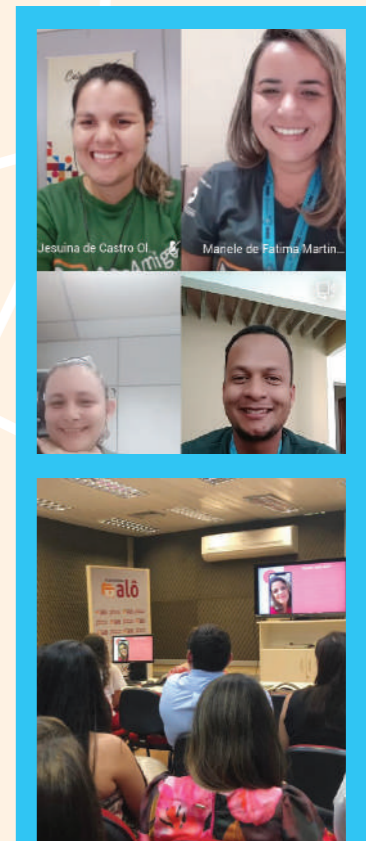


"PASSION IS WHAT MOVES US.  
OUR WORK CHANGES PEOPLE'S  
LIVES FOR THE BETTER.  
THIS IS EXCITING!",

**Helda Kelly, Administrative and  
Socio-Environmental Director**



Events realized in 2020 before the pandemic



# DISTINGUISHED AMONG THE BEST COMPANIES AND INITIATIVES



Public and institutional recognition are proof of the effective work of Instituto Nordeste e Cidadania – Inec. Among the awards, we can highlight the ones on management of people, leadership, human development and organizational culture along the past years. Inec features seven times among the 150 Best Companies for Working in Brazil (GPTW) and three times among the 40 Best Companies to Work For in Ceará, by O Povo and GPTW. In 2020 it was no different, the sum of these recognitions reinforce the quality of the work performed by Inec.

**Satisfied people generate work with good results**

This year, Inec won the Work Environment Quality Certificate, granted by Fundação Instituto de Administração (FIA), after evaluating and recognizing the Institute as an organization that

has a harmonious and productive work culture, showing that people who are more satisfied in the workplace generate superior results for the business. Stimulus and leadership strengthening within the organizational culture are part of the management promoted by Inec. The result of this continued effort is seen in the daily practice, but also by receiving the FIA Award UOL – Amazing places to work, highlighted in the Best Leaders category. It's one more example of work done with care and attention.

**A Recognition from Ceará to all Brazil**

Since 2009, Inec has stood out for its notorious commitment to customers, beneficiaries and collaborators. The credibility of its work reverberated and, by the third consecutive year, it was elected as one of the 100 Best Brazilian organizations from the third sector in 2020, being awarded the Best NGOs Award, held by *Instituto Doar* and *O Mundo que Queremos* Agency, supported by the Getúlio Vargas Foundation (FGV), which recognizes good initiatives in governance, transparency, communication and financing.

# CAMPAIGNS AND ACTIONS ON CHIEF MEANS OF COMMUNICATION

Due to its relevance to society, the programs, actions and campaigns carried out by Inec in 2020 were divulged in the press and gained prominent space on the main media in Ceará and the Northeast. The actions were portrayed from a strategic positioning to make the Institute's mission and values visible in society, making itself known by its performance, people served and results, thus reflecting on the reputation of the Institute.

## Features

There were more than 500 publications about the Institute, with a forecast of 110 million people impacted by them. Highlights were given to Ação Contra o Coronavírus (Action Against Coronavirus) and Natal Sem Fome (No Hunger on Christmas), Viva Inec 2nd edition and the awards won by the Institute in the year, such as the 2020 Best NGOs Award.

Among the chief means of communication, Inec has been focused on Globo Network (Verdes Mares TV), Record TV, Brasil TV, Jangadeiro TV and Otimista TV; on newspapers: Diário do Nordeste, O Otimista and O Estado; on radio stations: JovemPan, BandNews, O Povo CBN, Dom Bosco; and on internet portals: UOL Notícias, O Povo Online, Tribuna do Ceará, Público A, among others.



Por  
Helda Kelly

## Empoderamento feminino: uma busca pela igualdade

Não é novidade que a mulher enfrenta, há tempos, um processo de luta por igualdade, tanto no meio pessoal quanto no profissional. Quando paramos para refletir sobre o direito da mulher ao voto, percebemos que ele veio de forma tardia, após quase 43 anos da República. Neste março de 2020, ainda são muitos desafios: maternidade, assédio e preconceito, ainda mais que salários, são adversidades a serem tratadas para um Brasil com igualdade de gênero.

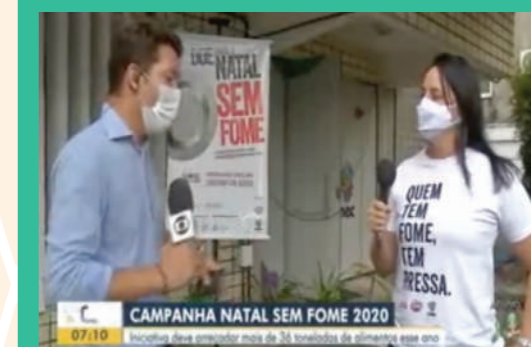
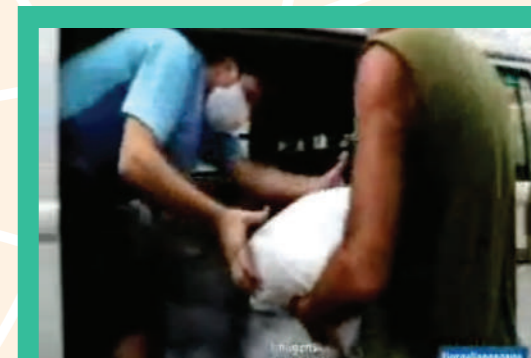
No Instituto Nordeste Cidadania (INEC), OSC que coordena projetos sociais na região, são oferecidas oportunidades sem distinção de gênero, com a missão de promover a cidadania por meio de programas socioambientais e de microfinanças, fomentando o desenvolvimento sustentável. Hoje, as mulheres representam 45% do nosso quadro. São profissionais desempenhando um papel diferenciado, com ótimos resultados, além de termos um ambiente laboral com clima organizacional de 92% de satisfação, remuneração e benefícios diferenciados, reconhecidos por premiações como o GPTW.

**Nossos projetos sociais não têm distinção de gênero. Procuramos fortalecer a autoestima das pessoas**

Sabemos que, segundo pesquisas, quase 30% das mulheres possuem nível superior. Esse percentual cai para 13% entre os homens. E, mesmo assim, as oportunidades de emprego e a remuneração seguem baseadas no gênero: entre 20% e 25% dos homens ganham mais. Outro estudo aponta que no Brasil, menos de 5% dos cargos de CEOs são ocupados por mulheres e apenas 24% das profissionais estão em posição de liderança nas empresas brasileiras. A média global é ainda pior: segundo estudo da Ipsos Mori, apenas 3% dos cargos de CEO são ocupados por mulheres no planeta, o que nos faz acreditar que as coisas vêm mudando no nosso país. No INEC, atualmente temos 40% das posições de liderança ocupadas por mulheres.

Nossos projetos sociais também não têm distinção de gênero. Procuramos fortalecer a autoestima das pessoas, identificando aptidões profissionais. As mulheres se identificam com algumas atividades, se capacitam e tornam-se empreendedoras. Percebemos um forte movimento de empoderamento, e muitas, por meio dos projetos sociais, conseguem acesso aos cursos e mudar suas vidas. Isso é reflexo de uma sociedade mais justa e igualitária. Temos muito a conquistar.

Helda Kelly é diretora administrativo-socioambiental do INEC



# RESPONSIBILITY AND CREDIBILITY AS TO ACCOUNTABILITY

Efficient management, governance and transparency are ethical pillars that guide actions and decisions of Instituto Nordeste Cidadania. By valuing fairness and transparency in all processes and especially with regard to the origin and application of resources, Inec adopts wide publicity mechanisms for all financial and non-financial information, always in compliance with the norms and best practices of the third sector.

Anyone interested can access the provision of income and expenses accounts, donations and investments, as well as other relevant information about the socio- environmental and microfinance actions, at Inec official website, in reports and printed inserts, direct mail, social media as well as on Diário Oficial da União (Official Gazette of the Union).

In addition to internal auditing, external audits are also carried out annually, performed by contracted companies, one to analyze under the specific labor scope and another one for

the accounting statements.

Once the information is audited, there is the publication of the Financial Statements, accountability reports and the reports by the independent auditors and the Fiscal Committee, duly approved by a superior organ.

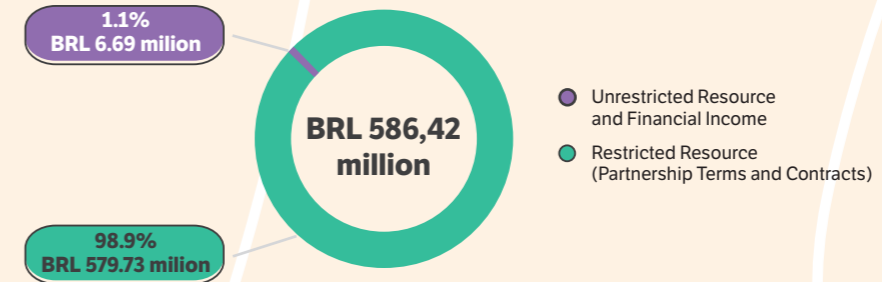
“The structure of governance and transparency of Inec adopts the best market practices, that gives us security, anti-corruption and immaterial gains mechanisms, such as respect and credibility from clients and stakeholders”, explains the Financial and Control director, Roque Martins.



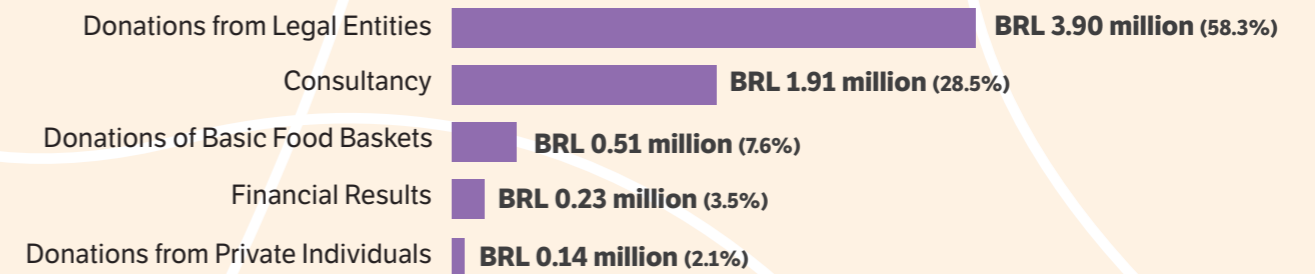
“WE ARE VERY PROUD OF HAVING THE BEST GOVERNANCE AND COMPLIANCE PRACTICES ON THE MARKET”,  
**Roque Martins,**  
Financial and Control Director

In 2020

ORIGIN OF THE RESOURCES



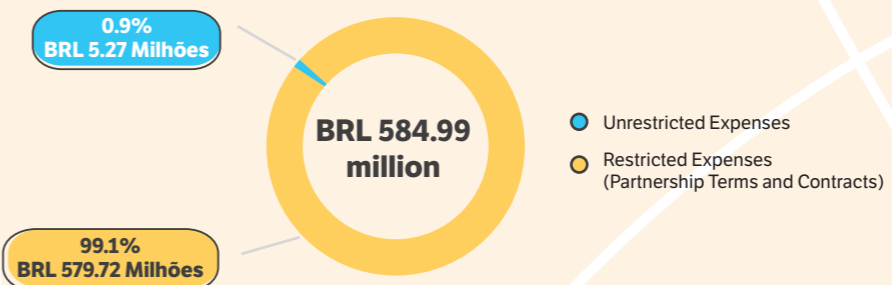
DETAILS OF UNRESTRICTED RESOURCES



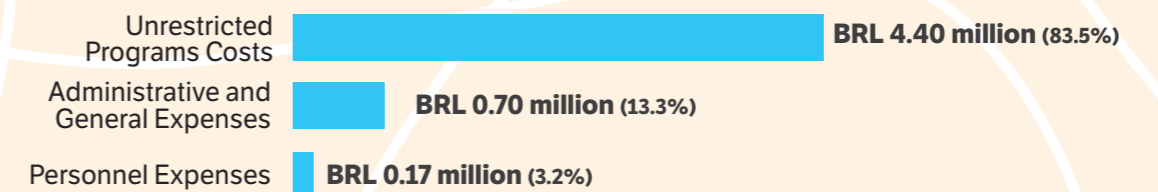
**SURPLUS**  
BRL 1.43 million

Unrestricted Results: **BRL 1.19 million**  
Financial Results: **BRL 0.23 million**  
Restricted Results: **BRL 0.1 million**

APPLICATION OF FUNDS



DETAILS OF UNRESTRICTED EXPENSES



## FINANCIAL DETAILS PROGRAM BY PROGRAM



### prosseguir inec juventude

**179** students accepted  
**1,024** classes realized  
**BRL 101,000** invested



### jovens comunicadores inec juventude

**51** participants  
**167** products developed  
**36** on-line consultancy  
**BRL 36,000** invested



### desenvolvimento comunitário inec território

**1,671** participants  
**30** on-line meetings  
**30** permaculture on-line workshops  
**120** on-line community therapies  
**1,024** lives about anxiety reduction techniques  
**BRL 138,000** invested



### calendário do bem inec território

**460** tons of food collected and distributed  
**46,000** low-income families benefited  
**252** actions realized  
**BRL 3,71 million** invested



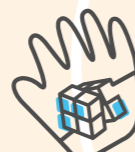
### cultura em comunidade inec cultura

**3,357** people engaged  
**104** on-line consultancy  
**22** e-commerce spaces created  
**BRL 144,000** invested



### inec itinerante inec cultura

**600** beneficiaries  
**5** art, culture, ecology and sustainability festivals  
**5** on-line collaborative network  
**BRL 37,000** invested



### labinec inec tecnologia

**152** students from public schools benefited  
**791** robotics kits distributed  
**46** robotics and electronics classes  
**BRL 233,000** invested



## NEW PATHS TOWARDS FUNDRAISING

With the crisis caused by Covid – 19, fundraising is a fundamental step for the functioning and sustainability of an organization like Inec, since it ensures the development of projects and the maintenance and expansion of a positive impact in the lives of beneficiaries. With the crisis caused by Covid-19, the difficulties for maintaining actions and projects were undeniable. Still, knowing the importance of its role in offering opportunities, inclusion, trainings, education and donations to those who were deeply affected by the pandemic, Inec reinforced its solidarity and creativity values and managed to point out new ways to get donations.

In 2020, it established new guidelines for fundraising. From a Fundraising Plan, prepared by an external consultancy, strategies to raise resources were created which involved different subjects, institutions and mechanisms. In all,

BRL 498,722.97 were collected: BRL 115,287.00 via the Incentive to Culture Law, BRL 244,835.61 via the Municipal Fund for Children and Adolescents, and BRL 244,835.61 via donations from individuals and other channels.

The dedication exerted by the areas responsible for each of the socio-environmental projects of Inec and the volunteer power of collaborators enabled the Institute to adapt and maintain all projects in 2020. Attention and care for the beneficiaries have not ceased to be performed.





## How to donate

# YOU TOO CAN BE PART OF THIS CHAIN OF GOODNESS

Over the 27 years that Inec has worked for social transformation, thousands of families have benefited from more opportunities, more education and more empowerment over their own lives, whether with microcredit programs or social and environmental programs. By becoming a partner of Inec, with occasional or regular financial donations, you or your company can also transform the lives of thousands of people across Brazil.

## Citizen

Donate part of your income tax to municipal and state Children's and Adolescence funds, where we have approved projects. The limit is 6% of the amount of tax due and it can be 100% deducted from your income tax payable or refund.

Contact: [captacao@inec.org.br](mailto:captacao@inec.org.br)

## Company

Invest in Marketing Related to Social Causes and show your customers and clients that your company takes social responsibility seriously and is committed to making the world a better place. Choose a product or service to revert part of the sales amounts to social and environmental actions.

Be part of the **Troco Solidário** Campaign (Solidary exchange). Retailer, become our partner by encouraging your customers to round up their coins/changes on every purchase. A simple gesture that has great impact for us.

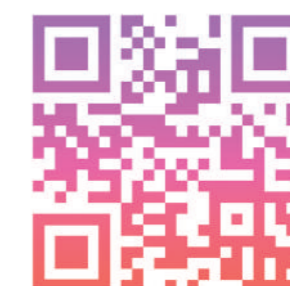
Relate your brand to Sustainability by participating in our **Sustainable Development** actions in the various territories where they are developed and, in addition, strengthen the company's relationship with the community.

Donate through a **tax incentive** program allocating part of the ICMS (state tax) due or IRPJ (income tax), if you have a tax system based on real profit, to Inec projects that are approved and eligible to receive funds.

## Donate through Doare platform:

You can also donate in an easy, fast and secure way through Doare platform. Choose whether credit card, bank transfer, PayPal, PicPay or via PIX and make your donation of predetermined amounts from BRL 50 to BRL 200 or any other amount you prefer. There is still an option to register to continue donating monthly.

Access and contribute:



## Bank accounts for donations:

**Razão Social:** Instituto Nordeste Cidadania  
**CNPJ:** 01437408/0001-98

**Banco do Nordeste**  
Ag.: 300 | CC.: 1064-8

**Banco do Brasil**  
Ag.: 4293-5 | CC.: 15172-6

**See how you can help:**  
Tel.: (85) 3209.9200  
E-mail: [captacao@inec.org.br](mailto:captacao@inec.org.br)

# THANK YOU SO MUCH!

Ao longo de 2020, o Inec pôde contar com muitas mãos solidárias que o ajudaram a transformar vidas e realizar sonhos. Os resultados alcançados são frutos da dedicação e da paixão dos colaboradores, associados e parceiros que acreditam na cidadania.

Cada nome escrito nessas páginas é patrocinador das vidas transformadas pelas diversas ações desenvolvidas. Com sua ajuda, o Inec conseguiu atravessar 2020 e somar forças, multiplicar oportunidades e abrir caminhos para novas oportunidades.

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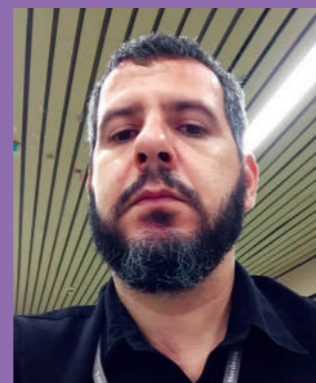
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