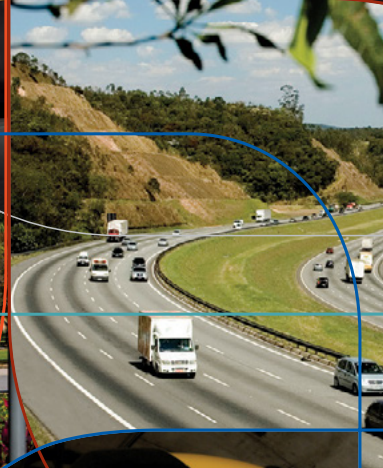


CCR Institute Activity Report 2019


Instituto CCR




CCR

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Cross-cutting sustainability

For us at the CCR Institute, sustainability means valuing care for life, people, and the environment. We carry in our DNA the values of the CCR Group, one of the world's largest companies in the mobility infrastructure sector and are part of the purpose of transforming society, improving the quality of life and the experience of communities with airport concession services, highways, and urban mobility assets.

Since 2014, when we were created, our mission has been to qualify and structure the private social investment made by the CCR Group's business units. By connecting our strategy with the company's sustainability vision, we strengthen the management of our own and funded resources. Thus, the transformation of communities and the contribution to sustainable development is the backdrop for supporting projects on three strategic fronts: **Education, Health, and Social Inclusion**.

In 2019, we carried out a comprehensive review of the CCR Institute's internal guidelines and governance & management processes. In line with the reorganization of the CCR Group's corporate governance, this movement has provided us with a new look at the Sponsorship Donations Policy, with a focus on continuous improvement and strengthening of the mechanisms for traceability and control of social investment.

The collegiate decision model applied to the units also covers the work of the CCR Institute, with effective systems for monitoring the strategy by the Decision-Making Council. All of these developments consolidate our first cycle of operations, after five years of existence, and the contribution to sustainable development.

Donations and Sponsorships Portal

The launch of the Donations and Sponsorships Portal is one of the practical results of the review of the internal and governance guidelines we have carried out. In 2019, all sponsorship requests began to be registered on this platform, irrespective of the form of receipt – by employees of the CCR Group or directly by the business units or the CCR Institute itself.

Based on this project base, the Portal allows the application of the Funnel Module, a feature that makes the selection of projects to be supported more agile and transparent. The system allows us to assess the alignment of requests to our private social investment guidelines and establishes a systemic approval flow.

The Projects Module, in turn, was created to guarantee the traceability of the investment made – either by itself or through incentive laws. All documentation and evidence supporting the execution of approved projects is filed and is made available for evaluation by managers and to subsidize other initiatives.

Our trajectory

The fifth anniversary of the CCR Institute was marked by the launch of the English and Spanish versions of our institutional website. This achievement shows how our work has crossed the country's borders to transform the reality of communities everywhere the CCR Group is present. The following are some of our milestones.

To
learn
more

[Click here](#) to visit our institutional website and learn more about our operations and investments

2014

Creation of the **CCR Institute** as a private, non-profit organization qualified as a Public Interest Civil Society Organization (OSCIP)

2016

Launch of the **1st Call** for selection of cultural projects

2018

The CCR Institute crosses national borders with the implementation of its first **international project**. The presentations by pianist Simone Leitão, with compositions by Brazilian composer Heitor Villa-Lobos took place in five different countries

2015

The **Caminhos para a Cidadania** (Pathways to Citizenship) and **Estrada para a Saúde** (Road to Health) programs, carried out with the units' own resources, are integrated into the management of the CCR Institute

2017

Record private social investment: **R\$ 37.2 million** allocated to support projects in the communities

2019

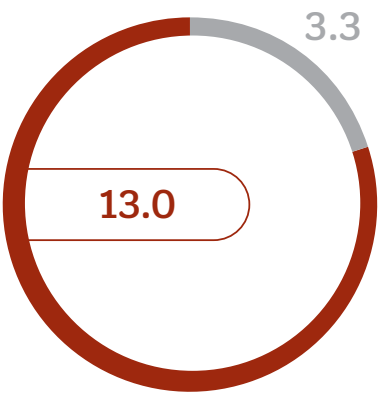
The institutional website was expanded, with versions in English and Spanish, to celebrate the **fifth anniversary** of the CCR Institute

Highlights

Since 2014, the CCR Institute has managed **R\$ 151 million**

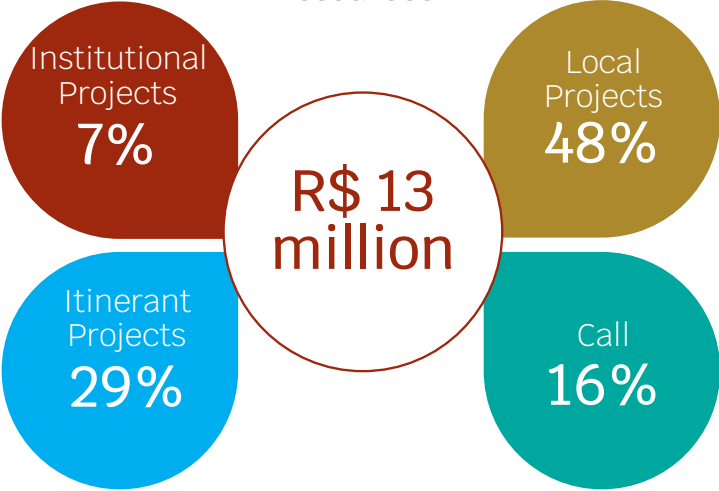
In 2019, **R\$ 16,3 million** were invested

Private Social Investment (R\$ million)



Own resources
Funded resources

Distribution of funded resources



About **1 million people** participating

61 initiatives implemented

152 municipalities benefited

Investments in **5 countries**

Conscious Consumption Campaign

The Conscious Consumption Campaign is an initiative carried out every year by us to encourage the reflection of employees and clients of concession holders on the importance of natural resources and their responsible use. The engagement action takes place throughout the year, highlighting commemorative dates:

- **World Water Day (March 22)**
- **World Environment Day (June 5)**
- **Conscious Consumption Day (October 15)**

The communication channels of the CCR Group and business units transmit thematic information to encourage people to adopt healthy habits and good practices on a daily basis to avoid waste, reduce the use of natural resources, and promote waste recycling.

In 2019, we created a unique visual language to identify actions related to the Conscious Consumption Campaign and promoted an awareness workshop with CCR Group employees. The event addressed the challenges to reduce generation and increase waste recycling, the concept of circular economy, and new habits that we can all adopt to reduce the environmental impact on the planet.



Education

Caminhos para a Cidadania

Supporting educational development and the awakening of citizenship for children and adolescents is one of the strategic fronts on which we operate. Through the Caminhos para a Cidadania (Pathways to Citizenship) program, we contribute to the training of young people who are aware of their transforming potential and the importance of quality infrastructure for the growth of their communities.

Caminhos para a Cidadania is a social and educational action carried out since 2002, with the support of the CCR Group's business units and, since 2014, under the coordination of the CCR Institute. The activities carried out offer a didactic and pedagogical approach for the transfer of lessons and reflections on traffic safety, urban mobility, and citizenship. The target audience comprises public school students attending the 4th and 5th grades.



In 2019, Caminhos para a Cidadania

Reached **87 municipalities**
(Paraná, São Paulo, and Rio de Janeiro)

Benefited **187,000 students**

Trained **6,200 teachers**

Participating units



The creation of a digital platform (in distance learning format), in 2018, allowed the expansion and greater agility in making educational content available. Of the 87 municipalities benefited by the program in 2019, five have already been served by virtual channels. In 2020, Caminhos para a Cidadania became 100% digital, also contributing to technological inclusion.

Public school teachers are engaged and trained through the program's guiding materials. The online training portal includes the use of tools for setting up virtual presentations (Padlet), multimedia content, and provision of materials, games and other interaction tools for download.

The content of Caminhos para a Cidadania is in line with the National Common Core (BNCC), which guides the curriculum and pedagogical proposals in Brazilian schools. The use of active collaborative methodologies, such as digital games and interactive platforms, arouse interest and stimulate the role of students in the learning process.

“Participating in Distance Learning (DL) training has been an educational experience that reflected on how to consider the role of education and how much digital culture is a tool already present in the lives of students and teachers. It is really necessary to insert it in the educational context so that there is an understanding of its importance”

Elisangela de Ávila Queluz,
*pedagogical advisor at Escola
Oscar Ferreira de Godoy, in
Santa Isabel (São Paulo)*

“When necessary, we leave computers logged on in the training programs so that teachers with access difficulties can carry out activity proposals. This methodology streamlined the process, as participants are able to develop each proposal with students in a more assertive manner”

Suelen Marcelino Pereira de Sousa,
*coordinator of Caminhos para a
Cidadania in the municipality of
Caieiras (São Paulo)*



Itinerant projects

Itinerant projects receive investments through incentive laws and contribute to promoting education and citizenship in the municipalities served by the business units. In 2019, different actions impacted children, young people, and adults.

FotoArte

A truck equipped with a photo lab brings various activities to the public, including workshops and exhibitions conducted by educators with the aim of promoting awareness and social and artistic development. The project offers schools and institutions a new vision of photography, providing a new look at the world.

4,000
beneficiaries



Ariane Cristina Teles Santana

Cine em Cena Brasil

With a capacity for 225 spectators, the itinerant movie theater (located inside a truck) travels through municipalities that do not have this type of establishment, to offer this media experience to low-income communities. The movies present Brazilian culture and allow people to experience modern technologies, such as 3D visualization.

44,775
beneficiaries

Teatro a Bordo – Caixola de Histórias

It is the first solar mobile theater in Brazil, with free theater performances, educational workshops, processions and artistic interventions in its container-stage – nicknamed “Caixola” (“Little Box”). A leader in nighttime shows, the container focuses on retelling stories experienced on its journey through highways, railroads and seas, in addition to presenting unpublished stories developed in the Storytelling Workshop.

40,532
beneficiaries



Ariane Cristina Teles Santana



A Viagem de uma Estrela

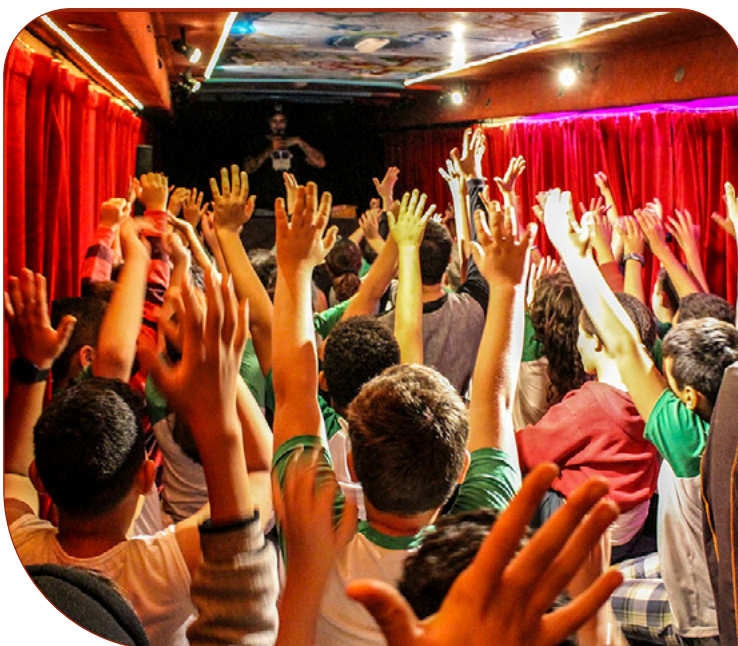
A free children and youth show addressing “urban mobility,” “citizenship,” and “environment.” The show promotes citizenship and traffic education by encouraging creativity, discipline, organization, and imagination.

62,465
beneficiaries

BuZum! – Cultura Popular

The adapted puppet theater inside a bus performs shows for public school students in the different cities that it visits. The shows have educational themes ranging from concepts of citizenship to environmental awareness. The bus has a capacity of up to 50 children or 45 adolescents per session.

42,368
beneficiaries



Ariane Cristina Teles Santana

Nosso Mundo Melhor

The Nosso Mundo Melhor (Our Better World) movement is an initiative coordinated by the CCR Institute, promoting the engagement of CCR Group employees and customers of business units around campaigns and initiatives that benefit local communities. The actions encourage the exercise of solidarity and volunteering through donation campaigns and support to assistance entities.



Solidarity Christmas

The Solidarity Christmas Campaign takes place in the last months of the year and has the goal of collecting toys, food, clothes and hygiene and cleaning materials for welfare entities that assist families and children in situations of social vulnerability. In 2019, approximately 18,000 items were donated and given to **14 institutions** in the states of Bahia, Mato Grosso do Sul, Paraná, São Paulo, and Rio de Janeiro.



Coat Drive Campaign

Held in May and June 2019, Coat Drive Campaign encouraged employees and customers to donate clothes and blankets in good condition to protect needy people during the Brazilian winter. With the involvement of the business units and companies of the Shared Services Centers, we reached a record with over **200,000 garments donated**, which benefited 30 institutions from different cities in Brazil.



Blood Donation

To support the Red June movement, we engaged our units to encourage blood donation in Brazil. Messages on the topic are conveyed across various communication channels with employees and customers, such as electronic panels installed on highways. In 2019, the campaign enabled the collection of **246 blood bags**. Since the start of the campaign, donations have already surpassed the milestone of **20,000 bags**.

Yellow May

The CCR Group manages 3,700 kilometers of highways in five Brazilian states and, through our activities, supports the Yellow May movement, for the promotion of road safety. In 2019, the campaign was reinforced by ResponSA, an animated character created to promote safe behaviors for drivers and pedestrians. The dissemination of the pieces teaches and raises awareness about attitudes such as crossing in appropriate places (crosswalks and walkways), maintaining distance from the vehicle ahead, and other actions to prevent accidents.

This performance is also in line with the CCR Group's commitment to the **"Decade of Action for Road Safety"** initiative, designed by the United Nations (UN) to halve the number of road accident deaths by 2020.



Health

Estrada para a Saúde

One of the main types of drivers served by the units of the CCR Group are truck drivers. These workers, working either as independent contractors or employees of freight companies, make long trips and spend a lot of time away from home, without time to take care of their health properly. Under these conditions, problems such as sleep deprivation and self-medication can result in serious accidents.

The Estrada para a Saúde (Highway to Health) program, carried out by the concessionaires with the coordination of the CCR Institute, exists to offer truck drivers continuous and free monitoring of health conditions. The service points distributed along the highways carry out outpatient tests, dental treatment, and other types of services that improve well-being and quality of life.

Since 2001, Estrada para a Saúde has served over 287,000 people who traveled on the highways managed by the CCR Group. In 2019, 5,100 preventive procedures were carried out (plaque scaling, fluoride application, etc.) at the dental clinic provided by CCR NovaDutra alone.

Fotos Clóvis Ferreira



In 2019, Estrada para a Saúde

Served **20,900** customers of the CCR Group concessionaires

Participating units

Fixed stations:  **CCR** AutoBAN  **CCR** ViaOeste  **CCR** NovaDutra The fixed station of CCR NovaDutra offers only dental care.

Itinerant actions:

 **CCR** NovaDutra  **CCR** RodoNorte  **CCR** MSVia  **CCR** SPVias

“ I was looking for a private dentist but couldn't find one, because even though it is an emergency, you need to book an appointment first. Then I remembered the Estrada para Saúde station at CCR NovaDutra and got an excellent service there. This project is important, as many of my fellows working on the road day and night need assistance but have no time to seek help in their cities. The delivery of service on the road is a very valuable support ”

Alexandre Nascimento de Souza,
road bus driver, was served at the
dental clinic provided by Estrada for
Health in 2019

“ We offer as much information as possible in order to prevent and treat health during trips, using knowledge for good practices and healthy habits. Our goal is to improve the quality of life of truck drivers who travel along the BR 163 highway in the State of Mato Grosso do Sul. Many drivers report that, with their daily worries, they end up putting their health aside, reporting a lack of time, tiredness, and poor diet ”

Ligia Elena de Castro, supervisor of
Estrada for Health at CCR MSVia

Services offered by

Estrada
para a **Saúde**

Outpatient tests

Blood screening
+ Rh Factor



Blood sugar, cholesterol
and triglyceride tests



Blood pressure
measurement



Visual acuity



Dental consultations



Preventive treatment,
cleaning and restorations

Services Well-being



Haircut



Foot care



Bioenergetic
massage



Campaigns

Fight Against Cancer

Through our campaigns, we support the two largest nationwide movements for the prevention and fight against cancer in Brazil – **Pink October** and **Blue November**. With the subject “All roads lead to prevention,” we have carried out informational actions to encourage healthcare for men and women.

Pink October aims to raise women’s awareness of risks and preventive exams for breast cancer, while Blue November, aimed at the male audience, seeks the prevention of prostate cancer. These diseases are among the leading causes of death in Brazil, and early diagnosis is the most effective way to combat them.

The business units become involved in the campaigns through communication actions, educational lectures, and dialogue circles. These initiatives have an impact on both CCR Group employees and concessionaire customers.



Disque 100 (Dial 100)

We engage all business units around the National Day of the Fight Against Sex Abuse and Exploitation of Children and Adolescents, celebrated on May 18. CCR Group concessionaires disseminate messages and campaigns to provide information on **Disque Direitos Humanos** (Human Rights Hotline), which receives reports of sex abuse or exploitation of children and adolescents. The service can be accessed by phone (by dialing the number 100) or by the Proteja Brasil smartphone app.

Covid-19

In 2020, the COVID-19 pandemic reached Brazil, forcing the whole society to adopt unprecedented social distancing actions in an attempt to contain the uncontrolled increase in the disease. Essential services, however, were kept in operation to avoid shortages and problems in patient care.

The units of the CCR Group have continued to work to ensure mobility in all modes managed, with a series of precautions to protect and provide care for employees. All measures followed the protocols released by the World Health Organization (WHO), the Ministry of Health, and the state health departments.

More than 1,000 kits were distributed with safety items (e.g. masks and gloves), as well as 1,200 liters of hand sanitizer. Educational lectures and communication materials also reinforced guidelines on how to keep hands and surfaces clean in work environments, such as toll plazas, in order to avoid contamination.

Employees in administrative areas began to work remotely, in their own homes, to avoid agglomerations and risks of contamination in the offices. These professionals maintained their activities using digital structures and systems to access the company's tools.

At the CCR Institute, our work made it possible to establish partnerships and coordinate actions to support truck drivers and communities in preventing the disease. Drivers, who maintained their activities during the crisis to ensure the delivery of food, medicine, fuel and other essential products, found support at the CCR Group units.

The Estrada para Saúde program maintained the fixed service stations in partial operation to respond to emergencies and disseminate guidance on COVID-19. Around 80,000 food and hygiene kits, around 14,000 meal vouchers and over 19,000 toll tags were also distributed for a safer trip.



Another initiative was the cleaning of truck cabins, benefiting approximately 14,000 truck drivers. The CCR Group also distributed 3,000 shower vouchers and 293 overnight stays for truck drivers.

The CCR Group also donated R\$ 5.7 million to support actions to combat the disease in the municipalities served by the business units. Part of these resources made it possible to purchase and donate cloth masks produced by socially responsible companies and community associations, as a way to guarantee income generation in communities during the most acute period of the pandemic.

To
learn
more

Click here to learn about all the actions taken by the CCR Group against COVID-19.

Social inclusion

The maturity and evolution of the private social investment of the CCR Group, over the five years of operation of the CCR Institute, allowed the structuring of mechanisms to support projects that promote social inclusion in the municipal communities served, by fostering culture and the sport. The CCR Institute **Cultural Projects Call** consolidated this performance model.

In 2018, we held the published edition of the Call, covering 217 cities and including the state capitals in which the CCR Group operates. The projects proposed by civil society organizations were received through the CCR Institute website and evaluated by a group with representatives from the business divisions, based on the Sponsorship and Donation Policy. Of the 185 registered initiatives, 11 were selected to be supported in 2019. The total amount invested in these projects was R\$ 3 million.

In the last year, we finished the selection of projects to be supported by the fourth edition of the Call – 17 initiatives were chosen to be conducted in 2020. This time, we achieved a record 700 registrations on the CCR Institute website.

631 organizations
signed up on the
CCR Institute website

185 projects
met all the criteria
established in the
Call's regulations

**404 cultural
projects**
were registered
to participate in
the Call

11 projects
were awarded

2016
1st Call

17 projects
selected
R\$ 2 million
invested



2017
2nd Call

16 projects
selected
R\$ 2 million
invested



2018
3rd Call

11 projects
selected
R\$ 3 million
invested



2018
4th Call

17 projects
selected
R\$ 3.9 million
invested



Funded projects carried out in 2019



A Praça é Sua

Audience: **3,250** people

Theater, dance and
circus performances



Rompendo Barreiras

Audience: **2,307** people

Music workshops
for the visually
impaired

Cine Boa Praça

Audience: **4,088** people

Movie screenings
in public squares

Container Cultural

Audience: **1,808** people

Itinerant project for cultural
presentations, training
of multipliers, capacity
building for young people and
encouraging reading

Concertos EPTV

Audience: **2,588** people

Classical music concerts
in inland cities



Gira Mundo

Audience: **5,055** people

Theater performances
for traffic education and
citizenship

Bruno Cúcio



Viagem Cultural – O Novo Rei do Beleléu

Audience: **9,672** people
Theater performances for children and young people

Ser Tão de Origem

Audience: **3,580** people
Theatrical show for children and adolescents from public schools

Se Essa Praça Fosse Minha

Audience: **3,045** people
Multilingual artistic festival for appreciation of local culture, taking place in the squares



Nordeste – Da Cabeça Aos Pés, Sem Pé Nem Cabeça

Audience: **8,378** people
A free children's musical with classes/dialogue on basic hygiene habits, disease prevention, healthy eating, and quality of life

Um Mundo em Circulação

Audience: **10,000** people
Regional circulation of the children's puppet theater show "Um Mundo para Todo Mundo"



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CCR collection and Shutterstock

