



Report on Activities of the CCR Institute **2017**



Instituto **CCR**

Leadership message



CCR Institute has played an important role in leveraging social investments and value creation for society. Since the institute was founded in 2014, it has invested approximately R\$ 132 million to support projects that promote health, education, civic engagement, and quality of life of people in the municipalities where CCR Group runs its concessions. The institute invested R\$ 37.2 million in 2017 alone, raising 79% of this total amount through tax incentive laws.

Social investment, funded with its own resources and through incentive laws, is a strategic element in CCR Group's business model. The initiatives supported over the last three years give rise to positive transformations which take place in a structured and qualified manner, aligned with both our corporate values and global sustainability initiatives. In our strategy, CCR Institute is a key contributor to the ten principles of the Global Compact, proposed by the United Nations to protect human rights, combat corruption, and promote sustainable development.

Set up as a public-interest civil society organization (known as OSCIP in Brazil), CCR Institute discloses, in this Activity Report, the projects that were undertaken in 2017 and the positive impacts produced. The objective is to be accountable to all stakeholders in terms of the work carried out in partnership with business units and external partners, displaying transparency and responsibility in the use of resources.

One of the main initiatives undertaken was the second call for cultural projects, which facilitates the execution of cultural actions developed by local institutions. In this edition, R\$ 2 million raised under the Rouanet Law (law created in Brazil to encourage cultural investments), were set aside for investment in 16 projects in different categories, such as music, literary production, and others.

Due to the actions of CCR Institute, we have created an increasing number of opportunities to mobilize private enterprise in the context of sustainable development. In a joint effort with business partners and other entities, following the example of the Estrada para a Saúde (Road to Health) program, we have extended the benefits generated for society and added value to all brands.

The formation of new partnerships is one of the goals of CCR Institute in 2018 and in the long term. With a high standard of management and governance, we are prepared to propel the culture, education, health, and environmental awareness of local communities.

Enjoy reading the report,

Francisco Bulhões
Communication & Sustainability Officer
of the CCR Group and CEO of CCR Institute

About CCR Institute

CCR Institute was created in 2014 to boost the capacity of CCR Group to create value for society. We are a non-profit public-interest civil society organization that qualifies and structures the management of projects supported by group-provided or tax deducted funds, aiming to promote sustainable development in the areas where the CCR Group units operate.

Our commitment

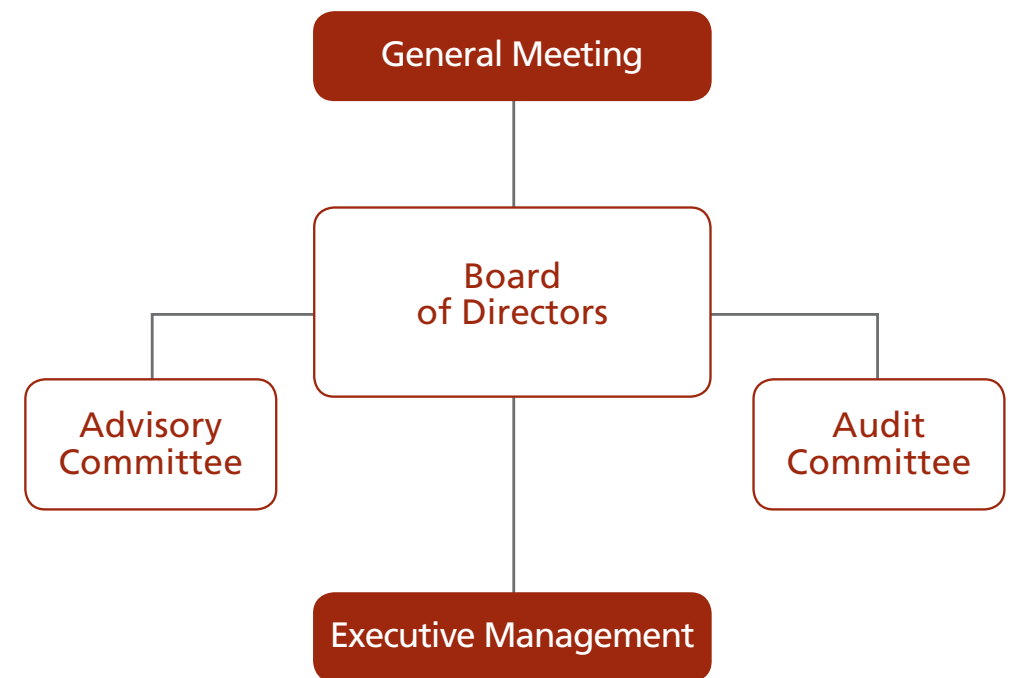
To integrate, expand and innovate in sustainable development, transforming CCR Group into a benchmark due to its differentiated performance in relationships and in its handling of social, economic, and environmental issues



Instituto CCR

Governance of CCR Institute

We act as a key element for CCR Group's social investment strategy, with a specialized team that works both in the management of the projects and in the training of players capable of multiplying the positive perception of internal and external customers. Our course of action promotes transparency in the use of funds and enhances quality in the provision of services.





CCR Group creates CCR Institute to enhance the benefits and value creation of social investments already made by the Group.

2014



CCR Institute starts its activities at the headquarters located in Jundiaí (state of São Paulo), adopting a transversal approach to support all the units of CCR Group.

2015



Launch of the CCR Institute First Call for cultural project proposals. Seventeen projects were approved that year.

2016



The CCR Institute Second Call for cultural project proposals is held, with 16 initiatives approved by the examination board.

2017



To broaden the scope and the positive impact of our activities, we rely on the support of our business associates and partners. Learn how to be part of our network on the CCR Institute website.

Our projects

In 2017, CCR Institute managed a total sum of R\$ 37.2 million invested in social responsibility actions undertaken in six states. This budget was invested as follows: R\$ 29.3 million obtained from a tax waiver of the Group's units (details shown in the chart opposite), and R\$ 7.9 million in projects and campaigns managed by CCR Institute itself.

[Click here to access the Financial Statements of CCR Institute.](#)

2
million
participants



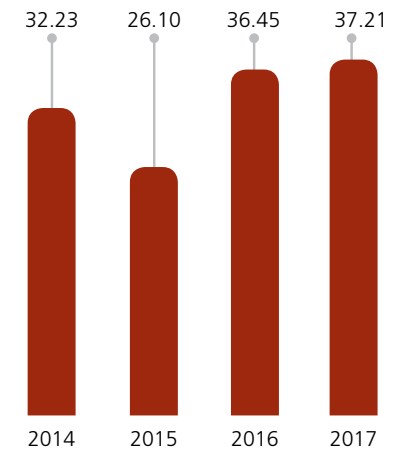
130
municipalities
benefited



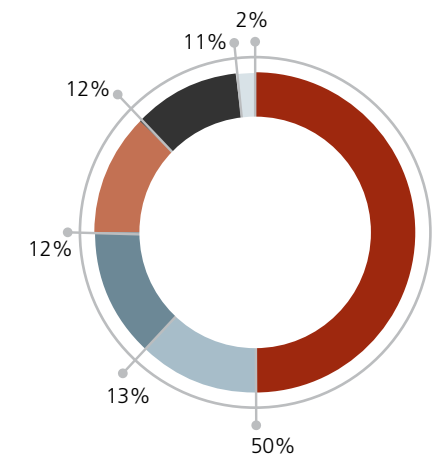
about
100
initiatives
undertaken




SOCIAL INVESTMENT OF CCR GROUP (in millions of Brazilian Reals (R\$))



DISTRIBUTION OF TAX INCENTIVE



- Rouanet Law
- FUMCAD (Municipal Fund for Children and Adolescents)
- Sports Incentive Law
- PRONON (National Program for Dental Care Support)
- National Fund for the Elderly
- PRONAS (National Program for Support to Disabled People)

The investments and projects supported by CCR Institute are based on four pillars:



Health and
Quality of Life



Culture
and Sports



Education and
Citizenship



Environment
and Road Safety

Support to motor sports

In 2017, CCR Institute became the sponsor of Brazilian pilot Sérgio Sette Câmara, who competes in the Formula 2 category (the last stage before F-1, or Formula 1). The pilot is supported through incentive laws. CCR Group considers road safety paramount, and motor sports categories are relevant laboratories for developing safety rules and equipment that can help motorists.



Proprietary projects



Estrada para a Saúde

The Estrada para a Saúde (Road to Health) program offers free and ongoing assistance to truck drivers traveling on the toll roads run by the CCR Group units. At fixed and mobile service points, drivers can undergo medical and sight tests, receive dental treatment, have their blood pressure checked, and make use of other services. They also have access to vaccination services and can visit a barber.

The program has been running smoothly since 2002, and since 2016 has been executed in partnership with Mercedes-Benz. Between January and December 2017, the program catered for 26,600 truck drivers at the fixed points of CCR ViaOeste and CCR AutoBA and at the mobile points, through the concessionaires CCR NovaDutra, CCR RodoNorte, CCR SPVias and CCR MSVia.

“We wanted to hear the opinions of truck drivers and to create a relationship platform that would do more than just offer our products. Estrada para a Saúde (Road to Health) is a perfect fit for our proposal, because it allows us to have a closer relationship with drivers, while offering health services and others. The partnership with CCR Institute merely serves to strengthen our objective, and paves the way for us to listen to our audience and better understand their demands”

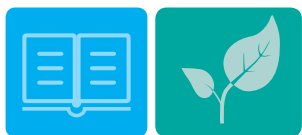
*Ebru Semizer,
communication and intelligence manager
at Mercedes-Benz Caminhões no Brasil
(truck branch in Brazil)*

**26.6
thousand
truck drivers served**



**67.8
thousand
procedures performed**





Caminhos para a Cidadania

Since 2002, the Caminhos para a Cidadania (Paths to Citizenship) program has promoted educational actions focused on traffic safety, urban mobility, environment, and civic engagement. Coordinated by CCR Institute with the support of the business units, its objectives are to:

- Boost the awareness of users and communities
- Value the role of teachers in the education of young citizens
- Raise awareness of traffic safety among children and their families

The initiatives are carried out in municipalities in the states of Paraná, São Paulo and Rio de Janeiro, through the following units: CCR AutoBAN, CCR NovaDutra, CCR RodoNorte, CCR SPVias, CCR ViaLagos, CCR ViaOeste, CCR RodoAnel and ViaRio. They directly benefit 4th and 5th grade public school students, having had an impact on more than 2 million students, 100,000 teachers, and 2,000 schools since their inception.



In 2017
there were:

106
municipalities
affected

318.6
thousand
students benefited

14.6
thousand
teachers

333.3
thousand
books distributed

R\$ 7.6 million
invested (own funds and
funds obtained under the
Rouanet Law)

The activities organized in Caminhos para a Cidadania last year included the theatrical performances of the children's play **"A Culpa É de Quem?"** (Whose Fault is it?), produced by CIAVIP Produções Culturais and that discusses how to balance the use of virtual technologies and interpersonal relationships with a young audience. There have been more than 200 performances across all the municipalities covered by the project. The investment made in this action was R\$ 1.9 million, funded through the Rouanet Law.

The methodology of the Caminhos para a Cidadania program is based on three pillars:



Training System:

set of events intended for teachers in which the following topics are covered: self-esteem, motivation, sensitivity, and traffic-related and environmental concepts.



Learning/Teaching Aids:

free distribution of teaching materials/learning aids used by the participants. These are textbooks for teachers and students, a game, and leaflets for the campaigns.



Supplementary Activities:

actions carried out throughout the school year to contribute to the full education of the students. The main activities are: Campanha Caminhos, Arte e Cidadania (Pathways, Art, and Civic Engagement Campaign) (4th year), Campanha Caminhos da Cidadania (Pathways to Civic Engagement Campaign) (5th year), and theatrical performance.



I held some talks for teachers within the framework of the Caminhos para a Cidadania (Paths to Citizenship) program, and believe that this initiative encourages teachers to participate in high-level debate. The events I attended were very interesting and the audience proved attentive. I consider it important for Brazilian companies to endeavor to give back part of the wealth generated to society, and it makes sense for this investment to be in the area of education, which is so important for Brazil



*Viviane Mosé,
poetess, philosopher,
psychologist, psychoanalyst and
specialist in the preparation and
implementation of public policies*

Incentivized projects



CCR Institute Call for Cultural Project Proposals

Through the efficient use of tax-deductible funds (raised through incentives), CCR Institute promotes the development of culture in Brazil, supporting regional projects. One of the main fronts involved is the CCR Institute Call for Cultural Project Proposals, which selects and supports initiatives developed by local institutions on an annual basis.

The second CCR Institute Call for Cultural Project Proposals, held in 2017, approved 16 projects to receive a contribution of up to R\$ 200 thousand each. In this edition, 364 institutions were registered and 100 projects were submitted for evaluation.

Region of the projects submitted in 2017		Categories of finalist projects in 2017	
State	Status of projects		
SP	65	Visual arts	1
BA	2	Culture	1
MG	1	Dance	1
MS	1	Music	6
PR	12	Literary production	1
RJ	19	Restoration	1
		Drama	5

In two editions of the Call, there were:

more than
1,000
institutions
registered

186
projects
submitted

33
projects
approved

R\$ 4
million
invested
under the
Rouanet Law



To view a list of the winning projects and find out how to participate in this initiative, visit the CCR Institute website.



Touring projects

The touring projects sponsored by CCR Institute benefit the municipalities served by the CCR Group concessionaires with different cultural and educational activities. These initiatives are funded through tax incentive laws, such as the Rouanet Law and the Sports Incentive Law.



8 touring projects
were supported in 2017
through tax incentives

The calendar of touring activities began last April and the projects supported had a positive impact on 117 municipalities in 4 different states. The CCR Group units benefited were:



Theater on wheels

The BuZum! project is a puppet theater adapted inside a bus that puts on plays for children and teenagers with educational themes that range from concepts of civic engagement to environmental awareness.



Since 2011,
BuZum! has:

Traveled more than
300
thousand
kilometers

Been seen
by more
than
370
thousand
people

Been to
more than
135
cities

Held
more than
7.5
thousand
performances

Projects supported in 2017

- BuZum!
- Imagem Mágica (Magical Image) | Circuito PhotoTruck (PhotoTruck Circuit)
- Caravana Teatro a Bordo (Theater on Board a Caravan)
- CIAVIP (Center for Integration of Live Art, Initiation and Research)
- Dom Quixote entre Cartas (Dom Quixote between Letters)
- Pensarte | Música na Estrada (Art Project / Music on the Road)
- Confederação Brasileira de Rugby (Brazilian Rugby Confederation) | School Rugby
- Cine em Cena (Cinema on the Stage)



Campaigns



CCR Institute's operating strategy strengthens the awareness of society and CCR Group employees through thematic campaigns. In 2017, 13 campaigns were held on the following topics:

Volunteering



Campanha do Agasalho
(Winter Clothing Campaign)



Junho Vermelho
(Red June)



Natal Solidário
(Christmas Solidarity)



Doação de Pessoa Física
(Donations made by Individuals)



Dia do Voluntariado
(Volunteer Day)

Public utility



Outubro Rosa
(Pink October)



Novembro Azul
(Blue November)



Combate à Exploração Sexual Infantil – Disque 100
(Action against Child Sexual Abuse – Dial 100)

Conscious consumption



- World Water Day
- World Environment Day
- Conscious Consumption Day

Road safety



Maio Amarelo (Yellow May)



Semana Nacional de Trânsito
(National Traffic Week)



Credits

General Coordination | CCR Group's
Sustainability and Communication Team
Content, design and infographic | usina82
Photos | CCR collection