



Report on
Activities of the
CCR Institute
2018



Instituto **CCR**

Message from the leadership

In August 2019, the CCR Institute's five-year anniversary will celebrate the important contributions made to developing communities in municipalities with CCR Group concessions. Since its creation, the institution has increased transparency in using the resources of fiscal incentives as well as its capacity to actively participate in transforming life in beneficiary cities.

The decision to create the CCR Institute was driven by a CCR Group desire to organize and centralize the private social investments that business units have made for over 15 years now. Assembling a specialized technical team and building a methodology to invest company resources and funds from fiscal incentives has powered the generation of value for local communities. The CCR Group is proud to have taken about 600 projects to more than 150 cities in Brazil and abroad, which since 2003 have already benefited 10.7 million people with investments of R\$ 291 million in structured projects.

The success of this strategy allowed the CCR Institute to fly higher in 2018, reaching other countries. Sponsorship of a music tour made it possible to spread Brazilian classical music in the USA, Ecuador and Curaçao, where CCR Group operates in the airport segment, in addition to a presentation in Costa Rica scheduled for 2019.

In Brazil, the CCR Institute has sought ways to innovate to strengthen culture, education, road safety and environmental awareness. One example is teacher training using a distance education platform in the

Caminhos para a Cidadania (Paths to Citizenship) program, increasing the scope of training offered to educators and the opportunities to use educational materials in the classroom.

Consolidation of the CCR Institute Call for Cultural Projects was another hallmark of 2018. We finished the third edition, selecting 11 projects to support, and we opened up registrations for the fourth edition. Starting with the first Call, put out in 2016, over R\$ 7 million have been invested through fiscal incentives in bringing music, theater, film, workshops and other cultural activities to inland cities in Brazil.

Since its founding, the CCR Institute has been a propeller driving sustainability within the CCR Group's business model. With solid governance and transparent investments, it complements the positive impacts created when private initiative partners with an infrastructure concession grantor authority.

All of us working directly at the CCR Institute along with all CCR Group employees are committed to strengthening this legacy that began to be built five years ago. With innovation, ethics and responsibility, we will continue to contribute to the development and growth of initiatives in the municipalities served by our concessions.

Happy reading,

Francisco Bulhões
*Communication and Sustainability Officer
and President of CCR Institute*

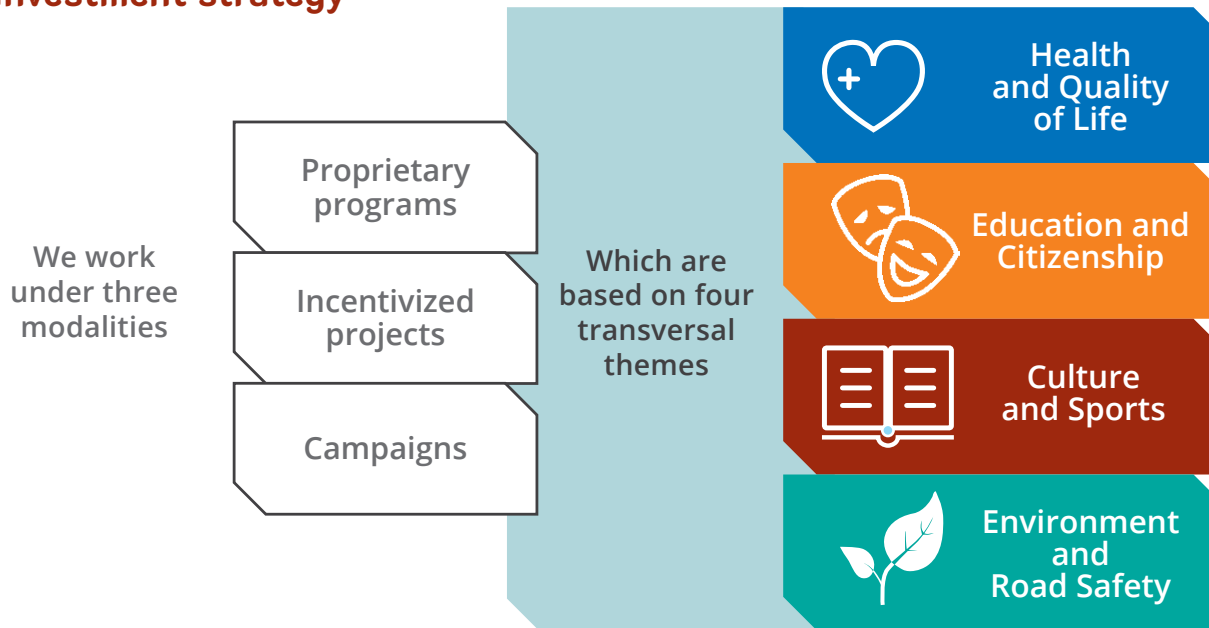
About us

In 2019, we are celebrating five years of work focused on setting up and managing CCR Group's social investments. Since our creation, we have focused support for projects by applying company resources and through fiscal incentives, driving the capacity to benefit society with initiatives that value education, health, culture, the environment and sports.

Private social investment was always strategic to the CCR Group's business model, since it improves relations with local communities and creates knowledge for the company's brand. Before the CCR Institute existed, actions were managed by the units. With the establishment of the CCR Institute, the social action strategy was fortified as of 2014.

Since 2014,
we have managed
over R\$ 162 million
in social investment

Our social investment strategy



 [Click here](#) to learn more about the work of the CCR Institute.

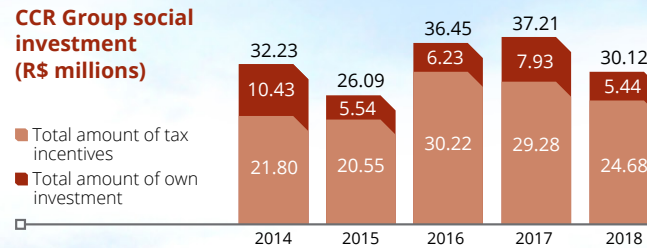
2018 Highlights

Over
150 municipalities
benefitted

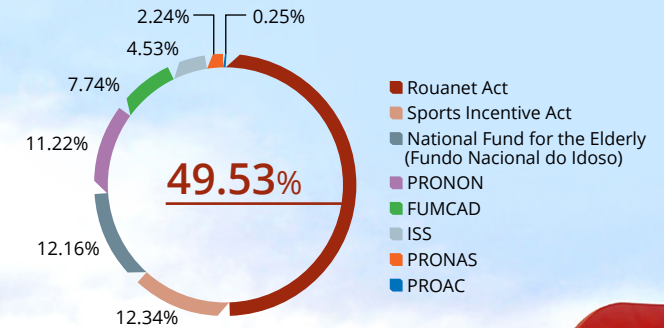
More than
2.7 million
participants

91 projects
executed

CCR Group social investment (R\$ millions)



DISTRIBUTION OF TAX INCENTIVES

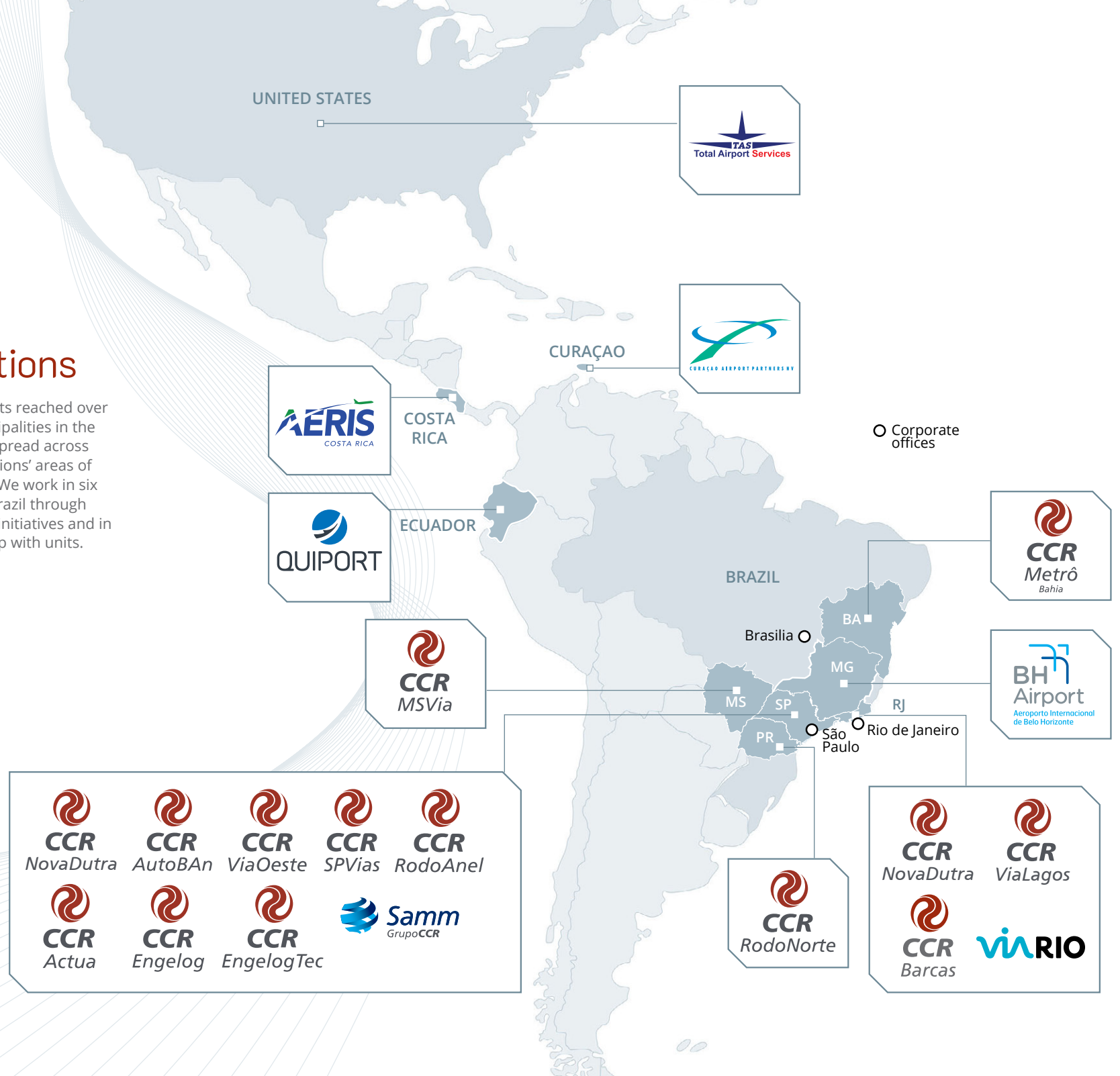


[Click here to access the CCR Institute's Financial Statements.](#)



Our locations

Our projects reached over 150 municipalities in the last year, spread across our operations' areas of influence. We work in six states in Brazil through corporate initiatives and in partnership with units.



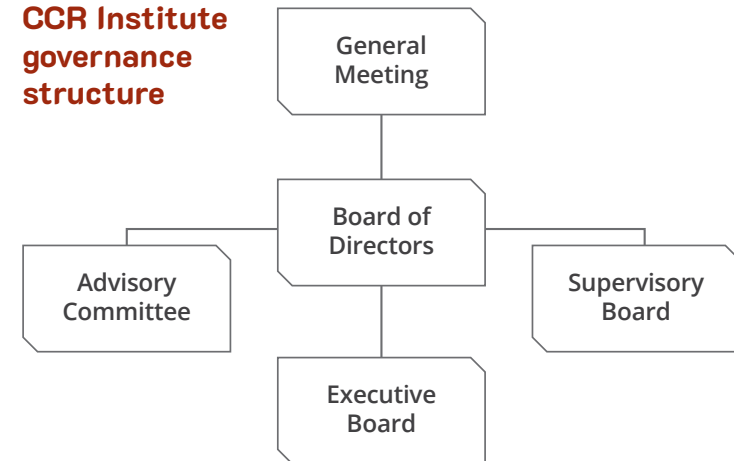
Our governance

Established as a Public Interest Civil Society Organization (OSCIP), we are a non-profit organization with our own governance model. We therefore use transparency in making investments and we assure that funds are used in accordance with the CCR Group strategy, increasing the quality of services and benefits generated by infrastructure concessions.

We rely on a team that works to manage the social investment of the CCR Group with the objective of strengthening the positive perception of the CCR brand among stakeholders.

In 2018, in pace with advances in governance at CCR Group, our executives that serve on the company's Executive Board also began to serve on our Board of Directors. The Supervisory Board was also reinforced, along with executive management at the Institute.

CCR Institute governance structure



Our strategy

We aim to be a channel for making social investments by CCR Group feasible, investing the company's own resources and those made available through fiscal incentives to benefit sustainable development. By acting in this way, we maximize the generation of value provided by concessions, going beyond the direct benefits related to improved infrastructure across all businesses.

Consolidated as a leverage for adding value to CCR Group's social and relationship capital, we are faced with the challenge of growing partnerships with other organizations and monitoring the growth of the company's portfolio, driven by a new business management structure.

Our commitment

To integrate, grow and innovate in sustainable development, making CCR Group a reference for its unique action in relationships and in handling socio-economic and environmental issues.



[Click here](#)
to watch the 2019 institutional
video for the CCR Institute.

How we generate value for CCR Group and society

Learn about the CCR Institute's highlights from 2018 and about what is propelling value creation in our operating model.





Proprietary programs

Caminhos para a **Cidadania**

Held since 2012, the mission of the Caminhos para a Cidadania (Paths to Citizenship) program is to form more conscientious citizens. The initiative is developed in the states of Paraná, Rio de Janeiro and São Paulo and has already benefitted over 3.2 million 4th and 5th grade children, with the collaboration of 121,000 trained educators.

Present in
113 municipalities

8,900
participating
teachers



259,700
students benefit

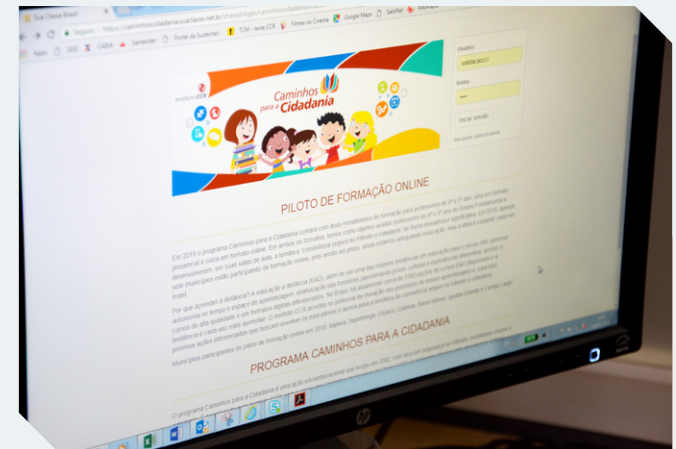
275 educators certified
through the Distance
Education platform

Participating concessionaires:
CCR AutoBAn, CCR NovaDutra, CCR RodoNorte,
CCR SPVias, CCR ViaLagos, CCR ViaOeste,
CCR RodoAnel and ViaRio

Technology is an important ally in expanding the positive impact of Caminhos para a Cidadania. In 2018, the program received a Distance Education platform, which is still in the pilot phase, providing teacher training in the municipalities of Barra Mansa and Iguaba Grande (Rio de Janeiro); Itapetininga, Itapeva, Caieiras and Osasco (São Paulo); and Campo Largo (Paraná).

Through online training, participants are given more flexible times to complete training and absorb the content made available. The goal for 2019 is to take this tool to every municipality where Caminhos para a Cidadania is active.

During National Traffic Week, in September 2018, students at participating schools produced over 131,000 postcards with drawings and messages for drivers who go through CCR Group toll road concessions. Some users sent responses to the students, thanking them for their letters and reinforcing the importance of conscientious behavior. All of the responses were delivered to school coordinators for them to share with the children.



"Although the Distance Education platform is a bit intimidating at the start, it helps teachers to finish training by making it more flexible in terms of place and time. Educators can also use a portfolio of digital materials and video classes to help them understand every module. All of this fortifies children's awareness about respecting others in traffic and positively influences their development as adults and in living together as a family."

Suelen Marcelino Pereira de Souza,
Municipal Coordinator of the Caminhos para a Cidadania program in Caieiras (SP)



Click here
to find out more about
Caminhos para a Cidadania



Estrada para a Saúde

The Estrada para a Saúde (Road to Health) program, held since 2002, strengthens CCR Group investments in projects to improve the health and quality of life of the people that use the toll road concessions the group manages. At permanent and temporary care stations, truckers receive medical exams, dental treatment, sight tests, blood pressure checks and more.

Estrada para a Saúde connects social investment with the reality of one of the trades that is most important to Brazil's growth. With the support received, drivers get assistance to prevent health problems that can cause accidents or result in time off from work.



22,600
truck drivers served

Participating concessionaires

Permanent care stations: CCR AutoBan and CCR ViaOeste.
The station of CCR NovaDutra offers only dental attendance.

Temporary care stations: CCR NovaDutra, CCR RodoNorte,
CCR MSVia and CCR SPVias.



"I've been on the road for over 25 years, crossing Brazil from Paraná to the Northeast. I try to make frequent doctor visits when I'm back home. But whenever I can, I take advantage of the Estrada para a Saúde stations on CCR toll roads to check my blood pressure and see if everything is OK. It's very important for us to stay up to date on our health and the teams that provide us with care are always very kind and helpful. It's an important service for us, which I use and approve of."

José Marinaldo Ferreira,
truck driver served by the Estrada para a Saúde program



Incentivized projects

Democratization and the spread of access to culture. This is the aim of the CCR Institute's Call for Cultural Projects, which reached its fourth edition in 2018. Through organization and management, we invest fiscal incentives provided by the Rouanet Act into initiatives by local organizations that allow communities in municipalities located far away from major urban centers to attend theatrical presentations, movies and musical shows, in addition to participating in various workshops and other activities of a cultural nature.

In the last year, 11 projects were selected through the 3rd Call, for the first time providing opportunities for applicants headquartered in state capitals to participate, provided they also carry out the projects in the cities of the interior. Registrations for the 4th Call opened in November 2018 and ended in February 2019. For this edition the investment is planned through an incentive law of R\$ 4.2 million. The 5th edition is set to launch in the second semester of 2019.

In addition to culture, we make it possible to carry out social projects in areas that strengthen sports, respect for the environment and citizenship. Supported through fiscal incentive funding, these projects travel and visit the municipalities served by concessions managed by CCR Group.

In 2018, the calendar of travelling activities reached **121 municipalities, in 4 different states (SP, RJ, PR and BA).**

Participating concessionaires: 10

BRAZILIAN CLASSICAL MUSIC AROUND THE WORLD

In 2018, Brazilian pianist Simone Leitão held an international tour with the support of the CCR Institute. The musician played in the USA (Miami and Los Angeles), Ecuador (Quito) and Curaçao (an island in the Dutch Antilles archipelago), in addition to the Brazilian cities of São Paulo and Salvador. In 2019, presentations were held in New York, in the United States, and in San José, in Costa Rica.

Through Rouanet Act funding, Simone presented a Brazilian repertoire of concert music for piano, with classical and contemporary works - one of which was written especially for the tour.

The shows spread Brazilian culture to residents and visitors to the cities where CCR Group is present through its toll road, urban mobility and airport business units.

The project also represented a milestone in our trajectory. It was the first time we went beyond Brazil's borders, reaching concessions managed abroad.

2016 – 1 st Call	2017 – 2 nd Calls	2018 – 3 rd and 4 th Calls
		
<ul style="list-style-type: none"> • 17 projects selected • R\$ 2 million invested 	<ul style="list-style-type: none"> • 16 projects selected • R\$ 2 million invested 	<ul style="list-style-type: none"> • 11 projects selected • R\$ 3 million invested • Registrations open from November 2018 to February 2019 • Investment of R\$ 4.2 million



Campaigns

Our work promotes the involvement of employees and users in campaigns to raise awareness and in volunteer actions that also directly benefit local communities. One of the biggest initiatives on this front is Nosso Mundo Melhor (Our Better World), a brand that organizes volunteer initiatives in which professionals at all CCR Group units can participate.

The Sweater Drive is one way that employees show their support. In the 2018 edition, over 170,000 items of clothing were donated by CCR Group employees and users at collection points spread across the concessionaires managed. Donations were sent to various charity institutions.



Over **170,000** items of clothing were raised in the Sweater Drive



109 institutions, in **77** cities, benefitted from donations

nosso mundomelhor
Dia do **Voluntariado**

DOMINGO
26

Reserve a data em sua agenda. Poucas horas do seu dia. Muito na vida de quem precisa!

A ação **Nosso Mundo Melhor - Dia do Voluntariado** é uma iniciativa do **Instituto CCR** com a proposta de engajar os colaboradores em uma ação solidária em parceria com instituições locais como: asilos, escolas carentes, abrigos, entre outras instituições com atividades de lazer, manutenção predial, doações e muito mais.

As unidades identificarão entidades locais para atender. Podem participar colaboradores, familiares e fornecedores!

Instituto CCR
Abrindo caminhos

"Employees and users are very active in the Sweater Drive, which we seen in practice at CCR Metrô Bahia. Here, in particular, we have adapted the campaign to receive any type of clothing, because of the weather in Bahia. In 2018, we raised over 65,000 items that we sent to 13 institutions."

Sarah Fonseca,
CCR Metrô Bahia employee

CCR Metrô
Bahia

nosso mundomelhor
Campanha de **Doação de Roupas**

ABRACE ESSA CAUSA.
DOE ROUPAS EM BOAS CONDIÇÕES!

Faça a sua doação nos postos de coleta participantes.

Instituto CCR
Abrindo caminhos

"Rio de Janeiro's West Zone, where ViaRio is located, is still an area very much in need of investments. The Nosso Mundo Melhor program is an initiative to change this. And what I feel when I take part is enormous gratitude to be able to do something good for our neighbors, along with my kids and my family. When our company provides this opportunity, I'm filled with pride."

Izabel Loureiro,
ViaRio employee, responsible for the unit's sustainability initiatives and a volunteer by nature

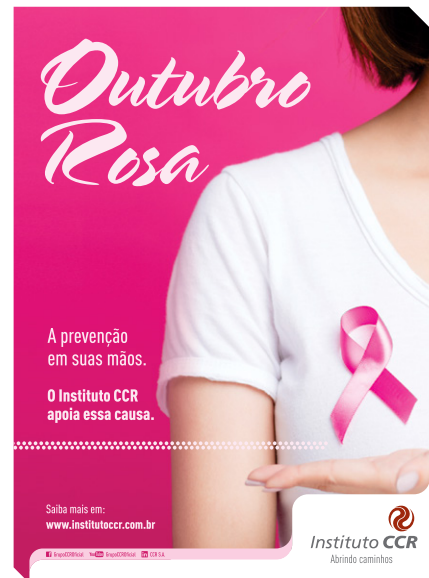
There was also a campaign to raise toys and food during the Christmas Solidarity drive. At CCR AutoBAn, employees used the Pink October campaign as the motivation for cutting their hair and donating it to make wigs for women being treated for breast cancer.

Our work also promoted the Yellow May (traffic safety) and Blue November (against prostate cancer) causes



CCR INSTITUTE REINFORCES ACTIONS AGAINST SEXUAL EXPLOITATION

For over ten years, CCR Group was a signatory of the Na Mão Certa (On the Right Track) program, which combats sexual exploitation of kids and adolescents on Brazilian roadways. The initiative is coordinated by the Childhood Brasil organization and in 2018, we at the CCR Institute once again worked to reinforce campaigns to raise user awareness. Concessionaires that manage toll roads participated in the initiative by distributing pamphlets at toll plazas, supporting talks and roundtables with truck drivers, publishing information on electronic panels and through other actions. One of the campaign's main focuses was spreading information on reporting channels, such as Disque 100 (Dial 100).



CREDITS

General Coordination

CCR Group's Sustainability and
Communication Team

**Content, design
and infographic**

usina82

Photos

CCR collection



Instituto **CCR**