

LIVRES

18
YEARS

CHILDREN
WATER
FAMILY
SERTÃO

**VIDAS SECAS
DOCUMENTARY**

Driven by passion

**THE BEGINNING
OF EVERYTHING**

Love: the beginning
and the of all things





WHAT DRIVES YOU?

This material is a milestone in our journey to promote positive initiatives aimed at effectively contributing to the construction of a more just and egalitarian society.

Faced with the challenge of staying in touch with the entire community of partners, donors, supporters and volunteers in the face of audiovisual content and the Internet, this magazine has a very important purpose: to be an instrument that makes our commitment, positioning and social impact as an institution tangible and citizen-friendly.

The theme **WHAT DRIVES YOU?** expresses this purpose, which is to reflect a careful look at the values, behaviours, contexts and changes that define us. From this perspective, we address issues of importance to Brazilian society - and to the world.

We are dealing with complex and challenging social scenarios. One faces scarcity with courage, drawing creative strength and 'dignity' from it to overcome the most difficult obstacles. The other has broad access to knowledge, resources, and technology, but often lacks empathy and solidarity, where affection and care form the foundation of human self-realization. In between, LIVRES aims to be a bridge that connects these two worlds, fostering mutual learning and development.

We believe in **people, children and families**, and this is what motivates us to do what we do and how we do it. We have a greater calling: to expand our role in building society by serving people with the best we have - the FREE way of combining simplicity with technology, vibrant innovation with friendliness, humility and empathy for others.

True to our **essence**, in tune with the times, we share this mission, which moves us towards the greatest number of people and companies who identify with us in this **purpose**, who feel motivated and move towards something greater. Feel invited!

Clever Murilo Pires
clever@institutolivres.org.br
Livres Editorial team

READING TIP:

Point your mobile phone camera at the QR codes you will find while reading =)

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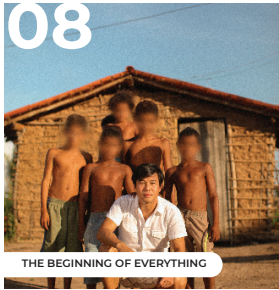


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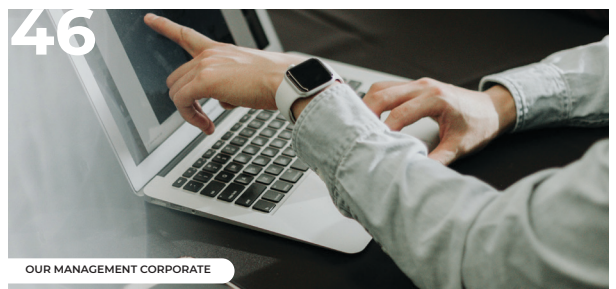
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OUR MANAGEMENT CORPORATE

MESSAGE FROM THE FOUNDER AND CHAIRMAN OF THE BOARD: **JULIANO SON**





Christ became human and showed us that the more human we are, the more like God we will be.

This is what we try to remind people of: that our humanity is not defined by our failures, but by our successes.

When we help, we experience our true vocation as human beings created in the image and likeness of God.

“

A father to the fatherless, a defender of widows, is God in his holy dwelling. Psalm 68:5

- Juliano Son
juliano@institutolivres.org.br



A photograph of a group of people in front of a rustic building. In the foreground, a man in a white short-sleeved button-down shirt and shorts is crouching, looking directly at the camera with a serious expression. Behind him, several other people, mostly shirtless, are standing in a line. The building behind them has a tiled roof and a doorway. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

LOVE: BEGINNING AND END OF ALL THINGS

A context where childhood is stolen. A context in which violence and rape occur in one’s own home, by those who are supposed to care and protect. This is the context in which Juliano Son, founder and president of and president of LIVRES, began to look for ways to combat this situation and to act for the protection and care of children and adolescents who have been and care for children and adolescents who are victims of rape.

“

The responsibility of caring for children belongs to all of us: parents, society and even the state, by providing the conditions for parents to offer their children the protection they deserve,”
emphasises Juliano.

It was from this perspective that LIVRES created the first project named as Acolhimento Livre Ser, which began its activities in 2006, providing comprehensive institutional care for children and adolescents, and has been active for more than 10 years, benefiting countless lives. Over the years, however, it has become clear that children and adolescents belonging to the most vulnerable social groups are the ones who suffer the most violations.

“Thus, in 2012, we were directed to the State of Piauí, where we were confronted not only with an alarming

situation of violations of the rights of children and adolescents, but also with situations of extreme poverty, abandonment, forgetfulness, lack of water, among many other problems, which constitute a cycle of destruction of dignity and citizenship,” says Juliano Son.

Hunger, drought and social, economic, physical and spiritual poverty were evident. The lack of drinking water for the invisible people - people who do not exist in the system, who have no documents, no names, who cannot read or write and who have nothing to eat - cannot be ignored. “A reality that our brains cannot process. It seems unbelievable, but it’s not. It’s real,” says the president and founder.

A **forgotten world** in the middle of nowhere, in an extreme drought, where access is very complex and time-consuming. If our eyes didn’t see it, we might not believe it. We were moved by this shock of reality and by the deep desire to do everything we could to change this reality.



“

From the knowledge and understanding of this reality, to the movement of committing ourselves to the cause of a neighbour who is neither close to us nor known to us, we started the projects in the sertão,”
explains Juliano Son.

And the beginning of everything? It’s LOVE. Love is the principle, and love is the verb that moves us in favour of another human being who needs us - you and me!



*Our
purpose is
to serve and
love our
neighbours.*



**WHAT IS ESSENTIAL IS
NOT VISIBLE TO THE EYES.**

The **essence of Livres** is our way of being and doing. It sets us apart and shows who we are.

At Livres, we apply the concept of **essence over form**: we do not do things to achieve results, but rather what is appropriate, legal, valuable and moral according to our line of conduct.

The **Livres culture** is the combination of our values, behaviours, practices and principles that guide our actions and performance as an organization.



Discover the Livres culture

Livres wants to serve and love others. To achieve this, we have clear values, a mission and a vision that guide all our work.



OUR VISION

To be a reference in projects that work together to eradicate social ills, transforming lives through our values.



OUR MISSION

To work towards the eradication of social ills in communities with a low human development index through actions that inspire and mobilise people.



OUR VALUES

Compassion

Going the extra mile; putting yourself in someone else's shoes.

Spirit of cooperation

Make yourself available.

Social Innovation

Seek innovative and creative solutions to social needs.

Transparency

Clarity in actions and use of resources.

Sustainability

Proposing economic, environmental and social solutions that are measured by their results.

Commitment

Fulfilling the agreement.

Excellence

Striving for maximum performance to achieve quality in delivery.

Simplicity

Simple and effective solutions to seemingly complex challenges.

Happiness

Celebrate successes, maintain a positive environment and value the confidentiality of every contribution.



Understanding the context map of Livres' operations with its audiences.



LIVRES WITH A MISSION

With the aim of becoming a **reference organization in sustainable improvement projects in Brazil**, we are committed to **working for the benefit of others**, developing innovative solutions based on their results, with economic, environmental and social feedback.



+28k
children benefited



+7k
Volunteer engagement



+ Over
18
years of experience



12
Pure water access solutions



01
Social location in operation



22
editions of Impacto Livres

We work on the issues of



CHILDREN



WATER



HEALTH



SERTÃO

+350

communities benefited

+263,000

people benefited

+98 million

litres of pure water distributed

#WatchNow
Watch our institutional
video via QR code



CHALLENGES AND OPPORTUNITIES FOR TRANSFORMATION IN THE SERTÃO

Situated in the so-called Drought Polygon, which covers an area of 1,108,434.82 km² (427,969.07mi²), corresponding to 1,348 municipalities, Piauí is one of the Brazilian states that suffers the most from water shortage or scarcity for long periods of time. In addition to a natural or climatic problem, the local situation is aggravated by other problems.

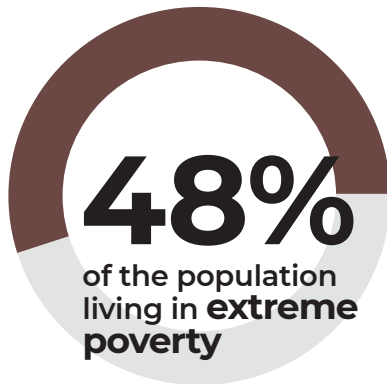
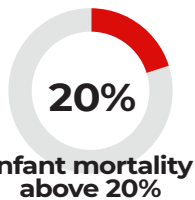
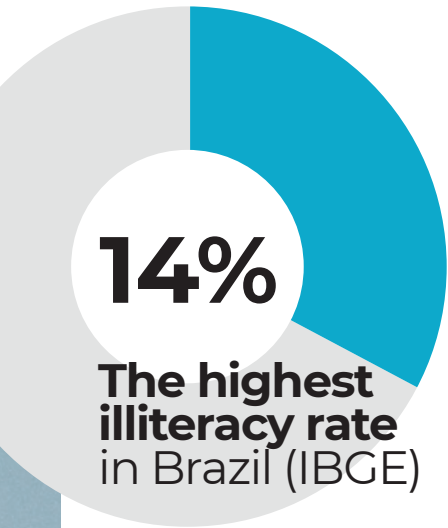
According to the Ministry of Women, Family and Human Rights, in March 2020, the **number of sexual abuses** against children and adolescents in Brazil **increased by 85%** compared to the same period in 2019.

In 2018, an Ibope survey showed that 71% of respondents identified health as the main problem, followed by education (51%) and public security (46%). On a social level, environmental sanitation is also a serious problem: around 26% of homes do not have running water, 40% do not have a sewerage system and 50% do not have garbage collection.

And the challenges don't stop there.

The eyes are the window to the soul... And if your eyes are good, your whole body will shine..."

A SURVEY BY THE UNION'S COURT OF AUDITORS HIGHLIGHTED PIAUÍ'S GREATEST DIFFICULTIES.



Culture of a high number of violations and non-reporting.

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Communities
in severe drought with no access to water

The figures are disastrous, but they reveal the opportunities that the teams have identified. It all depends on the lens through which you look.

It was necessary to take a stand, to have an attitude, to show our solidarity with these families who did not have the same opportunities that we had.

WHAT CAN WE DO?

Our projects are structured to promote human dignity in material, emotional, intellectual and spiritual terms. In fact, more than 225,000 people have already benefited. But there are many more who need us.

Are you ready for this challenge?

It is going to be worth it.

Juliano Son's musical project was born out of the need to save children who have been trafficked. Over the years, the founder of Livres has used his **visibility** at events, on stages and in the media **to give a voice to the invisible and to promote their cause**, so that many can join in the mission to be **effective agents of change** in our society.

Through his dedication and commitment to others, Juliano inspired thousands of people to donate and support Livres projects. His message and music brought together an average of 845,000 people each year at events throughout Brazil and abroad.

The **Livres Conference**, which has been taking place every year since 2009, aims to encourage reflection on what or who we have reflected in our lives, and to reach out to people and communities who are in a precarious situation. There were more than 40 thousand registered participants, 58 national and international speakers and 40 bands.

The editions of **Impacto Livres** are indeed the result of this work and also reflect the strong appeal of the work carried out, mobilising thousands of people with each edition.

In 2020, the **Juntos pelo Sertão** event took place in a drive-in format due to the pandemic and in a live format, attracting the attention of more than 300 thousand people who attended the event, which brought together several artists in support of the Sertão cause.

Adding up all our channels, we have a potential reach of more than 6,000,000 people on our social media.

 **2,500,000**
people on **YouTube**

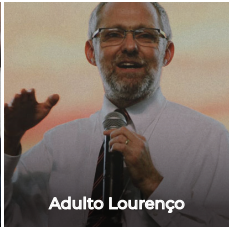
 **2,100,000**
people on **Facebook**

 **1,700,000**
people on **Instagram**

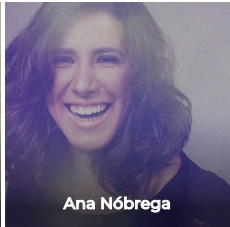
 **240,000**
people on **Twitter**



Adhemar de Campos



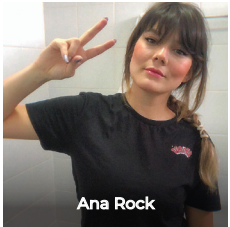
Adulto Lourenço



Ana Nóbrega



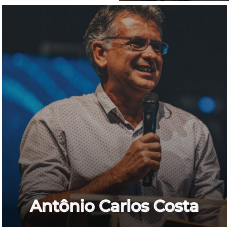
Ana Paula Valadão



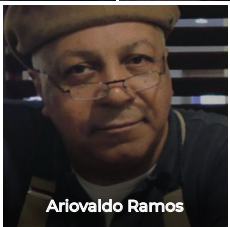
Ana Rock



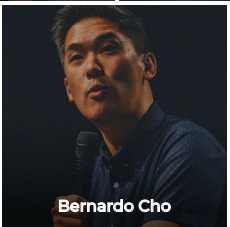
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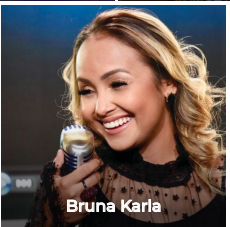
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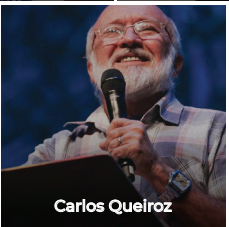
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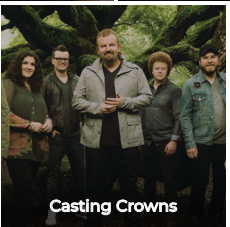
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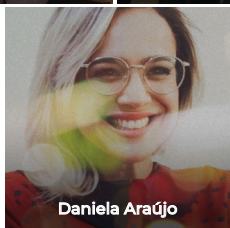
Bruna Karla



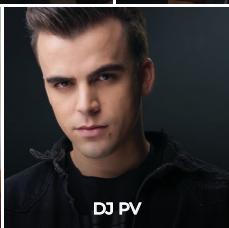
Carlos Queiroz



Casting Crowns



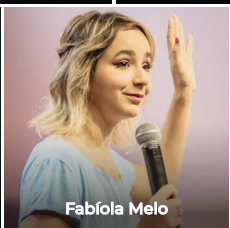
Daniela Araújo



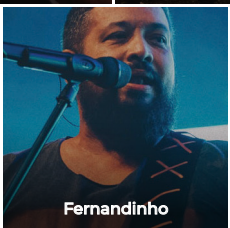
DJ PV



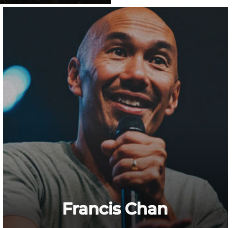
Ed René Kivitz



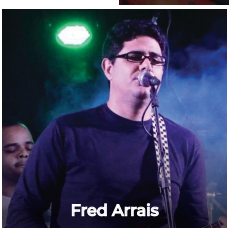
Fabíola Melo



Fernandinho



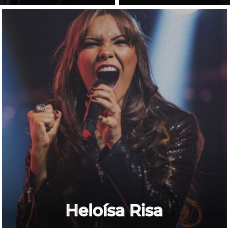
Francis Chan



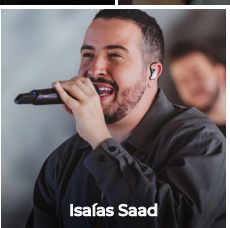
Fred Arrais



Gabriela Rocha



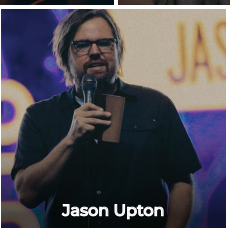
Heloísa Risa



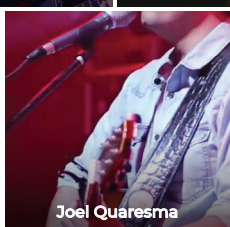
Isaías Saad



Isaque Folha



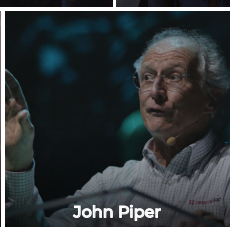
Jason Upton



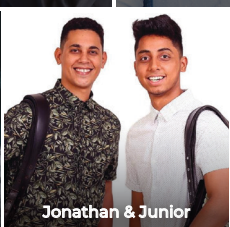
Joel Quaresma



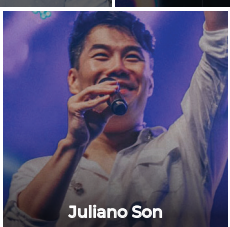
John Mark Mcmillan



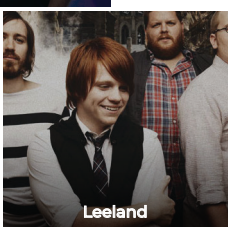
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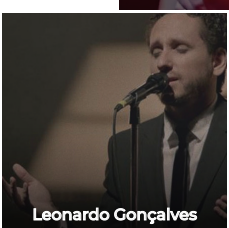
Jonathan & Junior



Juliano Son



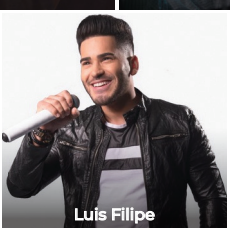
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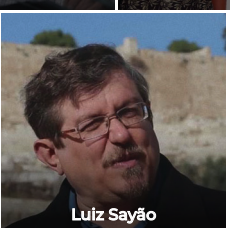
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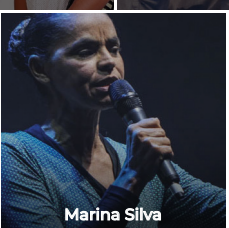
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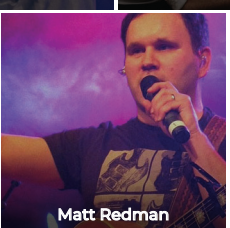
Luís Filipe



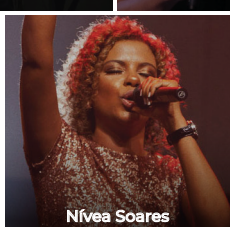
Luiz Sayão



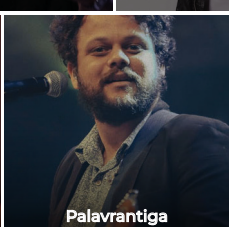
Marina Silva



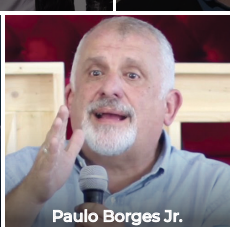
Matt Redman



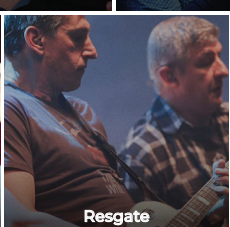
Nívea Soares



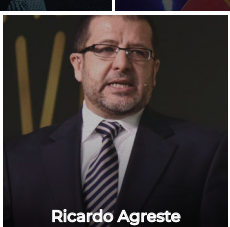
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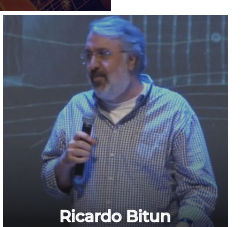
Paulo Borges Jr.



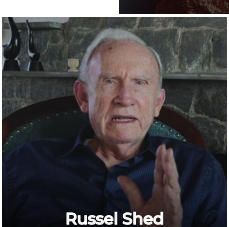
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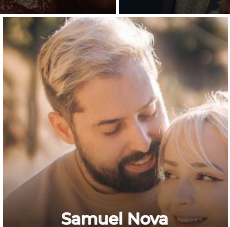
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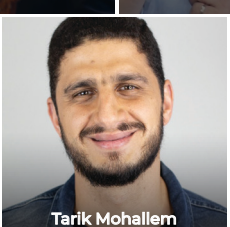
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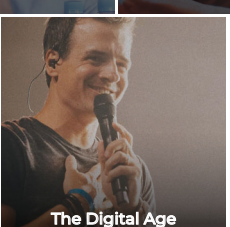
Russel Shed



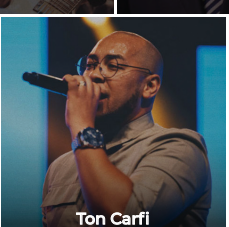
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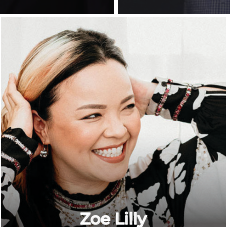
Tarik Mohalleem



The Digital Age



Ton Carfi



Zoe Lily

LIVRES, A SUSTAINABLE SOCIAL MISSION

Since 2006, LIVRES has positioned itself as an organization that seeks to be an effective agent of change in our society. Our essence has guided our decisions and marked our communicative identity, inspiring and mobilising people for the causes we defend and support: children, families, access to water and the sertão.

We seek sustainability in terms of the economy, transformation of the mind and culture.

We strive for effective social transformation by raising the condition of acting, thinking and speaking to a different level of value and behaviour.

For us, sustainability means creating conditions for families, in material, consumption, intellectual and spiritual terms. It means providing adequate support for life, eliminating the ills that plague society and creating a life of hope for all.



For Livres, sustainability is all that it involves:

1- Financial resources

2- A replicable project model

3- People committed to the cause

4- Economy (longevity)

5- Technology (tools that help us carry out our work)

6- Innovation

7- Stakeholder connection



WHAT IS A SUSTAINABLE SOCIAL MISSION FOR LIVRES?

- **Mission:** Our purpose, the goal we wish to achieve or fulfil. Essence over form.
- **Social:** Focused on society, people and their context.
- **Sustainable:** A characteristic or condition of a process or system that guarantees its permanence or existence over a period of time.

LIVRES AND THE SDGs

(Sustainable Development Goals)

End poverty, protect the environment and climate, and ensure that people everywhere can enjoy peace and prosperity. These are the Sustainable Development Goals (SDGs).

They are a continuation of the Millennium Development Goals (MDGs), which included: ending hunger and poverty; promoting sustainable agriculture, health, education and gender equality; and ensuring access to water, sanitation and sustainable energy for all; economic growth, employment, industrialisation and sustainable cities; and reducing inequalities.

The goals aim to “realise human rights for all and achieve equality” by 2030, balancing the three pillars of sustainability: economic, social and environmental. Therefore, in order to effectively contribute to the achievement and dissemination of the goals, Livres is committed to working with the SDGs and adapting its actions and projects to the 17 objectives described.

We are registered as an **articulating organization** on the UN portal and as an **ambassador** of the SDGs in Piauí.

AND HOW DO WE CONTRIBUTE TO THE ATTAINMENT OF THE GOALS?

1 NO POVERTY



Eradicating poverty in all its forms remains one of the greatest challenges facing humanity. Ending poverty in all its forms and dimensions means focusing on the most vulnerable, who still live on less than US\$1.25 a day and lack access to rights, food, water and sanitation.

2 ZERO HUNGER



Our programmes have contributed to the eradication of poverty by meeting the needs of Brazilian communities who face daily challenges due to the local context.

3 GOOD HEALTH AND WELLBEING



The focus is on achieving universal access to health, medicines and quality screening. Livres contributes to this goal by supporting activities in the Impacto Livres programme that bring together multidisciplinary health professionals. These, in turn, provide care to thousands of people who previously had no access to a specialist or who were waiting for the public system, as well as offering free examinations and free medicines. In some places, we have eliminated the waiting list and pent-up demand.

4 QUALITY EDUCATION



Ensuring access to quality education goes beyond ensuring that all children are in school: it is about ensuring that they have access to learning, knowledge, job opportunities and entrepreneurship. From the outset, we have focused on children and young people, promoting opportunities that provide them with access to education, learning and training.

8 DECENT WORK AND ECONOMIC GROWTH



The SDGs promote sustainable economic growth and aim to eradicate forced labour, slavery and human trafficking. In Brazil alone, by 2021, inequality levels will have increased significantly, with more than 15 million people unemployed. Most of them live in the northeastern states. Our initiatives work directly to combat situations of child labour, slavery and the violation of the rights of children and young people. We also promote opportunities for young people and adults to enter the labour market through lectures, workshops and courses.

6 CLEAN WATER AND SANITATION



Water scarcity affects more than 40% of the world's population. Promoting safe and equitable access to drinking water for all is one of the goals, and Livres provides solutions for access to drinking water for communities suffering from drought, hunger and public neglect.

10 REDUCED INEQUALITIES

Livres works on several fronts of social action to empower and promote the social, economic and political inclusion of everyone, regardless of age, gender, disability, race, ethnicity, origin, religion, economic or other condition.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Partnerships are essential if we are to achieve a fairer and more inclusive society together. Articulating and finding ways to promote a better society is essential to our success, so we talk to local authorities, community leaders, beneficiaries and businesses who can work together with the third sector for positive change.

17 PARTNERSHIPS FOR THE GOALS

Livres helps to significantly reduce violence by participating in processes to identify and report cases of abuse, exploitation, trafficking and all forms of violence and torture, especially against children, women and the elderly. It also promotes universal access to justice by bridging the gap between the Public Defender's Office and underserved communities, and by monitoring children's cases and court proceedings.



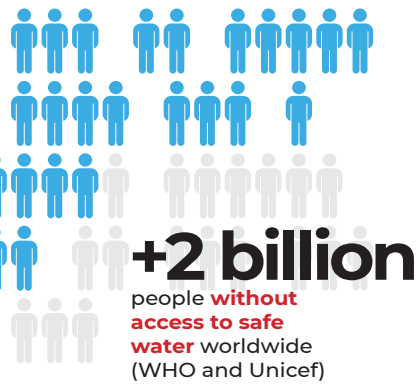
MAIS ÁGUA



“

With the system that Mais Água put in place, more children came to school because we had good water to prepare their lunches.”

School director in the quilombola community of Mulungu.



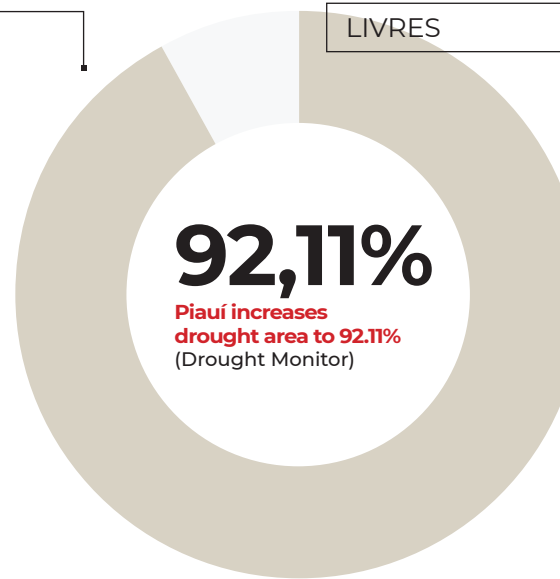
+33 million

Brazilians **without access to drinking water** (Trata Brasil and CEBDS)



2.1 million

children aged 0-19 do **not have access** to safe water.



The Mais Água Project brings water solutions to drought-stricken communities. The Mais Água Project is a humanitarian social solution to alleviate the difficulties associated with water scarcity in Brazil.

Lack of access to clean water is not just a matter of convenience, it is a matter of life and death. In many regions, especially in rural areas, women and children are the most affected, forced to walk long distances in search of water, often facing contaminated sources that pose a serious health risk. This arduous journey not only puts families' health at risk, but also robs them of precious time that could be spent educating children and supporting the family.

The impact of the drought goes far beyond the immediate lack of drinking water. Water scarcity triggers a cascade of economic, social and environmental problems that can destabilise entire communities. As agriculture and livestock are affected, food security is threatened, leading to malnutrition and deepening poverty. Conflicts over natural resources intensify, threatening peace and stability in these regions.

It is an effort of all of us to internalise these concerns and to spread good practices of sustainable water use and good practices of solidarity and citizenship.

In order to combat the water shortage in Brazil, in this project we have explored some alternatives as social solutions, including :

- Desalination system.
- Drilling of artesian wells.
- High technology filters.
- Water supply from water trucks to communities where the above solutions are not viable.

Mass migrations are becoming a sad reality as families move in search of more sustainable livelihoods.

Investment in water infrastructure, water-saving technologies and sustainable natural

resource management practices is essential to mitigate the impact of drought and ensure the resilience of populations in the face of this recurring challenge.

Urgent and coordinated action is needed to address the increasing intensity and frequency of droughts, protect the environment and promote sustainable development.

With Mais Água, this reality is gradually changing. Read the testimony of one of the beneficiaries:



After we started using the water from the desalination plant in the community of São Martins, the families' lives improved a lot."
Maria dos Remédios,
Quilombo São Martins.





“

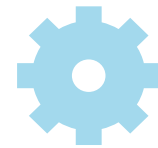
This project will help families here in the region. There are 400 families here in Serra Vermelha, plus families from nearby villages. There are a lot of people who didn't even have money to eat, and if they had water, it was dirty water from the dam”.

Maria de Hilda, leader of the Serra Vermelha community.



+98 million

litres of pure water distributed



12

active desalination systems

“

If we improve these services in the most disadvantaged communities and for children, we will give them a fairer chance at a better future.”

says Juliano Son.



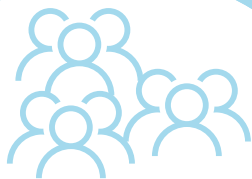
DESALINATOR

In terms of cost/benefit and effectiveness, we have increasingly installed desalination systems alongside brackish water wells. This system is able to filter the salts out of the water and with just one piece of equipment it is possible to provide drinking water to thousands of people for an extended period of time.

Not only does wading through water keep children out of school or take up time that parents could use to earn money, but the

water often carries diseases that can make many people sick.

Access to clean drinking water means education, income and health - especially for women and children. "Safe water, effective sanitation and hygiene are fundamental to the health of every child and every community - and therefore essential to building stronger, healthier and more equitable societies," says Anthony Lake, Executive Director of Unicef.



+59
communities
benefited



+20,000
people benefited





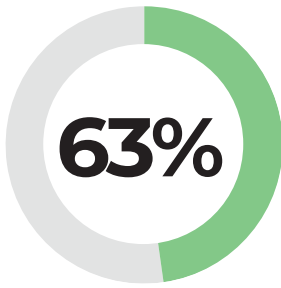
LIVRE SER

“

My children are much better behaved now that they are involved in the Livres activities. I was very happy!”.

Adelma, mother of three, in Paulistana.





of children and adolescents in Brazil live in poverty (UNICEF, 2023).



5.1 million

children and adolescents without access to education in Brazil by 2020 - Unicef.

The **LIVRE SER** project promotes socio-learning experiences among children and adolescents from the perspective of empowerment, responsible autonomy, dignity in the exercise of citizenship and overcoming.

Encouraging **extracurricular activities** optimises the opportunities to acquire knowledge and, as a result, the development of children.

Extra-curricular activities are a way of extending the learning process and a strategy for keeping children out of violent environments by combating these situations.

Through cognitive-behavioural techniques, we work together to build personality, rescue and reconstruct its history, facilitating relationships between generations, family and social.

The Unicef report points out that the highest percentage of children and adolescents without access to education is found in the northern and north-eastern regions of the country.

The causes of school exclusion are not only linked to what the education sector can respond to: it is necessary to strengthen the system of guaranteeing rights, including social assistance, culture, sport and health, which contribute to ensuring that the causes of school exclusion are mitigated.

The leaders of the San Martin and Contento quilombos told us many things about everyday life in their territories.

“Our children and young people have learning difficulties at school. Important subjects are not taught, such as values, citizenship, sexual initiation and respect for the environment.

And parents feel unprepared to deal with these issues. Most families are dysfunctional,” say Milena and Jucélia. According to them, children are sexually initiated at the age of 10, and by the age of 15, more than 60% of them already have at least one child. Access to alcohol also begins very early, at around 12 years of age.

The idleness of adolescents is equally challenging, as many of them withdraw into themselves, reaching the highest levels of depression. The authorities cannot reach the heart of the family, which is why the suicide rate is extremely high. And the opportunity to alleviate these traumas lies in the partnerships created through associations with Livres.

WHAT WE DO:

- + We promote psycho-educational actions that contribute to positive changes in the family context;
- + We use social technologies to develop skills, competences and values;
- + We promote spaces for socialisation and dialogue that combat harmful cultural practices.

+28,000 children have benefited.

“ *The yellow ones come here and play with our children, teach them many good things, take care of them... Every mother likes to see her child well cared for, right?*” *Mother of a child, in Picos, Piauí, Brazil.*

IMPACTO LIVRES

“
I have experienced extraordinary things that come from simple attitudes”. Gutierrez, Impacto Livres volunteer.



“
Being a lover means understanding that our hug, although it seems so little, is a lot for someone's life”.
Angelo and Eliete Bechi, children's team.

“
Impact has shown me that we are called to inspire people.”.
Francivan Ribeiro, Visitors and Children's Team.

Find out more:





+58,000

health consultations.

Impacto Livres, or Impacto Sertão Livre, is a nationwide initiative that has played a fundamental role in the development and well-being of families and communities in Brazil. Since its inception in 2014, the project has worked tirelessly to improve the quality of life in the areas of spirituality, health, citizenship, leisure and culture.

Two editions of the project take place each year, in January and July, for one or two weeks, and involve a number of significant activities. These activities include home visits to build relationships with the community, the development of healthy moral values through educational activities with children, multidisciplinary health care with distribution of medicines, vocational guidance and training through courses, workshops and lectures, and cultural events that celebrate and value the rich diversity of these regions.

In **22 editions**, Impacto Livres has benefited 20 Brazilian communities.

Of these, 18 are in Piauí, including Betânia, Capitão Gervásio, Acauã, Queimada Nova, São Francisco de Assis, Bocaina, Caldeirão Grande, Curral Novo, Monsenhor Hipólito, Massapê, Picos, São Raimundo Nonato, Paulistana, Jacobina, Patos, Geminiano, Jaicós and Caridade. A special edition was held in Caxias, Maranhão, to celebrate the 10th anniversary of the project.

In addition to its direct impact on the communities, Impacto Livres also contributes to the strengthening of the local economy, the country’s culture and social empowerment through food and accommodation provided by local suppliers, the hiring of regional artists and partnerships with the Federal Public Defender’s Office of Piauí to serve the community.

Impacto Livres remains committed to its mission of promoting positive and lasting change in Brazilian communities. With continued support from volunteers and partners, the project is expected to expand its reach and impact in the coming years.



At the Impacto of Massapê/Piauí I met several children and the work done with them was incredible. I have made friends with the residents and I still receive messages and phone calls.”

Renan Lacerda, Visits and Children’s Team.

+213,000

people benefited

+286 communities benefited

+58,000 health consultations

+ 1,700 people certified through professional courses and workshops

+ 5,000 volunteers

**Consolidation data to July 2024.*

LIVRES EXPERIENCE



At the beginning of the COVID-19 pandemic, the editions of Impacto Livres came to a standstill due to the restrictions imposed by large gatherings. However, in 2021, in the face of incessant requests from volunteers to contribute to Sertão communities, we decided to innovate and create a new model that combined virtual learning and practical experience: **Livres Experience was born.**

Theoretical classes provide a solid foundation on the dynamics and needs of the sertão. **Practical experience** allows participants to put their knowledge into practice, offering direct and concrete help where it is most needed.

“

The classes were a refreshing part of my daily life. It was clear to see the dedication and love with which they were taught. The content went far beyond what I expected. It was thoughtful, profound and brought us closer to Christ. Thank you so much.” Tatiane, Livres Experience student.

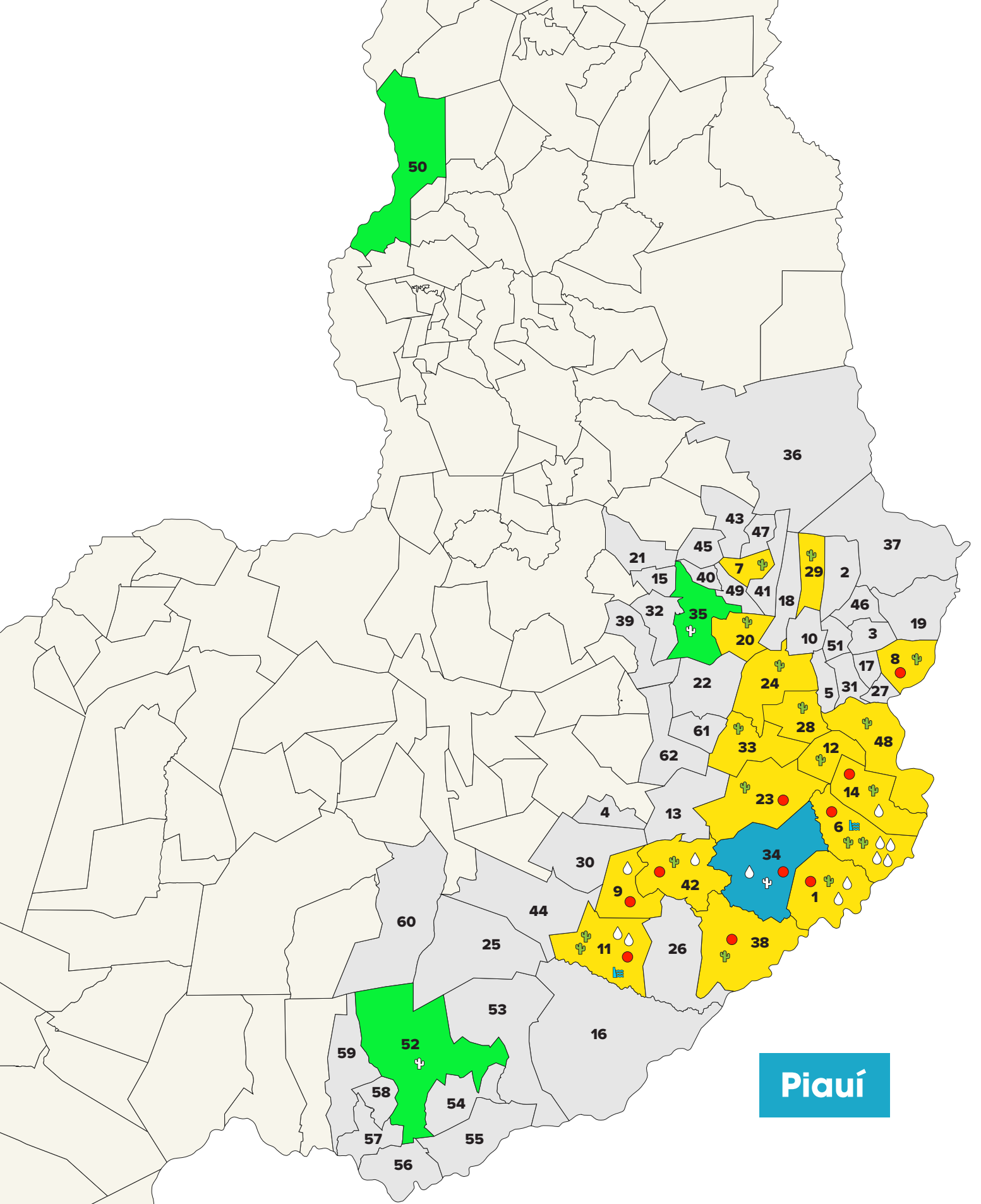
“

As soon as Livres Experience appeared, I signed up, thinking that it would be a unique experience. However, I had no idea how much it would motivate me and how much it would change me”.
Marcos Vinicius, Livres Experience student.

This project proved to be a unique opportunity to strengthen our local action and to meet the needs of rural communities in a more intensive way. Throughout the immersion, participants are immersed in the realities of the sertão, providing not only aid but also mutual learning and exchange of experience.

With the peculiarity of admitting a smaller number of participants, Livres Experience allows a more intimate and personalised interaction with social agents and local communities.





Despite the return of the Impacto Livres editions, we decided to keep Livres Experience active. Since then, we have held three editions of this innovative project, all in Paulistana, in the state of Piauí.



Piauí

Map of Cities Reached by Instituto Livres

Legend

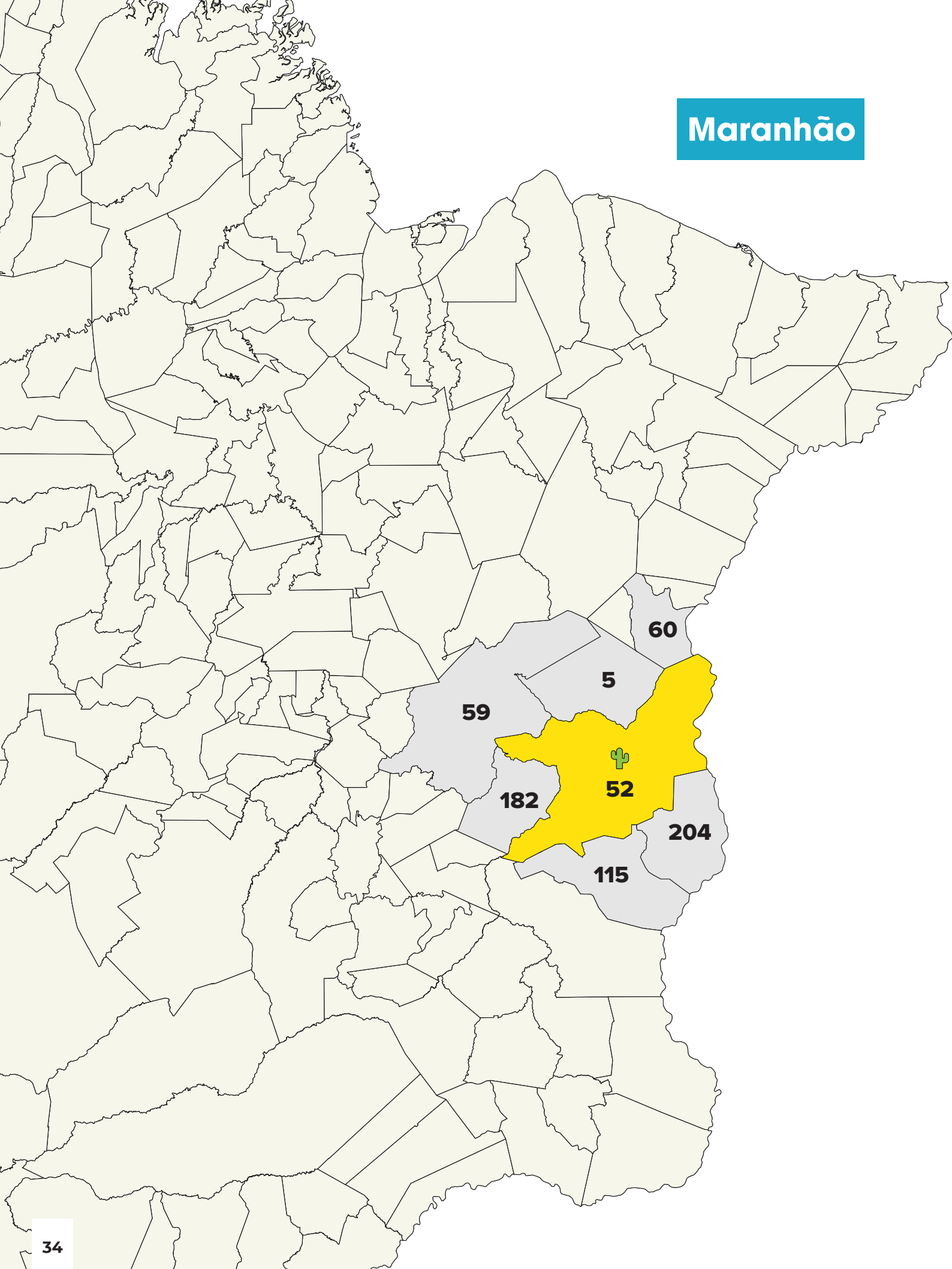
-  Benefiting cities
-  Polish
-  Neighbouring cities
-  Advanced base
-  Mais Água
-  Impacto
-  Dams
-  High social vulnerability indices

Our projects:





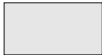



- **22 editions of Impacto Livres**
- **12 active water systems**
- **2 dams**
- **10 social and development centres**

-
- | | | | |
|---|---|--|---|
| <ol style="list-style-type: none"> 1. Acauã 2. Alagoinha do Piauí 3. Alegrete do Piauí 4. Bela Vista do Piauí 5. Belém do Piauí 6. Betânia do Piauí 7. Bocaina 8. Caldeirão Grande do Piauí 9. Campo Alegre Fidalgo 10. Campo Grande do Piauí 11. Capitão Gervásio Oliveira 12. Caridade do Piauí 13. Conceição do Canindé 14. Curral Novo do Piauí 15. Dom Expedito Lopes 16. Dom Inocêncio 17. Francisco Macedo 18. Francisco Santos 19. Fronteiras 20. Geminiano | <ol style="list-style-type: none"> 21. Ipiranga do Piauí 22. Itainópolis 23. Jacobina do Piauí 24. Jaicós 25. João Costa 26. Lagoa do Barro do Piauí 27. Marcolândia 28. Massapê do Piauí 29. Monsenhor Hipólito 30. Nova Santa Rita 31. Padre Marcos 32. Paquetá 33. Patos do Piauí 34. Paulistana 35. Picos 36. Pimenteiras 37. Pio IX 38. Queimada Nova 39. Santa Cruz do Piauí 40. Santana do Piauí | <ol style="list-style-type: none"> 41. Santo Antônio de Lisboa 42. São Francisco do Piauí 43. São João da Canabrava 44. São João do Piauí 45. São José do Piauí 46. São Julião 47. São Luis do Piauí 48. Simões 49. Sussuapara 50. Teresina 51. Vila Nova do Piauí 52. São Raimundo Nonato 53. Corel José Dias 54. São Lourenço do Piauí 55. Dirceu Acovarde 56. Fartura do Piauí 57. Várzea Branca 58. Bonfim do Piauí 59. São Braz do Piauí 60. Brejo do Piauí | <ol style="list-style-type: none"> 61. Vera Menezes 62. Isaías Coelho |
|---|---|--|---|

Maranhão



Legend

	Benefiting cities		Mais Água
	Polish		Impacto
	Neighbouring cities		Dams
	Advanced base		High social vulnerability indices

-
- 5.** Aldeias Altas
 - 52.** Caxias
 - 59.** Codó
 - 60.** Coelho Neto
 - 115.** Matões
 - 182.** São João do Soter
 - 204.** Timon

VIDAS SECAS DOCUMENTARY WE ARE DRIVEN BY PASSION

“We are in charge of showing the world that there is love.” The phrase from the founder and president of the board of Livres, Juliano Son, explains the reasons why the organization has been fighting for the rights of the population of the semi-arid Northeast of Brazil.







“Since the beginning of 2000, I knew that I would somehow work with children at risk. And it was through working with children in São Paulo that our history of social engagement began. We didn’t have any training. We didn’t have any experience, we didn’t have any resources, but what we had was the absolute conviction that God loved these children more than we loved ourselves,” he says.

On one of his first exploratory trips to the place that had set his heart racing with passion for children, family, water and the land, Juliano felt the effects of the people’s suffering personally and directly.

- Last time we were here you had nine children, did you give three away? Juliano asks a distraught mother.

- Yes, she replies, crying.

- For whom? Juliano insists.

- I don’t know, resign yourself.

- Sometimes I want to kill myself when I see my mother’s suffering. Please help me,” the son pleads.

On the other hand, a woman is happy to show a pot of leftover boiled beans, the only meal of the day for an entire family. And he says: “I never thought I would see good water in this land until ‘oceis’ came here in the heat.



“

Since the beginning of 2000, I knew that in some way I would work with children at risk. And it was through working with children in São Paulo that our story of social engagement began. We had no training, none. We had no experience, we had no resources, but what we did have was the full conviction that God would love those children more than we loved ourselves.”

She celebrates receiving food and the good news about the installation of a water treatment system in the community.

HAPPY ENDINGS

Meanwhile, Dona Maria celebrates her grandson's return to the family. "As long as I have life, I will be with him, I thank God and the teams of the orphanage (Livre Ser) because my grandson is here with me".

The old lady could also continue to be one of the invisible inhabitants of the north-eastern hinterland.

Deprived of basic human rights, she managed to get custody of Miguel after his mother, punished by the harshness of a life without prospects, gave him up for adoption.

His mother hid him from us. We didn't know we had this child... He was born on the 30th of August, and when it was the 18th of October, she said that she had this child and that someone from São Paulo was coming to take him away," she explains innocently.

In this context, Livres' actions have broken down cultures and barriers.



The Chief Public Defender of the DPU of Piauí in 2016, Tarcijany Linhares, confirms the importance of the organization. “Thanks to this partnership, the population has the minimum conditions to access their rights and benefits. Livres knows the needs and has helped us a lot by developing quality work,” he stresses.

SALT, JUST FOR SEASONING

In September 2020, Piauí recorded an increase in the area affected by drought, from 79.29% to 92.11%. The percentage was the highest since November 2014 (99.94%), leaving the state with the largest area of severe drought in the northeast (7.19%). The data was released by the Drought Monitor.

“The news is alarming and many families are currently crying because they do not have access to water. To make the local water fit for consumption, we use a tool called a TDS (Total Dissolved Solids) meter,” explains Juliano.

According to him, the TDS meter looks like a pen, but instead of writing, it measures the amount of solids dissolved in the water, in parts per million (PPM). “The lower the PPM, the less dissolved solids there are; the higher the PPM, the more dissolved solids there are, which means that the water is extremely salty and completely unfit for consumption.



POINT YOUR
PHONE'S
CAMERA AND
PARTICIPATE =)

In the village of Barro Vermelho, in Paulistana, before the installation of the desalination plant, the PPM of the water was 406. After the installation of Mais Água in the community, the meter read 012 PPM. “Thanks to this initiative and everyone who trusts in the project, 2,000 people now have safe drinking water! This system serves the communities of Barro Vermelho, Imbuzeiro and another 50 families in Quilombo Contente,” says the founding president of Livres.

“We want to be effective agents in promoting a transformed society,” he concludes.

“

As long as I live, I will thank God and the teams at the orphanage (Livre Ser) because my grandson is here with me,” says the lady.



TOGETHER, WE CAN GO FURTHER



Partnerships have been essential for the continuity of Livres' work.

The work of the third sector contributes to an active and participatory civil society that seeks the public interest and provides better services to the community, which becomes more engaged and interested as a result. Today we can see that CSOs (Civil Society Organizations), such as Livres, are becoming an economic force, mainly in relation to the growth of employment, training of volunteers and income generation through the provision of goods and services.

The change in the market profile has taken place since economic and cultural globalization has led to a deepening of the relationship between companies and social entities in terms of their role in our society, i.e. their social responsibility.

Companies are no longer just businesses; they are now taking on the role of corporate citizens, taking a proactive stance in contributing to and providing solutions for social problems. In this way, they are making an ethical commitment, dedicating time and material, human and financial resources to developing the common good.

In the current context, **partnerships are even more crucial** for the survival and continuity of social organizations. It is a partnership that benefits both parties: for fulfilling the social objective of CSOs and for increasing the **value of companies in the face of the investment market**, which already demands corporate engagement in the analysis of their assets.

A company's **intangible assets** represent a growing percentage of its future value and are linked to **social, environmental and corporate governance metrics**. The search for more conscious consumption and the choice of companies that are committed to the environment and the people with whom they interact has become increasingly widespread and has a direct impact on business performance, based on key axes that measure sustainability, the social impact of investments and the way in which **companies should lead the way in ESG best practice**.

Learn about some of the forms of partnership that are making a difference for companies with a social DNA and a desire to do good, adding value to causes for even greater good:



CAUSE MARKETING

It is defined as a form of corporate social responsibility in which a company's advertising campaign has the dual aim of increasing profitability and making a difference to society. Cause marketing occurs when a company does well by doing good.



BRAND LICENSING

It consists of authorising the use of a trademark or patent for business purposes for a specified period of time. The use of free trademarks adds great value to companies that want to be involved in the North East, the hinterland, water and family.



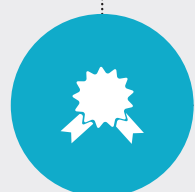
TAX INCENTIVES

There are legal devices that encourage and allow companies to donate part of their income tax to social causes. It is a great opportunity to use your resources in actions that effectively transform society.



INCORPORATION

Companies can incorporate Livres projects as a corporate social arm, involving their employees and customers in our causes, promoting volunteering and direct support with know-how and exchange of experience.



SPONSORSHIP

A modality in which the company invests resources in brand promotion actions linked to the dissemination of the cause on several channels and communication platforms. These are positioning and visibility strategies.

MEET SOME OF OUR PARTNERS!

In the face of the worst economic and social recession caused by the pandemic that began in 2020, several companies showed solidarity and supported us to ensure that the necessary aid reached those most in need. These initiatives were strategically important to extend the reach of our work and benefit an even greater number of people.

Livres' partnerships aim to create new models, links and partnerships with corporate social responsibility projects. In addition to sustaining social programmes and projects, we seek opportunities for growth by doing more, better and differently.

"We seek to implement partnerships that are in line with our business and market objectives and that work together for growth. In addition to demonstrating our capacity for execution, delivery, governance and transparency, we provide regular and detailed accountability to enhance the impact we create together with our partners," concludes the CEO.

Together we will go further! We want your company to be part of the story we have built with many hands.



BE PART OF IT. TALK TO US.

DIGITAL TRANSFORMATION IN SOCIETY

We have heard a lot about digital transformation in the most diverse segments of our society, but we see actions and content that are very much focused on the business sector. It is important to understand that digital transformation is the effect of the digitalisation process, which includes, but is not limited to, technology and innovation.

Just as Peter Drucker said that planning is not about future decisions, but about the future impact of current decisions, so digital transformation is about the technological and digital changes that we are implementing today.

We know that as technology evolves, it creates both new solutions and problems that require attention, forcing companies, governments and social institutions to adapt to meet society's demands in omnichannel formats.

And we can say that digital transformation goes beyond the use of technology; it is a matter of strategy for leaders. A strategy that must include the organization's culture, processes, business, services and people development. The new times require planning strategies and processes redesigned with a digital perspective.

We have seen the changes that have been made and implemented in businesses and companies, but what about social organizations? How can we keep up with the demands of the market and 'compete' for the attention of clients or donors?

With a focus on the third sector, we will present 3 pillars for a successful digital revolution, according to Ruy Shiozawa, CEO of GTPW.



1 Transformation must be better for business - for the organization's social mission.

It is important that leaders think about solutions that can solve their service delivery processes. These solutions must make their processes more agile, transparent and sustainable. An indicator of this transformation would be, for example, if a solution could serve more people at a lower cost and in a shorter or faster time.

2 The transformation must be better for people - for staff, for audiences and for donors.

It is important and fundamental that organizations invest in tools and technology, but it is the people who have the greatest value! The people who work on the frontline, in the field, behind the scenes to ensure effective action, and the people who support the whole structure. What would a civil society organization be without staff, volunteers and donors? How would it reach those who need it most if these people were not committed to the cause, mission and purpose?

3 Transformation must be better for the world!

Doing business in the third sector often means investing in a purpose and bringing it to life, making a dream come true. It also means investing in changing the reality of third parties. Digital transformation in the social sector is based on social promotion as a form of long-term growth, producing results that impact on pre-established social relationships and cause effective change in the context in which the organization operates.

We know that the implementation of tools and technologies requires large financial resources, and normally most organizations do not have this volume

of resources to invest in software, servers, structures and tools. This is even worse in the current context, where many are struggling to survive, given the sharp decline in donations.

In this way, access to technology and best management practices can be structured through partnerships with large companies that have shown solidarity with institutions and have made training available to third sector organizations through public announcements and acceleration programmes.

Programmes such as AMBEV's VOA, Gerando Falcões, Legado Social, Potencialize and many others are great opportunities for organizations to be trained and structured with the necessary expertise and technologies to improve their processes, operations, accountability, results and services to donors/ investors and beneficiaries.

Many tools also provide free access to use for social organizations or subsidized prices, which greatly help them to explore better conditions in the exercise of their functions and experience with the public.

The desire to "change the world" is a constant in the Third Sector and this means that even the greatest challenges are overcome by the solidarity, generosity and engagement of companies and people. We are a social business model focused on doing good, benefiting individuals at the base of the economic and social pyramid.

Digital transformation will bring countless benefits to the sector, but we cannot forget that no artificial intelligence or automation can replace a hug, an intentional listening, or a hug from the comfort of your own home!

A photograph showing a person's hands pointing at a laptop screen. The person is wearing a light-colored long-sleeved shirt and a smartwatch. In the background, another person's hands are clasped together, and another laptop is visible on the desk.

MANAGEMENT, GOVERNANCE AND RECOGNITION

Our management is carried out by executives with over 20 years of experience in the private sector, dedicated to the development of the third sector, with a focus on the criteria of transparency and governance, essential for the sustainable social growth of the organization.

Livres has obtained the prestigious Doar Seal, with an A+ rating, which attests to the professionalism of the management model implemented.

The purpose of the **Doar Seal** is to guarantee verifiable standards of quality in management and

transparency, through a rigorous evaluation of 52 criteria that attest to the Professional Management and Transparency Standards (PGT), or simply the **Doar Seal**.

The PGT has been developed on the basis of extensive research into the concepts and criteria used by various national and international organizations, as well as specialist literature on the evaluation of not-for-profit organizations:

YOUR MONEY WELL APPLIED AND INCOME IN A SOCIAL WAY!

Investing your money in a conscious and socially responsible way is a financial practice that goes beyond individual gain by contributing to collective well-being. In this way, your money helps to build a more just and sustainable world.

See below how much your donation generates in each of our projects through the Social Return on Investment - SROI.

Instituto LIVRES meets all compliance requirements and maintains an updated page on its website with the activity report developed.

FOR EVERY R\$1 INVESTED IN MAIS ÁGUA, THERE IS A SOCIAL RETURN OF

R\$6,30

FOR EVERY R\$1 INVESTED IN VOLUNTEERING, THERE IS A SOCIAL RETURN OF

R\$4,73

FOR EVERY R\$1 INVESTED IN HEALTH, THERE IS A SOCIAL RETURN OF

R\$7,64

FOR EVERY R\$1 INVESTED IN EDUCATION, THERE IS A SOCIAL RETURN OF

R\$9,75

- + CAUSE AND STRATEGY
- + GOVERNANCE
- + ACCOUNTING AND FINANCE
- + MANAGEMENT
- + HUMAN RESOURCES
- + FUNDING STRATEGY
- + COMMUNICATION
- + ACCOUNTABILITY AND TRANSPARENCY



We have been looking for a coherent, innovative and sustainable market positioning, and we have been open to discussing other possibilities, companies and models of social action,” says Clever Murilo Pires.







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