

2024

**anual  
activities  
report**

instituto  
**CHAMEX**



Instituto Chamex is a non-profit civil society of public interest created in 2008 by Sylvamo Brasil to strengthen its role in boosting education for everyone. Instituto Chamex supports and develops projects throughout Brazil and in the communities where Sylvamo operates.

#### **Governance (mandate 2022-2024)**

General Meeting: Tatiana Kalman, Antonio Salomon, Carlos Pedote, Jefferson Leite and Luciana Huneke (Executive CEO of Instituto Chamex).

Advisory Board: Camila Visnadi, Karina Ferreira, Lucas Araújo, Mariana Claudio, Priscila Zahn, Thiago Bernabé, Maureen Adorno, Márcio Moura and Willian Bonzake.

Fiscal Council: Ana Ribeiro, Denis Teixeira and Thiago Vaz.

Executive management: Mariana Claudio (manager), Joice Aguiar, Camila Mazi Dacome, Laís Ricardo and Sophia Sá.

#### **2024 Report**

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# Message from the CEO

After celebrating the 15 years of operation of Instituto ChameX in 2023, we continue to move forward with projects that filled us with satisfaction and fulfillment throughout 2024. With investments exceeding BRL 2.1 million in socially oriented initiatives, causing direct and indirect positive impacts on more than 470,000 people. With projects aimed at both the local Sylvamo communities as well as actions with national reach, we strengthened our commitment regarding education – our main cause. Our role is to foster the development of children, young people and adults, helping them to reach their full potential.

We maintained our investment in the classic projects of the “Impact in Action pillar.” With the Generation Sylvamo, we offer professional and technical education courses to 53 vulnerable young people, relying on the dedication by Sylvamo professionals acting as volunteer educators. A study we carried out showed that this action generates a social return of BRL 2.20 for every BRL 1.00 invested, i.e., over twice the benefits for the community. In addition, we promote professional training initiatives for women and young people, support projects aimed at completing the basic education cycle through various actions, including talks given by our partners and experts in the field at the various events we supported in 2024 through the Impulso initiative.

One of our major achievements in 2024 was growth through partnerships in the program “It’s Paper for All”. We had a record of enrollments for the Redaction Contest, with over 34,00 participants from all parts of Brazil, and we had the support of FTD Educação in this initiative. We acted with the Nova Escola Association to promote the recomposing of learning and literacy in public schools, for Instituto Rodrigo Mendes in the provision of free education to share tools for inclusive education, and for IDIS – *Instituto para o Desenvolvimento do Investimento Social* (Institute for Social Investment Development, with funding for projects that encourage active citizenship. In addition, in partnership with Grupo +Unidos, we invested in the creation of the Innovation and Robotics Room and the offer of English classes for young people in vulnerable situations, with the participation of executives from Brazil and the US. We also have the support of Faber-Castell, who donated materials to make up the school kits distributed to more than 1,500 children from public schools.

The truth is that we have not stopped growing. With a sense of accomplishment in 2024 and gratitude for our entire network of coworkers, partners, and volunteers, we continue with plans to expand our social impact in 2025. I invite you to continue with us on this journey, because we believe that education is, and always will be, the engine of profound change.



**Luciana Huneke**  
Instituto ChameX CEO

# Message from Management

The growth of Instituto Chamex is not just a source of pride, but proof that we are expanding our impact with quality and transforming lives through education. Since we took on a new identity and strengthened our cause, we have dedicated ourselves to expanding our initiatives strategically, always with a commitment to expanding learning and creating real opportunities for all.

Talking about the past reminds us of the challenges we have overcome to get here, but above all, it makes us aware of our strength to go even further. In 2024, we consolidated projects in an early stage, reviewed and improved initiatives to ensure an increasingly transformative impact and made further progress in the governance structure - increasing its robustness - allowing us to continually assess the maturity, progress and improvements needed for each action.

This governance process is not just an internal and management improvement, but a way for us to expand our reach and ensure that more people can become the protagonists of their own stories. Fulfilling its mission of investing in education and reinforcing the role of creativity as an essential tool for teaching and learning, Instituto Chamex reaffirms, day after day, its belief that knowledge expands horizons and allows everyone to dream of a new future.

For this reason, revisiting our projects continually is essential. We analyze each initiative from different points of view, identifying ways to strengthen their maturity and ensuring that our work is not only technical, but that it is centered on the people we are trying to reach.

In 2024, our impact increased with new partnerships, by further consolidating our projects and reshaping some initiatives to increase their effectiveness. We can say with conviction that lives are being transformed by education. And our commitment to the future is clear: we want a 2025 with even more partnerships, more inclusion and more presence in every corner of Brazil.

We remain steadfast on this journey, connecting people, joining forces and reaffirming that education is the path to a fairer and more sustainable country.



**Mariana Claudio**  
Instituto Chamex  
Executive Manager



# Who are we

WE ARE RESPONSIBLE TO THE PROMISE OF THE ROLE OF EDUCATING. WE WERE CREATED AND ARE SUPPORTED BY SVLVAMO, MANUFACTURER OF THE PRINTING AND WRITING PAPER BRANDS CHAMEQUINHO, CHAMEX AND CHAMBRIL, AND, WITHIN THE COMPANY, WE INTEGRATE THE PILLAR OF PEOPLE AND PROSPEROUS COMMUNITIES, WITH THE AIM OF PROMOTING AND IMPROVING EDUCATION IN OUR COMMUNITIES, AS WELL AS IN THE SOCIETY AS A WHOLE. WE ALSO STRATEGICALLY CONTRIBUTE TO THE GOALS ESTABLISHED BY SVLVAMO WITHIN THE 2030 UN AGENDA, WHICH LISTS 17 SUSTAINABILITY DEVELOPMENT OBJECTIVES (SDO) TO BE REACHED UNTIL THE END OF THE DECADE.

AS A CIVIL SOCIETY OF PUBLIC INTEREST (OSCIP), WE DEVELOP, COORDINATE AND EXECUTE ACTIONS AND PROGRAMS RELATED TO THE CAUSE OF CREATIVE EDUCATION AND SOCIAL INNOVATION. WE BELIEVE THAT, THROUGH CREATIVITY AND EDUCATION, WE CAN DRIVE CHANGE, ACCELERATE SOLUTIONS AND CHANGE THE LIVES OF MANY PEOPLE, ALWAYS FOR THE BETTER. WE DO THIS BY ENCOURAGING STUDENTS, TEACHERS, AND EDUCATION AGENTS TO PUT GOOD IDEAS INTO PRACTICE AND SEEK INNOVATIVE SOLUTIONS TO THE EDUCATIONAL AND SOCIAL PROBLEMS OF THEIR COMMUNITIES. AFTER ALL, TOGETHER WE CAN STIMULATE ENDLESS POSSIBILITIES AND DRIVE A NEW FUTURE FOR BRAZIL AND THE WORLD. WE WORK FROM CHILDHOOD TO ADULTHOOD BECAUSE WE BELIEVE THAT OPPORTUNITIES TO ACCESS QUALITY EDUCATION AT ALL STAGES OF LIFE ARE THE KEY TO TRANSFORM OUR SOCIETY. ACTING AS A NETWORK AND IN CONJUNCTION WITH VARIOUS ACTORS, WE SEEK TO GO BEYOND TRADITIONAL MODELS, ACTING IN PRACTICE ON FOUR FRONTS: SUPPORTING THE SOLUTION OF CHALLENGES IN THE EDUCATION SYSTEM; DEFENDING CHILDHOOD AS A PERIOD FOR STIMULATING CREATIVITY; ENABLING A NEW FUTURE FOR YOUNG PEOPLE IN THE CREATIVE ECONOMY; WITH CREATIVITY AND INNOVATION AS THE WAY TO TEACH, LEARN, UNDERTAKE AND EDUCATE.

BY PLACING CREATIVITY AT THE HEART OF BUILDING A MORE ACCESSIBLE, INCLUSIVE, EQUITABLE AND TRANSFORMATIVE EDUCATION, INSTITUTO CHAMEX AND PARTNERS FOSTER THE DEVELOPMENT OF STUDENTS, TEACHERS AND AGENTS IN EARLY CHILDHOOD, PRIMARY AND SECONDARY EDUCATION, SUPPORTING PROJECTS NATIONALLY AND DEVELOPING ACTIONS LOCALLY. IN THIS WAY, WE SEEK TO TRANSFORM COUNTLESS REALITIES, MAKING A NEW FUTURE POSSIBLE FOR THOUSANDS OF BRAZILIANS. AFTER ALL, CREATIVITY TRANSFORMS EDUCATION. AND EDUCATION TRANSFORMS THE WORLD.



## Our figures in 2024



more than  
**74,000** people  
directly benefited  
and over **400 thousand**  
indirectly benefited

**182**  
volunteers

**BRL 2.1 million**  
invested



**2007**

First steps of the  
Institute and beginning  
of a dream

**2008**

Creation and formalization of  
Instituto International Paper,  
turning the dream into reality

**2009**

The Institute becomes a civil  
organization of public interest  
focused on local activities, in  
connection with the supporting  
company's operations. The dream  
expands!

**2019**

Creation of Instituto AIPI, with  
new name, logo and activity  
focus makes the dream reach  
more people.

**2021**

Creation of Sylvamo (as a spin-off from International Paper)  
and rebranding of the Institute. We became Instituto ChameX!  
New positioning, logo, and cause! Spreading throughout Brazil,  
we show that no dream should have limits. Dreams, if dreamed  
together, spread, expand, and reshape what we want... Bringing  
greater focus to an education that supports public schools in their  
greatest challenges!



2024

**Progress and consolidation!**  
A year of changes and advances. Our projects reinforce our commitment to education and social transformation. 2024 shows us that we must nurture these dreams every day, because they are real

2023

**15th Birthday of the Institute! 2023** was marked by an increase in the number of initiatives, giving the dream its name: “It´s Paper for All” and “Impact in Action”.

## LEARN FROM THE EXPERIENCES OF THOSE WHO DRIVE OUR INSTITUTE

Our commitment goes beyond merely supporting projects: we encourage our volunteers to play a leading role, dedicating their time and knowledge to impact communities and transform realities. Check out the testimonies of people who have dedicated their time and enthusiasm to our actions, showing how education can change lives - including those of our volunteers.

### **GABRIELA SOUZA**

BEING A VOLUNTEER EDUCATOR OF INSTITUTO CHAMEX WAS ONE OF THE MOST ENRICHING EXPERIENCES OF MY CAREER. RETURNING TO THE PLACE WHERE I WAS ONCE A STUDENT AND BEING ABLE TO CONTRIBUTE TO THE DEVELOPMENT OF OTHER PEOPLE WAS UNDOUBTEDLY A JOURNEY OF LEARNING AND FULFILLMENT.

SINCE DAY ONE, I REALIZED THE IMPACT THIS PROJECT HAS ON THE LIVES OF EACH PARTICIPANT. SHARING KNOWLEDGE, EXCHANGING EXPERIENCES AND SEEING THE STUDENTS' GROWTH OVER TIME BROUGHT ME A UNIQUE SENSE OF PURPOSE. EACH CLASS WAS AN OPPORTUNITY TO RETURN AND STRENGTHEN MY CONNECTION WITH THE INSTITUTE EVEN MORE.

BESIDES TEACHING, I ALSO LEARNED A LOT. THE EXCHANGE WITH THE STUDENTS MADE ME SEE NEW PERSPECTIVES, STRENGTHENED MY EMPATHY AND BROADENED MY VIEW OF EDUCATION AND PROFESSIONAL DEVELOPMENT. I BELIEVE THAT INITIATIVES LIKE THIS MAKE ALL THE DIFFERENCE, NOT ONLY FOR THE STUDENTS' EDUCATION, BUT ALSO IN BUILDING A MORE COLLABORATIVE AND INSPIRING ENVIRONMENT.

I AM IMMENSELY GRATEFUL TO HAVE BEEN PART OF THIS PROJECT AND TO HAVE HAD THE CHANCE TO CONTRIBUTE A LITTLE PIECE OF MY STORY. I TAKE WITH ME EVERY LESSON LEARNED, EVERY CONVERSATION AND, ABOVE ALL, THE CERTAINTY THAT KNOWLEDGE HAS THE POWER TO TRANSFORM LIVES.

### **ANA PEREIRA**

PERFORMING AS A VOLUNTEER OF INSTITUTO CHAMEX IS A LIFE-CHANGING EXPERIENCE. FOR ME, VOLUNTEERING GOES FAR BEYOND DONATING TIME; IT'S AN OPPORTUNITY TO IMPACT LIVES, INCLUDING MY OWN. BEING PART OF THIS MOVEMENT INSPIRES ME TO BE A BETTER PERSON AND REINFORCES MY BELIEF THAT, BY HELPING OTHERS, I ALSO BECOME STRONGER, GROW, AND FIND A PURPOSE. BEING A VOLUNTEER IS A PRIVILEGE AND A MISSION THAT I CARRY WITH PRIDE AND GRATITUDE.

## **16 YEARS TRANSFORMING EDUCATION**

**Image 207, Imagem**With creativity and innovation, we have been working since 2008 to make Brazilian education more inclusive and of higher quality. We are proud of our history and grateful to those who have walked alongside us.

# **Impact in Action**



**Projects carried out in locations where Sylvamo, associate founder and maintainer, has manufacturing and forestry operations, strengthening our performance net and creating an ecosystem of social transformation.**



# Sylvamo Generation

## Qualification, inclusion, and social impact

In 2024, the Generation Sylvamo Program continued to change lives and help build better futures. Carried out at three different locations – Luiz Antônio (SP), Mogi Guaçu (SP) and Três Lagoas (MS) – the program was accomplished with the participation of 53 youngsters, guided by a dedicated team comprising 125 educators and 53 voluntary mentors, who provided support and guidance throughout this learning and growth journey.

With this work, one of our institute's most traditional projects, we reaffirm our commitment to the inclusion and preparation of young people in situations of social vulnerability for the job market. Through training that combines professional education with development of citizenship, we not only train workers, but also aware and engaged citizens. This year, we made significant progress in terms of diversity and gender equality: of the 53 participants were 26 women, reflecting our commitment to inclusive education and our alignment with the founding member's inclusion and diversity goals assumed by Sylvamo.

Thanks to a partnership with the National Industrial Learning Service (Senai), the young people had access to a professional training and initiation course aimed at the industry. But the impact reached far beyond the acquisition of technical skills: the experience in the program also strengthened the values of citizenship and belonging. During the course, participants received pay and a range of benefits, which gave them greater security and stability to dedicate themselves to learning. The result of recent years is an approval rate of around 70% in the program with about **45% of hirings by Sylvamo, consolidating a promising future for each of them.**

Since its creation in 2012, still under the name Formare, Generation Sylvamo has had a positive impact not only on the young participants, but on society as a whole. **According to studies by IDIS, every BRL 1.00 invested in the program generates BRL 2.20 in social value**, more than doubling the impact and expanding transformation.

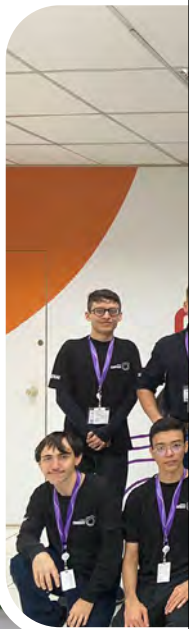
In addition to qualifications and employability, young people report significant changes in their quality of life, socio-emotional development, and interpersonal relationships. In 2024, we started a partnership with ANBIMA (Brazilian Association of Financial and Capital Market Entities), through which young people now have access to the “How to Invest in Yourself” Program platform. The initiative offers a Financial Education course with modular training, with a workload of between 40 and 120 hours, and a certificate of completion. For many, this experience represents the first step towards a future of accomplishments and achievements. The Generation Sylvamo Program is a gateway to new opportunities, a path to a better tomorrow and a real boost to participants' dreams.



## **5 BENEFITS FOR THE SOCIETY FROM GENERATION SYLVA**

- 1. PROFESSIONAL QUALIFICATION: TECHNICAL TRAINING IN THE PULP AND PAPER MANUFACTURING AND/OR THE INDUSTRIAL SECTOR TO ENTER INTO THE LABOR MARKET.**
- 2. INCLUSION AND DIVERSITY: ENCOURAGES FEMALE PARTICIPATION AND PROMOTES GENDER EQUALITY IN THE INDUSTRY.**
- 3. EMPLOYABILITY: 45% AVERAGE EMPLOYABILITY RATE AFTER COMPLETING THE PROGRAM.**
- 4. SOCIAL IMPACT: EVERY BRL 1.00 INVESTED GENERATES R\$ 2.20 IN SOCIAL VALUE FOR THE COMMUNITY.**
- 5. SOCIO-EMOTIONAL DEVELOPMENT: IMPROVES INTERPERSONAL SKILLS, CITIZENSHIP AND QUALITY OF LIFE.**













# Dialogues for transformation

## Reflections on education, diversity, and inclusion

We believe in the power of dialog to drive change and transform realities. With this conviction, we have held three editions of **Dialogues for Transformation** throughout 2024, an initiative that promotes enriching conversations about education, diversity, and inclusion.

Online meetings included **341 participants, including Sylvamo professionals and strategic partners from Instituto Chamex**, creating a space for exchanging experiences, learning and reflection with experts. Each edition brought an essential theme and inspiring perspectives:

### > MARCH

Female entrepreneurship: together with the +Unidos Group and projects **AWE**, we discussed how to empower women entrepreneurs and expand opportunities

### > JUNE

Family and school, a partnership for inclusion: the dialog brought together educators and included insights by Ana Lúcia Scachetti, CEO of Associação Nova Escola, reinforcing the role of the school community in building a more accessible and inclusive education in the LGBTQIA+ context.

### > NOVEMBER

Black Consciousness and anti-racist education: in a special issue, Esdras Soares, of the +Unidos Group, brought reflections on the role of education in promoting racial equalness.

## WHY IS TALKING ABOUT THESE ISSUES IMPORTANT?

**FEMALE ENTREPRENEURSHIP: WOMEN ENTREPRENEURS FACE CHALLENGES IN ACCESSING FINANCE: ONLY 2% OF GLOBAL VENTURE CAPITAL GOES TO BUSINESSES LED BY WOMEN. (SOURCE: MCKINSEY & COMPANY)**

**BULLYING LGBTQIA+ IN SCHOOLS: 73% OF LGBT STUDENTS IN BRAZIL EXPERIENCED VERBAL AGGRESSION IN THE SCHOOL ENVIRONMENT (SOURCE: NATIONAL SURVEY ON THE SCHOOL ENVIRONMENT FOR LGBT YOUTH).**

**RACISM IN SCHOOLS: 53% OF BLACK STUDENTS IN BRAZIL HAVE EXPERIENCED RACIAL DISCRIMINATION AT SCHOOL (SOURCE: BRAZILIAN INSTITUTE OF GEOGRAPHY AND STATISTICS - IBGE)**

# Impulse Program

## Impulse: projection of future talents

In Brazil, completing a degree can mean better jobs, a higher income, and a more promising career. The figures prove this impact: a survey by the Semesp Institute in 2024 revealed that almost 90% of graduates are employed. In addition to high employability, the data shows that the income of those who were already working before graduating increased by an average of 95.2% after completing the course.

In view of this backdrop, we remain steadfast in our aim to increase access to higher education, especially for those facing financial barriers. **One of the Impulso project's fronts is to continue changing** for coworkers at Sylvamo and members of the local community of Mogi Guaçu (SP), enabling the educational continuity and creating new professional prospects.

In 2024, we progressed in the partnership with Faculdade Municipal Franco Montoro in Mogi Guaçu (SP), granting three full scholarships for the Chemical Engineering and Business Administration courses. With this initiative, the program has already contemplated 27 people since 2023, 13 of them women, helping to build stronger career paths and a future full of opportunities.

### WHY INVEST+ IN HIGHER EDUCATION?

INCREASES THE CHANCES OF EMPLOYABILITY.

EXPANDS CAREER GROWTH OPPORTUNITIES.

CONTRIBUTES TO OBTAIN BETTER SALARIES AND POSITIONS.

EXPANDS THE NETWORK OF PROFESSIONAL CONTACTS.

DEVELOPS NEW SKILLS AND STRENGTHENS STRATEGIC THINKING.

OPENS DOORS TO ENTREPRENEURSHIP AND PERSONAL FULFILLMENT.





## Impulse: launching women into the industry

More women in the industrial market means growth for companies, families, and communities. We believe that gender equality is an essential factor for sustainable development, which is why we continue to actively invest in this transformation.

In 2024, the **Impulso for Women (Impulso Mulheres)** initiative has offered professional training in the industrial market for 47 women from our communities, bringing the total to 189 since 2023. Technical skills are also trained in the courses.

### CHECK OUT THE ACTIONS TAKEN:

- **Mogi Guaçu (SP):** in partnership with Faculdade de Tecnologia do Estado de São Paulo (Fatec) in Mogi Mirim, we graduated 27 women in the Mechatronics course for the paper sector, with a 30-hour class load.
- **Três Lagoas (MS):** we continued the technical course for pulp and paper manufacture (in partnership with SENAI) for 8 women from the community. At the end of 2024, the course was completed, and they took part in the completion ceremony held in November, together with the apprentices from the Generation Sylvamo of the Três Lagoas unit.
- **Luiz Antônio (SP):** realization of a pilot project that trained 12 women in the Forklift Operator course (NR 11). The project was a collaboration between Instituto Chamex, Sylvamo, Lotrans and Manserv, with technical support from SENAI from Ribeirão Preto. The project had a 32h class load between practical and theoretical classes. At the end of the project, the women selected for the project took part in a special visit to the Luiz Antonio plant, where they received their certificates and were able to see the company's manufacturing and logistics areas.







## Impulse: strengthening educational and scientific events

With each event, a door opens to knowledge. With each meeting, a new horizon is outlined for the future. When education, science, culture, and innovation go hand in hand, talents awake and opportunities multiply.

In 2024, we supported several initiatives that reaffirm our commitment to the dissemination of knowledge. At each of these moments, we renewed our mission to invest in knowledge as a path to a more promising future. Check out the highlights of the year:

**Fatec with Open Doors** – The 12th edition of the event, realized in Mogi Mirim (SP), brought together over 8,000 visitors in an atmosphere of innovation and discovery. With company stands, scientific and technological activities, participants were able to explore the possibilities of Fatec's academic universe and career opportunities in companies in the region.

**Flipoços – Literary fair of Poços de Caldas** – From April to May, the city of Minas Gerais became the stage for the 19th edition of Flipoços, attended by more than 60,000 participants. The event celebrated literature in all its forms connecting writers, publishers, schools and readers in inspiring debates and enriching experiences.







**FESICA – Festival Simonense de Canção (Song Festival of São Simão, SP)** – For the first time, we were one of the sponsors of the festival, which brought together over 2,000 attendants in July. In return, we promoted a cultural competition among the municipality’s public schools. The winner, Municipal School **E.M. Historiador Fausto Pires de Oliveira**, received a musicalization workshop, expanding the students’ knowledge and encouraging their musical talent. The five best schools were awarded Chamex A4 paper boxes as educational motivation.

**Feira de Ciências do IFMS (IFMS Science Fair)** – From October 2nd to 5th, the Federal Institute of Mato Grosso do Sul in Três Lagoas was transformed into a knowledge and innovation hub. More than 700 visitors took part in scientific activities, experiments, and lectures with professionals from the sector, inspiring new generations to explore the world of science research and science universe.





**ICA Literary Fair** – From October 24 to 26, the Literary Fair of the Institute for Encouragement of Children and Adolescents, in Mogi Mirim, received 680 visitors, promoting a plunge into the world of literature. The event brought together publishers, literary exhibitions and a welcoming environment for children, young people, and adults to discover new stories.

**ETEC Cultural and Scientific Fair (FECCTEC)** – From October 22 to 23, ETEC Euro Albino de Souza, in Mogi Guaçu (SP), became a space for experimentation and learning. More than 3,000 visitors explored scientific and technological projects developed by the students, connecting theory and practice. The event was supported by 38 volunteers from Sylvamo, including trainees of the Generation Sylvamo program, who helped.



# Volunteer work

## Volunteer work: connecting people, changing realities

Volunteering is a great mobilizing and transforming force that multiplies social impact, uniting us for a fairer future. With this mission in mind, for the third year in a row we are celebrating the Global Day of Service, a special event to celebrate the birthday of our founding member Sylvamo that joins employees, partners, and communities in a great chain of goodwill.

The action, which has the global backing from “We Hero,” gained even more strength in 2024 with the partnership, in Brazil, of the **FTD Educação** – who donated children’s books and **Faber-Castell**, who contributed pens, pencils and erasers. Together, 40 volunteers dedicated their time and energy to assembling and distributing 1,500 school kits, each containing a backpack and various essential learning materials.

These kits reached children and teenagers from 12 social institutions in 11 municipalities:

**São Paulo:** Mogi Guaçu, Mogi Mirim, Estiva Gerbi, Guataporá, Aguaí, Itapira, Brotas, Luís Antônio, São Simão and São Carlos. **Mato Grosso do Sul:** Três Lagoas.

The Global Day of Service is a movement for social transformation, where education and solidarity come together to create real opportunities. Each kit delivered represents a step towards a brighter future, and each volunteer involved is an agent of change.

GLOBAL DAY IS A VOLUNTEER ACTION ORGANIZED BY SYLVAMO OF THE UNITED STATES THAT OCCURS IN ALL UNITS WORLDWIDE. HERE IN BRAZIL, WE FROM INSTITUTO CHAMEX ARE IN CHARGE TO ORGANIZE THAT EVENT.





The impact of volunteering is growing yearly in Brazil: around 57 million Brazilians already carried out some kind of voluntary activity by 2021, representing 34% of the adult population - a significant increase over 2011, when the rate was 25%. (Source: Volunteering Survey in Brazil) 2021/ Datafolha and IDIS)

The lack of school materials severely affects students in Brazil: 61.4% of public schools did not have sufficient books in 2017 (Undime, 2019), and only 17% received teaching materials during the pandemic (Revista Piauí, 2021).

### FERNANDA CAROLINA'S TESTIMONY

BEING A VOLUNTEER FOR PROJECTS OF INSTITUTO CHAMEX IT WAS AN INCREDIBLE EXPERIENCE.

I WAS ALREADY A YOUNG APPRENTICE IN 2016 AND, BACK THEN, I TOLD MY COLLEAGUES THAT ONE DAY I WOULD LIKE TO BE A VOLUNTEER EDUCATOR. THIS YEAR, I WAS ABLE TO CONTRIBUTE, AND IT WAS VERY REWARDING! I LEARNED A LOT AND SAW HOW SMALL ACTIONS MAKE A DIFFERENCE. IT WAS SOMETHING THAT MARKED ME AND THAT I WILL CARRY WITH ME FOREVER!

I ALSO TOOK PART IN THE DONATION OF THE SCHOOL KITS. IT WAS IMPOSSIBLE NOT TO BE MOVED BY THIS ACTION. I'M GRATEFUL TO WORK FOR THIS COMPANY THAT CARES ABOUT THE COMMUNITY!





**It's  
everyone's  
role**



**Projects realized all  
over the Brazilian  
territory through  
partnerships with other  
institutions, fulfilling  
this way the mission  
of paper: to educate,  
wherever it goes.**

## 4<sup>th</sup> Public Call: Education with Citizenship

We believe that the union between education and citizenship is the key to building a fairer, more aware society capable of facing the challenges of today's world. With this in mind, in 2024 we held the fourth edition of the Education with Citizenship Call for Proposals, in partnership with the Institute for the Development of Social Investment. (IDIS).

We received 110 proposals with projects from all regions of Brazil. After a strict selection process involving five stages with carefully chosen criteria, we selected five institutions to be granted financial and technical support. These initiatives stood out for their potential for transformation, training critical, creative citizens who are prepared for the challenges of the 21st century.

A great novelty in this edition was the increase in investment to BRL 35,000 per project. We also held a collaborative workshop, bringing together the institutions that were benefited in 2023 and 2024. This meeting was a valuable occasion for exchanging experiences, learning and good practices, further strengthening the impact of the actions carried out.

The selected institutions started their projects in August 2024, and by the end of the year they had directly impacted 459 people, covering various areas such as inclusion, sustainability and encouraging reading. This diversity of themes and regions served reflects the Brazil's plurality, showing that, in every corner of the country, there are people dedicated to making a difference.

The 2024 edition will conclude in August 2025 and, with each cycle since 2021, we have challenged ourselves, the institutions and the opportunities we have seen. Each project supported is a step towards a more inclusive and sustainable future, where education and citizenship go hand in hand, transforming realities and creating a fairer Brazil for everyone.

Find out which organizations were chosen and the project areas of the 4th edition:

**SOCIAL PLAY, FROM THE OASIS OF DREAMS (GO):**

PROVIDES TRAINING FOR YOUNG LEADERS WHO, THROUGH A CULTURE OF ENTREPRENEURSHIP, REVITALIZE PUBLIC SCHOOL SPACES IN GOIANIA.

**READING STATIONS, OF THE PRÓ-SABER INSTITUTE (SP):**

THIS PROJECT CREATES MOBILE LIBRARIES IN PUBLIC SCHOOLS IN THE PARAISÓPOLIS REGION (SP), ENCOURAGING CHILDREN TO READ MORE AND PRACTICE OFF-SCREEN LUDIC ACTIVITIES.

**LIGHT AND PEACE IN EDUCATION – SOCIAL LIGHT AND PEACE PROJECTS (RJ):**

THIS INITIATIVE CREATES LITERACY CLASSES, PSYCHOPEDAGGICAL AND NEUROPSYCHOMOTOR ASSESSMENT OF CHILDREN AND YOUNG PEOPLE IN VULNERABLE SITUATIONS IN RIO DE JANEIRO.

**READING POINT AND CORDEL DOS ENCANTOS, FROM THE DONA JOANA HOUSE OF CULTURE, SPORT, AND CITIZENSHIP (BA):**

THE NGO OFFERS ACTIVITIES TO ENCOURAGE READING, TECHNOLOGY TRAINING, ART WORKSHOPS AND UNIVERSITY ENTRY COURSES, WITH THE AIM OF INCREASING STUDENTS' UNDERSTANDING OF HUMAN RIGHTS AND CITIZENSHIP ISSUES. THESE ACTIONS TAKE PLACE ON THE OUTSKIRTS OF RURAL AREAS AND IN COMMUNITIES.

**ORIENTAR PARA INCLUIR (GUIDE TO INCLUDE), AN INITIATIVE OF THE ASSOCIATION OF PARENTS OF THE AUTISM SPECTRUM OF UBATUBA (SP):**

THE ORGANIZATION OPERATES WITH WELCOMING MEETINGS, WHICH SEEK TO TRAIN TEACHERS IN INCLUSIVE EDUCATION, FOCUSED ON AUTISM. THE MEETINGS TAKE PLACE IN PUBLIC EDUCATION NETWORKS IN UBATUBA.





**SOCIAL PLAY, FROM THE  
OASIS OF DREAMS (GO):**

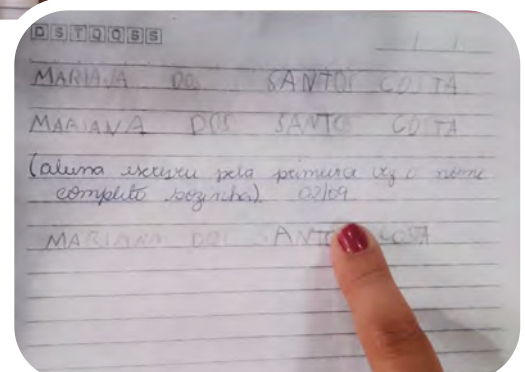






## READING STATIONS, OF THE PRÓ-SABER INSTITUTE (SP)

## LIGHT AND PEACE IN EDUCATION – SOCIAL LIGHT AND PEACE PROJECTS (RJ):





**ORIENTAR PARA INCLUIR (GUIDE TO INCLUDE), AN INITIATIVE OF THE ASSOCIATION OF PARENTS OF THE AUTISM SPECTRUM OF UBATUBA (SP):**







**READING POINT AND  
CORDEL DOS ENCANTOS,  
FROM THE DONA JOANA  
HOUSE OF CULTURE, SPORT,  
AND CITIZENSHIP (BA):**



# Learning recovery

## Joining forces to rebuild education

In 2024, we continue our mission to strengthen education, consolidating our partnership with the Nova Escola Association to boost learning. Since 2022, this collaboration has enabled us to offer tutoring, reduce educational gaps and train teachers and agents in inclusive pedagogical practices.

Through the **Learning Recovery Project (Projeto de Recomposição de Aprendizagem)**, we brought knowledge and transformation to the municipality of Jaú (SP). The initiative benefited 60 participants in a training workshop and enabled 432 educators to complete the online training course. This impact was only possible thanks to the collaboration of Reval – a Sylvamo client – who set up the partnership with the local Department of Education. During the action, specialists from Nova Escola assisted educators in the construction of teaching materials aimed at mitigating the learning gaps intensified in the wake of the Covid pandemic. In addition to face-to-face meetings, participants had the opportunity to continue their training on the association's online platform.

Our commitment to education, our partnership with the New School Association and the recovery of the different learning experiences were also strengthened by the **Early Childhood Literacy Project**, realized in São Simão (SP) and in Jandira (SP), with support by Ciranda Cultural, a client of Sylvamo, our founding associate. The initiative aimed to train public school teachers in the use of diagnostic methodologies and effective tools for developing students' literacy, an even more urgent need in the post-pandemic context. As a result, 173 educators took part in the face-to-face workshops, while 450 completed online training.

Caixa de Texto 195, Caixa de textoThese initiatives are helping to build a future in which education becomes stronger and more accessible, positively impacting students, teachers, and communities.

The **“Literacy and Learning Recovery”** projects play a relevant role in the context of the Criança Alfabetizada (Literate Child) National Commitment, since they directly strengthen actions aimed at recovering learning damaged during the pandemic. These local initiatives effectively contribute to the promotion of educational equality, reinforcing collaboration between different entities and expanding students' access to literacy, in total harmony with the objectives of the

### WHAT IS LEARNING RECOVERY?

THE RECOVERY OF LEARNING AROSE IN RESPONSE TO THE IMPACTS CAUSED BY THE COVID-19 PANDEMIC. IT IS MADE UP OF A SERIES OF ACTIONS AND ACTIVITIES WHICH TOGETHER, AIM TO BOOST THE TEACHING AND LEARNING PROCESS, TAKING INTO ACCOUNT STUDENTS AT DIFFERENT LEARNING LEVELS.

LEARN MORE ABOUT THE PROJECT [HERE](#)







# Caring to teach

## Caring for those who educate

During the implementation of the Learning Recovery project, we identified an urgent and growing challenge: the mental health of teachers and students has been deeply affected in the aftermath of the pandemic.

Recognizing this need, at the end of the two projects on this front, Nova Escola held an exclusive live for educators who had completed the training trail. The meeting brought together more than 700 participants, providing a space for listening, exchanging experiences and strategies to strengthen well-being in education.

To extend this support, we have launched the web series **“Caring for those who educate”**, accompanied by a guide with reports and interviews with experts and teachers, as well as an exclusive ebook on the subject.

With over 24,000 views, the content of the videos helps teachers address the challenges presented by mental health issues and promote a more welcoming learning environment.

The videos, developed by Nova Escola, are available on YouTube. Check them out:

### **WHEN IT'S TIME TO ASK FOR HELP - EPISODE 1**

THIS EPISODE LOOKS AT MENTAL HEALTH LITERACY, HELPING TEACHERS IDENTIFY SIGNS OF DISTRESS AND SEEK SUPPORT.

### **ORGANIZING MENTAL HEALTH PROJECTS IN SCHOOL - EPISODE 2**

THIS EPISODE DISCUSSES HOW TO MAKE SCHOOLS MORE WELCOMING FOR TEACHERS, HIGHLIGHTING MENTAL HEALTH CARE INITIATIVES IN PUBLIC SCHOOLS.

### **GOOD PRACTICES FOR INSPIRATION - EPISODE 3**

IN THE LAST EPISODE OF THE WEBSERIES, LEARN ABOUT THE STORIES OF PUBLIC SCHOOLS THAT HAVE IMPLEMENTED GOOD PRACTICES TO SUPPORT THE TEACHERS' MENTAL HEALTH.

# Knowledge without barriers

## Inclusive Education (PcD)

In 2024, we carried out a pilot initiative to train teachers and other educational agents on inclusive education, with a focus on best practices based on the BNCC. The project was developed in partnership with the **Rodrigo Mendes Institute**, whose mission is to guarantee quality education for all people with disabilities, within an inclusive school model.

To this end, we issued a nationwide call for proposals, and, throughout the year, the institute also promoted lives with experts, delving deeper into the topics covered during the training course.

### IT'S POSSIBLE TO SEE AND REVIEW


- **DIMENSIONS OF INCLUSIVE EDUCATION:** [WATCH ON YOUTUBE](#)
- **INTERSECTORAL APPROACH:** [WATCH ON YOUTUBE](#)
- **UNIVERSAL LEARNING SCHEME (DUA):** [WATCH ON YOUTUBE](#)
- **LIVE WITH TEACHER DR. TATIANA ZYLBERBERG:** [WATCH ON SITE OF INSTITUTO CHAMEX](#)

At the end of the project, **184 educators** had concluded the learning trail, with highlight for the **11 most engaged municipalities**:

Atibaia (SP) | Campinas (SP) | Cotia (SP) | Ibirapuã (BA) |  
Luiz Antônio (SP) | Nova Odessa (SP) | Santo Amaro (BA) |  
Sorocaba (SP) | Sumé (PB) | Valinhos (SP) | Votorantim (SP)

In the third quarter of 2022, the illiteracy rate among people with disabilities was 19.5%, while among those without disabilities it was 4.1%. Furthermore, only 25.6% of people with disabilities had completed at least secondary school, in contrast to 57.3% of people without disabilities. Source: Brazilian Institute of Geography and Statistics - IBGE.

### Live: "E agora? Por onde eu começo?"



**Bate papo sobre educação inclusiva na prática**


O Instituto Chamex, em parceria com o Instituto Rodrigo Mendes, orgulhosamente apresenta o projeto "Conhecimento sem Barreiras".


Nosso objetivo é apoiar professores e agentes educacionais de todo o Brasil na construção de uma educação pública mais inclusiva, incentivando práticas que atendam especialmente alunos com deficiência.


Convidamos você para a live **Educação Inclusiva na Prática** com a professora **Tatiana Zylberberg**! O bate-papo será pelo Microsoft Teams, dia **12/11**, às 19h. Venha trocar experiências e descobrir novos olhares para a educação!


**Esperamos por você!**



**Confira as informações:**

 12 de novembro


 Evento Online

 19:00hr

 [Link de acesso](#)

Realização:  

\*Tatiana Zylberberg É Professora Associada da Universidade Federal do Ceará (UFC). Licenciada, Bacharel, Mestre e Doutora em Educação Física pela UNICAMP. Dedicou-se a ações acadêmicas e artísticas interdisciplinares que promovem outros jeitos de ver, aprender, pesquisar, incluir e criar.



# 49<sup>th</sup> Essay Contest

**“The challenges of  
climate change: the  
relationship between  
forced migration  
and human rights  
violations”**

**National winner:**  
**Julianna Teixeira  
da Costa Rocha,**  
**from the EEEM Prof.  
Odilon de Figueiredo  
municipal school, in  
Várzea, in the state  
of Paraíba.**

## AWARD-WINNING SCHOOLS

**EE FERNANDO CORREA - TRÊS LAGOAS (MS)**

**EEEM WALDEMAR LINDERMAYER - NOVO PROGRESSO (PA)**

**ESCOLA ESTADUAL NOSSA SENHORA DA CONCEIÇÃO – CRAÍBAS (AL)**



One of the most traditional essay competitions in the country reached its **49<sup>th</sup>** edition in 2024, maintaining its mission of encouraging reading and writing to form critical young people and aware citizens, as well as better prepared for ENEM and higher education. With **over 38 thousand enrolled**, the contest registered an increase of more than **8%** as compared to 2023.

High school students from state and municipal public schools all over Brazil took part in the competition. Once again, the **educational start-up “Redação Online”** carried out the project. As a result, the competition helped strengthen young people’s writing and reading skills, stimulating critical thinking. In addition, participants had access to a free course on writing for the **National High School Exam (Enem)**, were able to submit their essays and receive their grades, corrections, and suggestions for improvement. The best essays were awarded prizes! The awards totaled over **BRL 60,000**, distributed in vouchers for the purchase of literary books and donations of Chamex A4 boxes with papers, for students, teachers, and schools.

In a year marked by floods in **Rio Grande do Sul**, the project’s theme was “**Challenges in the face of climate change: the relationship between forced migration and human rights violations**”, highlighting how climate issues affect various areas of life, such as housing, education, and health.

The contest achieves its mission to encourage Brazilian students to improve their writing skills and develop a taste for reading, preparing them for **Enem**, whose correction criteria were followed in the contest, aligning it with one of the main exams for access to higher education in Brazil.

## WHAT IS THE RELATIONSHIP BETWEEN CLIMATE CHANGE AND FORCED MIGRATION?

DISPLACEMENTS ENTAILED FROM CLIMATE CHANGE ARE THE RESULT OF EXTREME EVENTS, SUCH AS DROUGHTS AND FLOODS, OR ENVIRONMENTAL DEGRADATION, SUCH AS DESERTIFICATION. THEY DIFFER FROM CONFLICT-RELATED DISPLACEMENT IN THAT THEY ARE LINKED TO ENVIRONMENTAL CHANGES. MIGRATIONS, WHETHER INTERNAL OR INTERNATIONAL, CAN BE TEMPORARY OR PERMANENT, DEPENDING ON THE SEVERITY OF THE EVENTS. ACCORDING TO THE UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES (UNHC), BETWEEN 2014 AND 2024, MORE THAN 220 MILLION PEOPLE WILL MIGRATE BECAUSE OF THE CLIMATE CRISIS. ACCORDING TO INTERNATIONAL AGENCIES, WITH POOR POPULATIONS BEING THE MOST AFFECTED, INTENSIFYING POVERTY, FOOD INSECURITY AND OTHER RIGHTS, SUCH AS EDUCATION AND HEALTH. SOURCES: CONECTAS HUMAN RIGHTS AND UN.

# Grupo +Unidos

## Carrying the same purpose to promote education

Our partnership with the Grupo +Unidos completed five years in 2024. The initiative is a collaborative social investment fund formed by large companies operating in Brazil, in partnership with the US Diplomatic Mission, with businesses and diplomacy working together to form a network that promotes good practices in public education and supports the integral formation of young people. We invested over a million Reais in educational initiatives since the beginning of this partnership in 2020.

In 2024, Tatiana Kalman (President for Latin America and Senior VP at Sylvamo) took up a seat on the Advisory Board of Grupo +Unidos, boosting the strategic performance of Instituto Chamex in alignment with activities of the Group.

### Grupo +Unidos in numbers

**16 MM**  
Resource  
mobiliza-  
tion

**3,000**  
people  
impacted

**In addition to the institutional partnership, in 2024 we promoted new fronts of joint action, strengthening the positive results of the initiative. In all, we invested BRL 376,997.00 in +Unidos initiatives throughout the year.**

**26 states + the  
+ Federal District  
involved**

## Access E2C (English to Connect):

The +Unidos Group with its E2C program, provides free English classes to young people in 86 countries. In Brazil, the project has benefited over 2,500 young people since 2008 and is run by the Consulate General of the United States of America in São Paulo, in partnership with the US Embassy and the Regional English Language Teaching Office in Brasília. With our support, the latest edition served young Brazilian professionals or entrepreneurs, all with African or Indigenous background, who took part in the program from April to December 2024. Each student was mentored by a professional from the Grupo +Unidos companies, providing valuable exchanges in English, developing conversation and networking skills. During the year, Sylvamo volunteers dedicated more than 30 hours to support 260 youngsters giving professional orientation, thus adding value to their professional development.

## E2C For the Future (Sylvamo):

Since 2023 the E2C project was also extended with a new version adapted in partnership with Instituto Chamex. In 2024, the initiative was implemented at the elementary school EE Coronel Artur Pires, in Luiz Antônio (SP), and continued for another year in the state school Escola Estadual Zenaide Franco de Faria Mello, in Mogi Guaçu (SP). The purpose was to complement the school curriculum with English classes, as well as promoting conversation sessions with Sylvamo professionals from Brasil and the US. This experience provided cultural exchange and language improvement for around 30 young people, with the support of volunteer professionals.





## Innovation room:

In partnership with Grupo +Unidos, we established an agreement with the Luiz Antônio (SP) City Hall in 2023 to launch the Innovation Room project, a space dedicated to innovation and technology for all schools in the region. In 2024, we officially inaugurated the space with representatives of the local government, professionals from Sylvamo, and Instituto Chamex as well as the school community.

Throughout the year, the Department of Education organized appointments for all schools in the municipality to use the Inova Room as a tool to support and strengthen teaching activities. By December 2024, more than 1,490 students had benefited from the project.

The Sala Inova is located at the EMEF Professora Zilda Aparecida Marinho Seixas municipal school, being free to use for all educational institutions in the region. With this initiative, we are consolidating training in technology and innovation for public school students, offering experiences in robotics, maker culture, programming, and other technological areas. The project also aims to train teachers to work in this innovative environment.

The space was planned with the advice of Débora Garofalo, a reference in educational technology and the creator and implementer of the Robotics with Scrap project, which is recognized both nationally and internationally



## Together for Amazônia (JPA):

In 2024, we joined forces with Grupo +Unidos, Benevolência and Accenture to structure and execute the first year of the Together for Amazonia (Juntos Pela Amazônia - JPA) program, aimed at strengthening Amazonian businesses that promote socio-environmental impact and boost the region's bioeconomy and expand local environmental education.

The JPA initiative aims to finance projects that contribute to the preservation of biodiversity, improve the socio-economic reality of local communities, and generate shared value for all those involved.

The first business supported by the program is ASSOAB, an Amazonian association that operates in the nut and oil production chain in villages and communities in the municipality of Beruri (AM). The aim of the program is to strengthen the businesses by improving the production infrastructure, focusing on expanding production, and marketing while preserving the standing forest.

JPA is a catalyst for change for entrepreneurs who believe in the potential of Amazonia.

## Emergency Campaign – Rio Grande do Sul:

Through Grupo +Unidos, we expanded our possibilities for supporting emergency campaigns to mitigate the impact of environmental and health disasters. In 2024, following the floods that devastated the state of Rio Grande do Sul, we quickly mobilized our efforts and strengthened donations, on behalf of Sylvamo:

- Donation of BRL 75,000.
- Creation of an exclusive campaign via Pix, raising BRL 7,500 in donations from professionals and their networks.
- Donation of water and school supplies.

These actions reaffirm our commitment to social responsibility and to supporting communities in times of need.

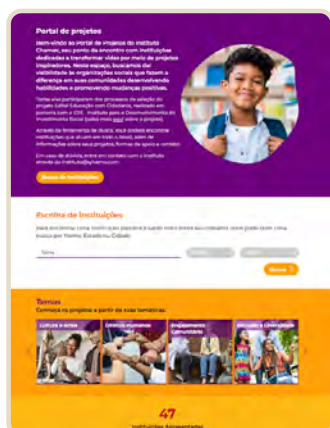
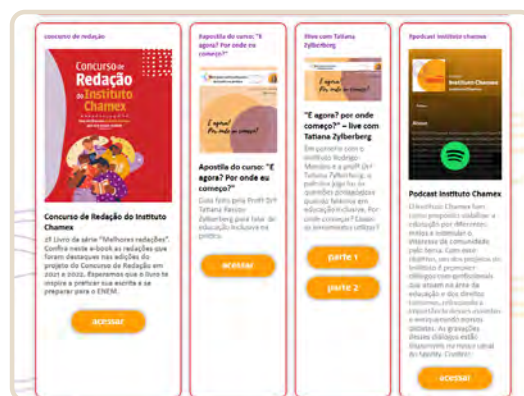


# Educational Hub

In 2024, we further strengthened our digital presence, consolidating our website as a dynamic and collaborative environment for sharing quality educational content. With new functionalities and a growing network of partners, we are expanding our impact and democratizing access to innovative teaching practices

## Pedagogical practices: sharing knowledge

Our Pedagogical Practices section is still open to contributions from educators and third sector professionals, allowing them to share their experiences and methodologies. We believe that good practices should be accessible to everyone, and our aim is to facilitate this exchange free of charge. By December 2024, the collection already had 18 materials available, ready to be explored by anyone interested. All you have to do is visit the Chamex Institute website and find inspiration for strengthening education in the country.

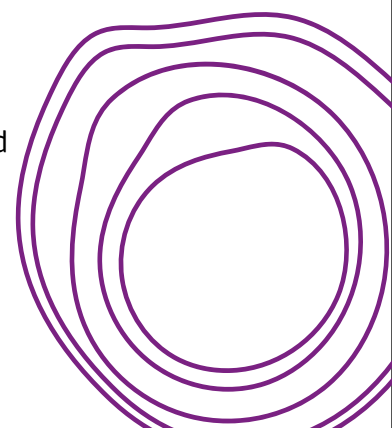


## Collection of projects: expanding impacts

We are also continuing to expand the Collection of Projects, which now already includes 49 institutions from different regions of the country. This space was created to strengthen educational initiatives, increasing their visibility and connecting them to potential patrons. The organizations registered were previously selected through the Education with Citizenship Call for Proposals, guaranteeing the credibility and relevance of the projects. Companies, institutions and even individuals wishing to invest in citizen education will find concrete opportunities for positive impact here.

## Digital growth and engagement

By constantly updating content and expanding our network, our website has seen significant growth in reach and engagement. In 2024, we recorded more than 19,000 views and attracted more than 11,000 users, consolidating our presence as an essential space for those seeking innovation and transformation in education.





## Unicef and Sylvamo

In 2024, Sylvamo made a US\$ 500.000 donation to UNICEF to support the Skills4Girls initiative. The partnership will develop girls' skills to compete in the 21st century workforce.

**Skills4Girls** works with and for girls in 19 countries, equipping them with basic, STEM, digital and life skills, such as self-confidence, problem-solving and decision-making.

In Latin America, where Sylvamo operates, the initiative will promote girls' leadership and argumentation skills through mentoring, training, and workshops, with Instituto Chamex in charge of project management.





We remain unwavering in our purpose of connecting people, sharing knowledge, and creating opportunities to strengthen education in Brazil. In 2024, we grew and adjusted our routes to consolidate our projects, always true to our purpose. Our projects have gained strength, maturity and elements that have further enhanced our positive impacts in various corners, places, and charms of Brazil. We are driven by the challenge of finding creative solutions to the educational obstacles we encounter. We believe that transforming the world is a role for all of us. After all, ...

Creativity transforms education. And education transforms the world

We are Instituto Chamex!