



"Acting locally, thinking globally."

"Possas tu, no trabalho fecundo  
E com fé, fazer sempre o melhor,  
Para que, no concerto do mundo,  
O Brasil seja ainda maior. [...]"

Possas tu, conservando a pureza  
Do teu povo leal, progredir,  
Envolvendo na mesma grandeza  
O passado, a presente e a porvir."

- PASSAGE FROM THE ANTHEM OF PIAUI .



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PLANTING GENERATIONS

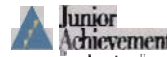


ASSOCIATION OF PRODUCTION



PIAUIENSE  
CRESCE COM VÓS

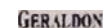
- It was introduced at Amigos do Sapo Association / Santa Maria da Codipi Community.
- Justification: It is related to environmental preservation, as well as to the assistance for the community. It was developed an Association of Production dealing with bean bag chairs made of plastic bottles, and another working with soap production derived from used kitchen oil. They were developed to help on the environment preservation, once that one liter of oil contaminates a million liters of water, damaging the bleaching of fishes and also blocking up the sewerage.
- Objectives: Remove oil and plastic bottles from the places where they were only polluted materials and change them into raw materials of the products that will serve as income sources for the people who live with difficulties, mainly due to the lack of knowledge and opportunities.
- Work team: The Association of Production is assisted by high school students and university volunteers who studied the market to make possible the sales of those products. The people responsible for these Associations of production are unassisted women who already participated in the Coso do Sapo project.
- Achieved SAGE criteria:
  1. A new, For-Profit Business
  2. A Continuing, For-Profit Business
  3. One Social Venture
  4. One Global Component
  6. Environmental Stewardship
  7. Higher Educational mentors
  8. Business Advisory Board
  9. Mass Media
  10. Measuring Results
- Results:
  - 30 women assisted;
  - 50 liters of used kitchen oil removed from the environment;
  - 3.000 recycled plastic bottles.
- Developed Activities:
  - There was the development of two Associations of production in a month: one of them deals with bean bag chairs made of plastic bottles and the other with soap made of used kitchen oil.



- Justification: The lack of basic information, essential to diseases prevention, to social- environmental and entrepreneur education is a problem that directly affects the families from the community.
- Objective: Make the community aware as well as inform them about diseases, the environment and entrepreneurship.
- Achieved SAGE criteria:
  4. One Global Component
  5. Civic Engagement
  6. Environmental Stewardship
  7. Higher Educational mentors
  8. Business Advisory Board
  9. Mass Media
  10. Measuring Results
- Results:
  - 1450 leaflets distributed.
  - 1435 people directly assisted;
  - 288 condoms distributed;

• Developed Activities:

LECTURES	WORK TEAM	PLACE	TARGET PUBLIC
Environment	Beija-Flor team and Dr. Roeder	Coso da Sopa	Community
STD's	Beija-Flor team and university students	José Gomes Campos school	Teenagers
Dengue Plague	Beija-Flor team and NEXA	Santo Morio da Cadidpi school	Children
Entrepreneurship	Beija-Flor team and Teresa Paiva	Coso da Sopa	Women



- Justification: The lack of vitamins consumption in the feeding of poor families and the proliferation of diseases causing mosquitoes.
- Objective: Work with the donation of baskets with four fruit seedlings and a repellent one that must satisfy the poor feeding of human beings' essential vitamins and repel diseases causing mosquitoes. Decrease the environment temperature in the community with tree cultivation.
- Work team: Besides Beija-Flor team, composed by high school students, Planting Generations counts on partnerships of companies linked to seedlings planting business, and with an agronomy engineer, Dr. Reinhold Roeder.
- Achieved SAGE criteria:
  4. One Global Component
  6. Environmental Stewardship
  7. Higher Educational mentors
  8. Business Advisory Board
  9. Mass Media
  10. Measuring Results.
- Results:
  - 125 seedlings distributed;
  - 30 families assisted.
- **Developed** Activities:
  - Seedlings planting;
  - Periodic Visits to the benefited houses.

PROJECTS	VOLUNTEERS	DIRECTLY BENEFITED PEOPLE	INDIRECTLY	TOTAL
Association of Production	22	30	2.150	2.202
Active Community	24	1.435	2870*	<b>4.329</b>
Planting Generations	17	30	150**	197

Total of **people involved** **6.728**

\* Considering that a person who has attended the lectures, talked at least to one person more about it later

\*\* An average of five people per family

MEDIA	INVOLVED MEDIA DIVULGATION
Internet	www.projetobeijaflor.blogspot.com www.colegiocpi.com.br www.180graus.com
Television	TV Clube network - representing Globo network TV Antena 10 network - representing Record network
Written Media	O Dia Journal Meio Norte Journal
Radio system	Community Radio System FM 100,7



**Arnalda Mesquita Pessoa Junior**  
Age; 18  
High School senior



**Ewerton dos Santos Silva**  
Age; 16  
High School senior



**Janaina Fernandes Ferreira**  
Age; 17  
High School senior



**Jéssica de Holanda Santos**  
Age; 19  
High School senior



**Eduardo Luis Viana de Figueiredo**  
Age; 39  
High School teacher/ Advisor



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