



Social Report 2024





Tellescom Foundation

Quality education requires dignified housing.

For years, the Tellescom Group has been actively working to build a fairer society, developing several social initiatives.

In 2022, it realized a dream with the creation of the Tellescom Foundation, which develops projects that contribute to quality public education and social urbanism, as it believes in the transformation of Brazil.

Since its inception, the Tellescom Foundation has recognized the fundamental role that the country's business community has in achieving this transformation. Today, it aims to establish robust programs so that, in the future, other private sector players will join its mission of providing quality education and decent housing, so that one day all members of Brazilian society can have equal access to opportunities.

We are proud of the significant progress made in the projects in 2024, and in this document, we present the Foundation's challenges and deliveries.

In 2025, we will expand our operations with the support of an Advisory Board, composed of national and international experts. They will assist in the strategies and mobilization of new partners who, like the Tellescom Foundation, believe in a movement of national transformation to generate prosperity and a more sustainable tomorrow.

We continue to believe in a fairer and equitable country for all!

Marco Jerez Telles

Founder and CEO of the Tellescom Group

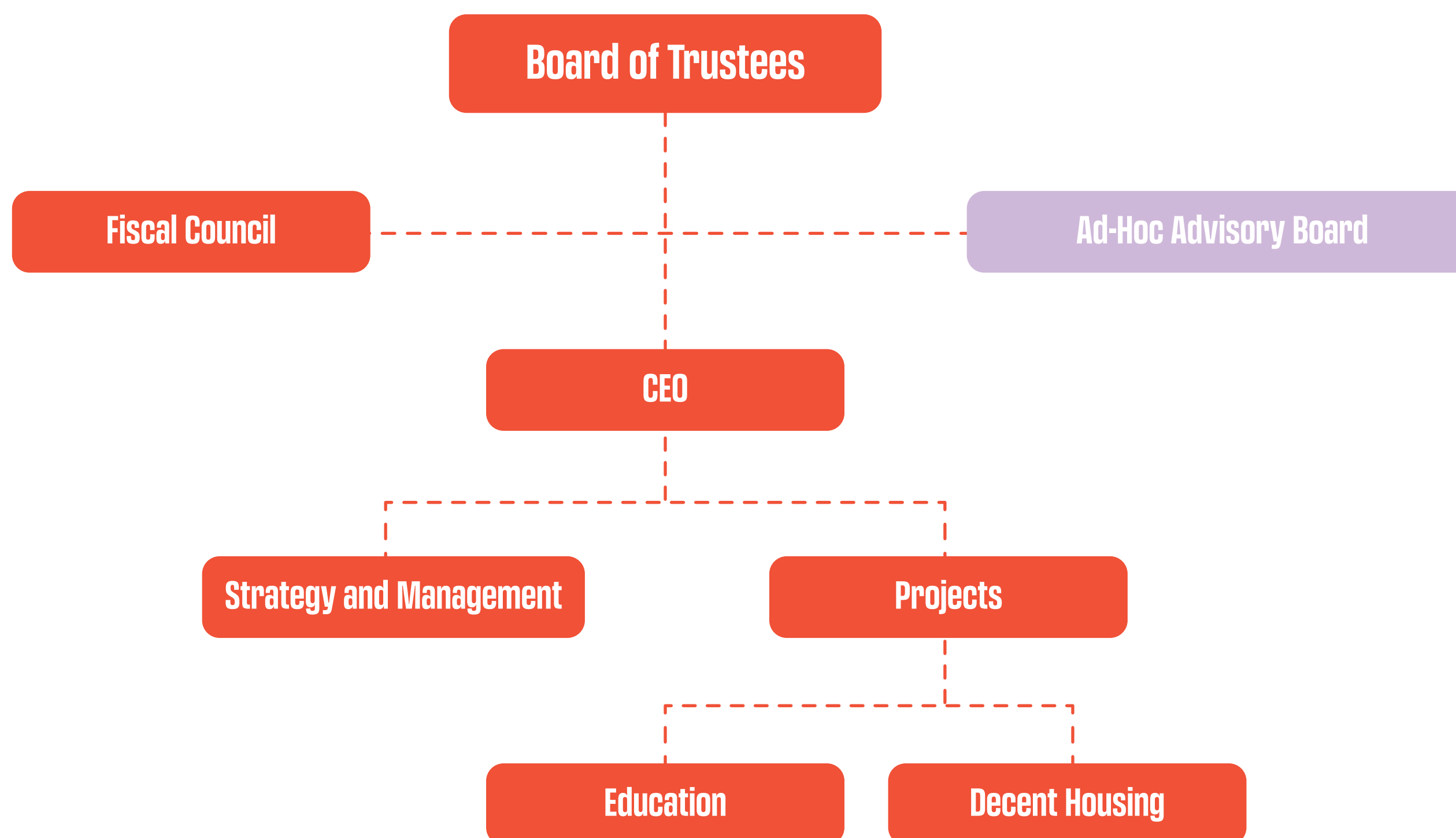
Americo Mattar

CEO of the Tellescom Foundation

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Governance Structure



Implementation 2025

In operation

Action fronts:

Quality education and housing with dignity



Quality education: Training educators in innovative technologies, preparing students for the challenges and opportunities of the 21st century.

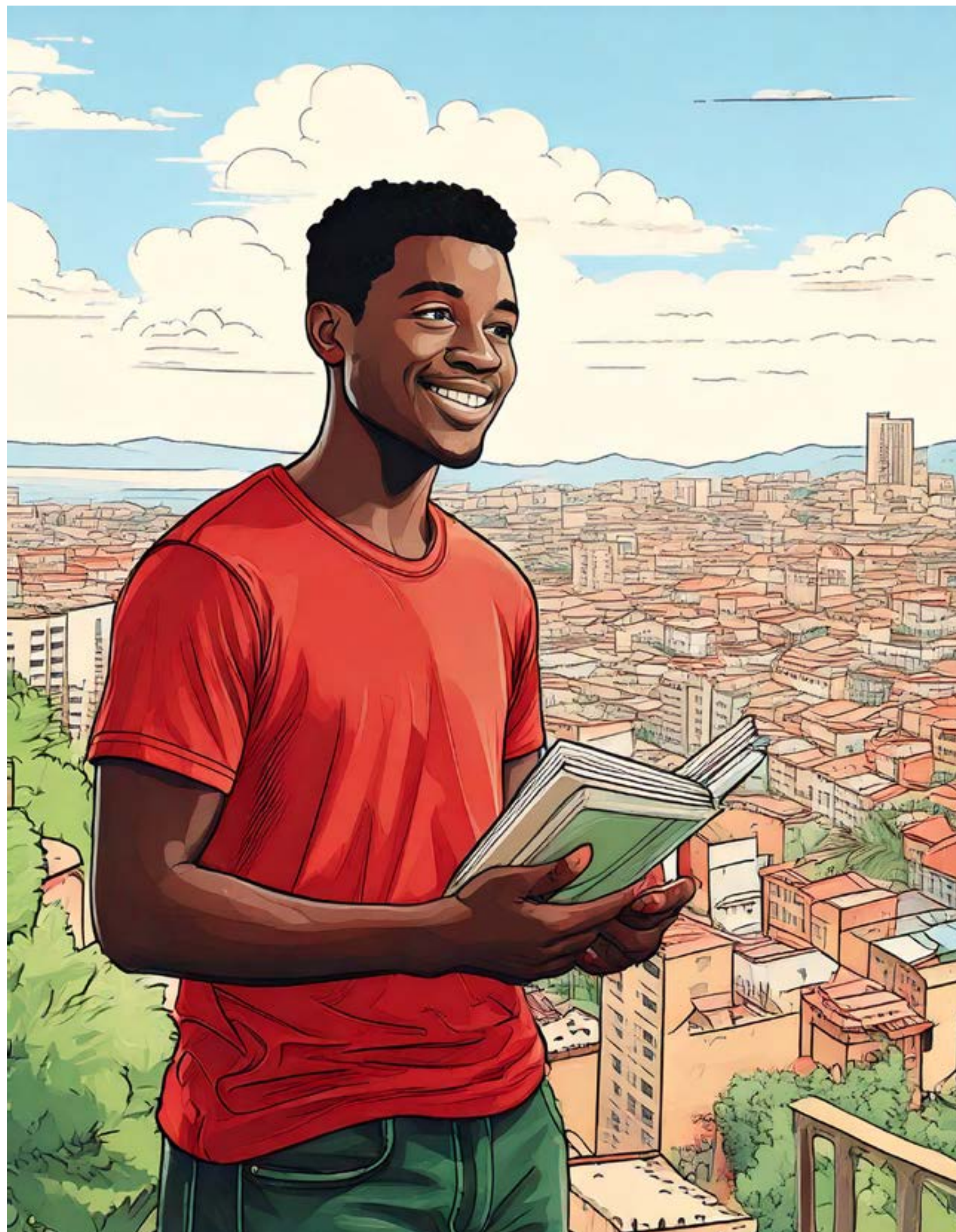


Housing with dignity: Transforming communities through social urbanism.



Education: Open doors to the future

Training educators in innovative technologies, preparing students for the challenges
and opportunities of the 21st century.



Quality Education: Index

- **Brazilian Educational Scenario**

- **Tellescom Foundation Projects:**

- Project in Partnership with the Municipal Secretariat of Manaus (SEMED)
- Bristol Park Project (São Paulo)
- Pedagogical Innovation Course Project
- ESG Course in Sports Project
- Project in Partnership with the Sergio Henrique Ferreira Chair - USP Ribeirão Preto
- Think Tank Project: Innovation and AI in Education

Brazilian Educational Scenario



73% of Brazilian students do not reach a basic level of mathematics.



Only 50% of students have a basic level of reading.



In Science, 55% of students do not reach the basic level of proficiency.



Only 7% of Brazilian students reach university.

source (OCDE - PISA 2022)



Project in partnership with the Municipal Secretariat of Manaus (SEMED)



Project in partnership with the Municipal Secretariat of Manaus (SEMED)

In collaboration with SEMED, we conducted a diagnosis of the skills of teachers in the municipal network, establishing the basis for their development.

As a result, we supported the creation of a comprehensive training portfolio and built a space for “maker” training for educators, with the aim of improving pedagogical practices and enhancing the learning of students in the municipal network of Manaus.

Strategic partners

Semed
Secretaria Municipal

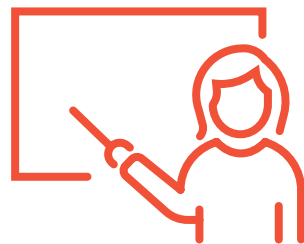


Project in partnership with the Municipal Secretariat of Manaus (SEMED)

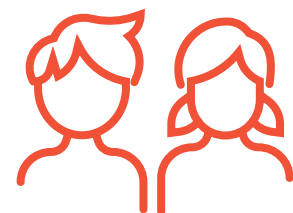
Manaus: One of the Largest Municipal Education Networks in Brazil



500 Early Childhood and Elementary Education schools, forming the third largest network in the country, behind São Paulo and Rio de Janeiro.



More than 13,000 teachers, representing 50% of the Amazonas state network.



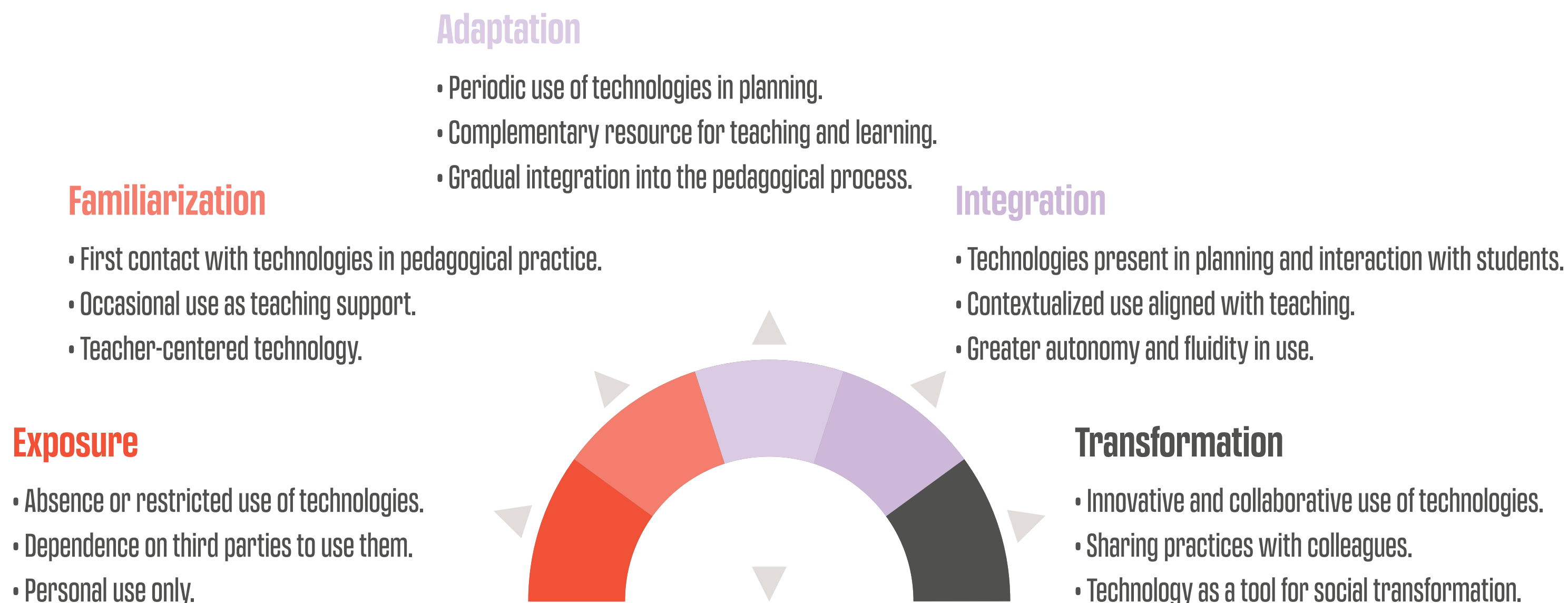
More than 220,000 students enrolled in Early Childhood Education and Elementary Education.

Strategic partners



Project in partnership with the Municipal Secretariat of Manaus (SEMED)

We classify teachers into 5 different levels of development in the use of new technologies



Manaus Result:

Our diagnosis, based on the CIEB (Brazilian Education Innovation Center) model, which analyzed data from more than 180,000 teachers across Brazil, reveals that Manaus does not present significant differences in relation to the national average, being situated between the familiarization and adaptation stages

Strategic partners



Project in partnership with the Municipal Secretariat of Manaus (SEMED)

Four Pillars defined by the Competency Analysis:

Dynamic spaces

Spaces that encourage creativity and interaction among educators, accelerating the learning process and pedagogical application.

Experimentation and sharing

Collaborative production and the exchange of experiences based on contact and experimentation with technology in the service of student learning.

Innovative methodologies

Practical reflection to build a culture of innovation in the school, integrating local knowledge and national and international references.

Technological resources

Technological equipment that enables teachers to apply technology in the service of student learning in the network.

Strategic partners

Semed
Secretaria Municipal



Project in partnership with the Municipal Secretariat of Manaus (SEMED)

Educators Training Center: Results 2024

- 1. Skills Diagnosis and Training Prioritization:** A comprehensive diagnosis of teacher skills, completed in November 2024, established a baseline and identified priority areas for training initiatives.
- 2. Expansion and Structuring of the Training Portfolio:** A robust portfolio was developed, integrating existing courses and new innovative training.
- 3. Implementation of a Strategic Training Schedule:** A progressive schedule was implemented, prioritizing the training of SEMED technicians and pedagogical coordinators in the initial stages, followed by the outreach of teachers in the network.
- 4. Creation of a Training Space of Excellence:** A new training space, equipped with technological resources and modern infrastructure has been delivered. This environment follows the recommendations of the CIEB EFEX Model, providing a suitable place for experimentation, collaboration and the development of innovative practices..
- 5. Connection with the Brazilian Creative Learning Network:** The Manaus network has established a strategic connection with the Brazilian Creative Learning Network, linked to the MIT Media Lab.

Strategic partners

Semed
Secretaria Municipal





CEU PROJECT Bristol Park (São Paulo)

Maker Room

CEU PROJECT Bristol Park (São Paulo)

Objectives:

Develop a practical and replicable reference model for the interdisciplinary teaching of Science, Technology, Engineering, Arts and Mathematics (STEAM) in the network of CEUs in the State of SP.

Promote new pedagogical practices in the public network in maker spaces.

Actions Performed:

Support in designing the space, necessary equipment, defining ideal use and training for educators.

Technical support for organizing the space.

Strategic partner



Maker Room

CEU PROJECT Bristol Park (São Paulo)

Pedagogical Practices Developed in the Space:

1st to 5th grades: introduction to robotics, animations in Scratch, electronics and 3D drawing (Tinkercad and Arduino).

6th to 9th grades: maker projects, such as racing cars and safes for challenges.

Teaching Partnerships:

Development of recorders with scrap materials (Arts). Creation of puzzles (Mathematics, Arts and Reading Room). Game boards (Chess and Board Games).

Online Resources:

Sharing of Maker activities: Digital Education Laboratory.

Project dissemination: Robotics Maker CEU Parque Bristol.

Strategic partner





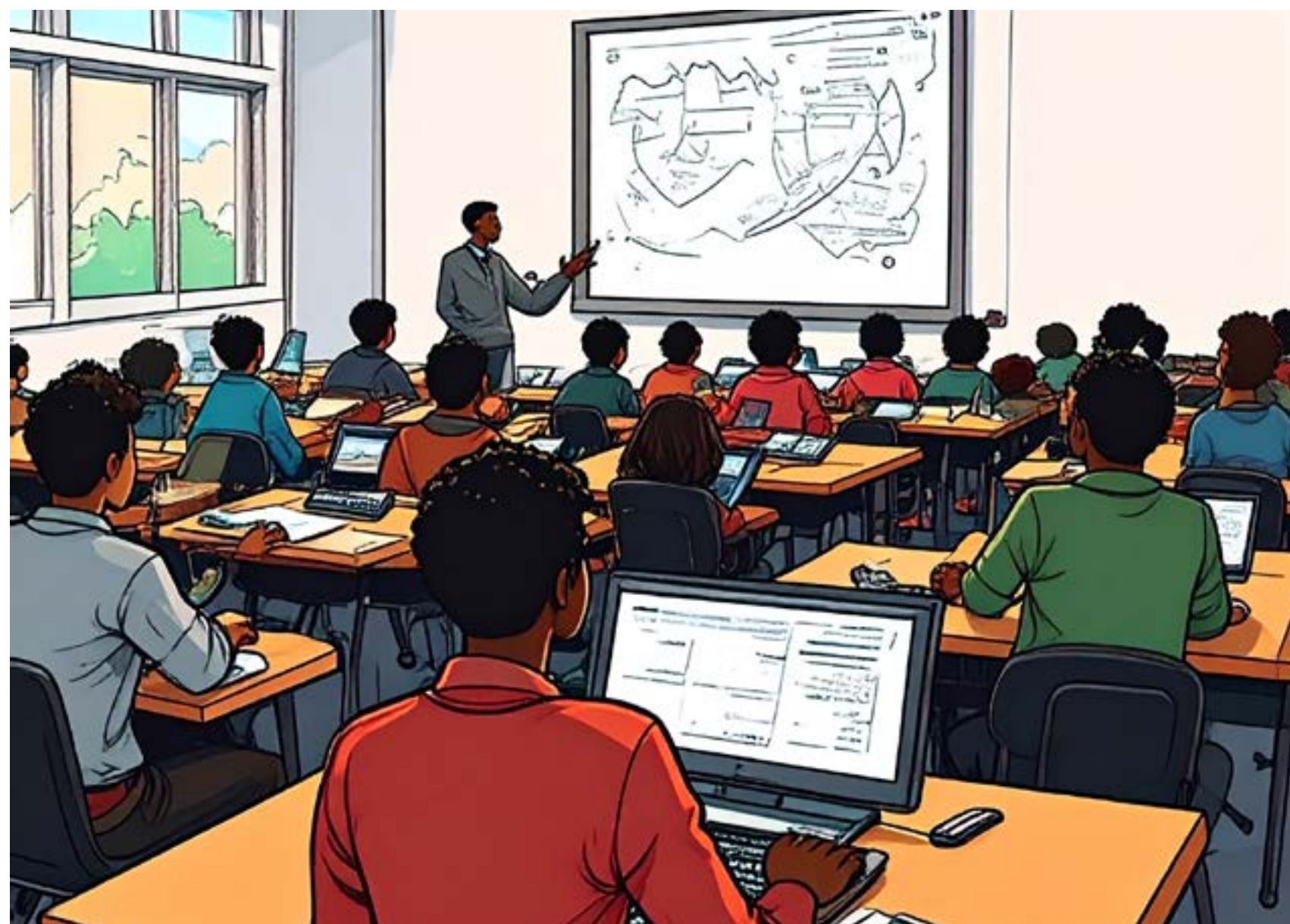
PROJECT

Pedagogical Innovation Course

Project: Pedagogical Innovation Course

Objective:

Training of educators in the strategic integration of educational technologies, aligned with BNCC guidelines and contemporary learning demands.



Course Structure:

Module 1: “Does the BNCC for Computing encourage innovation in Education?”

Module 2: “Artificial Intelligence in Basic Education”

Module 3: “Hands-on Education: enhancing learning with maker culture”

Course Differentiators:

- Practical and theoretical approach, aligned with BNCC competencies.
- Focus on pedagogical innovation and technological integration.
- Development of digital competencies for teachers.
- Independent content adaptable to different educational contexts.
- Collaboration with leading authors and institutions in the areas covered.

Strategic partne

msftech



PROJECT ESG Course in Sports

Course Project: ESG (Environmental, Social and Governance) in Sports

Project involving Centro Paula Souza, Fatec Esportes and Tellescom Foundation.

A course that will explain to Fatec Esportes students the concept of sustainability, what ESG is, and how to apply all of this in practice to contribute to their professional future.

Course modules

- Concept of sustainability (environmental, social and governance) and its impacts.
- Relationship between the UN Sustainable Development Goals and sports.
- Environmental impact of sports.
- Sustainability in sports and cultural events.
- Diversity, inclusion and gender equality in sports.
- Community programs and social responsibility.
- Responsible financial management in sports.
- Technology and social networks in promoting sustainability.
- Practical application in sports events.
- Continuous reflection on sustainability.

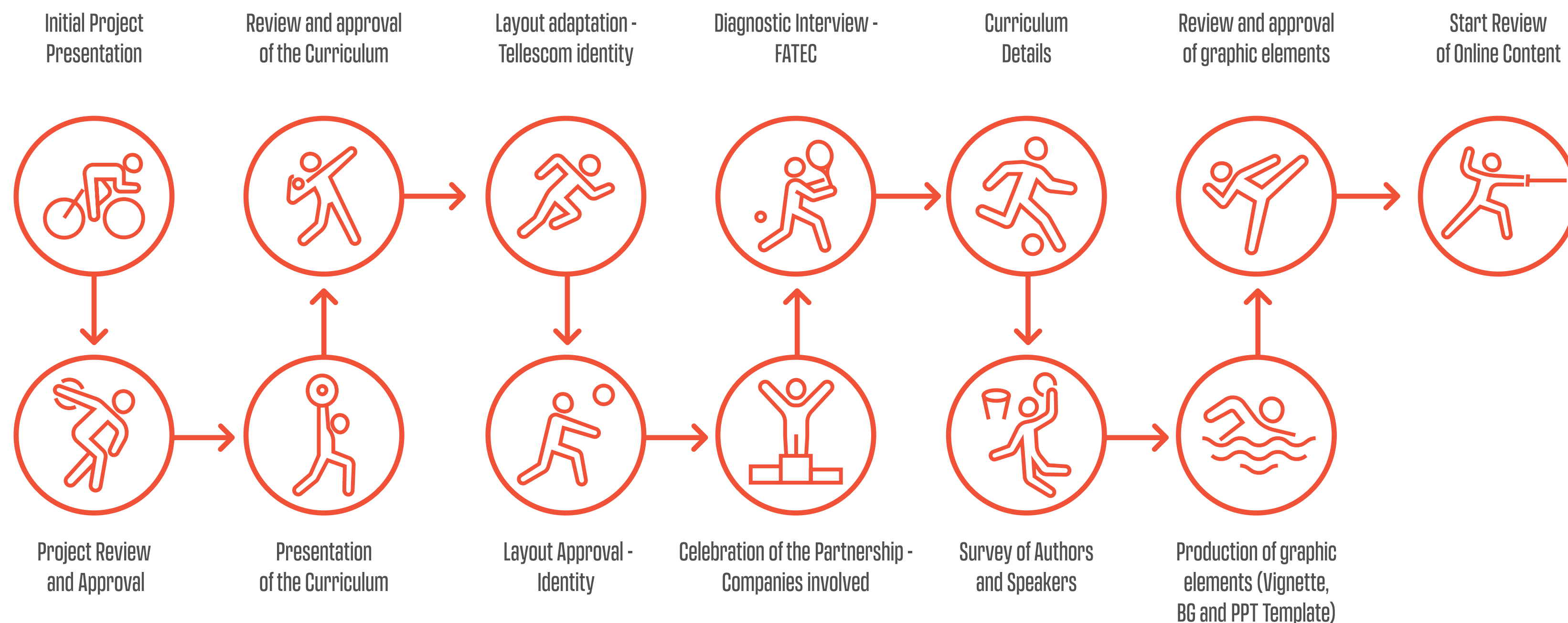
Strategic partner

NextGen
LEARNING

Course Project: ESG (Environmental, Social and Governance) in Sports

ESG in Sports

Project Stages: From Planning to Implementation



Strategic partner

NextGen
LEARNING

Achievements 2024:

- . **Content Syllabus Completed and Validated:** The detailed structure of the themes and content of the ESG training for Sports was finalized and approved, ensuring relevance and comprehensiveness.
- . **Class and Material Formatting:** We began producing and formatting the teaching materials and class content, both for students and teachers, aiming for clarity and engagement.



PROJECT in partnership with the Sergio Henrique Ferreira Chair - USP Ribeirão Preto

Project in partnership with the Sergio Henrique Ferreira Chair - USP Ribeirão Preto

Objective:

Develop a culture of using data for decision-making in educational networks, with evidence-based actions, creating effective ways to contribute to public policies in medium-sized cities.

Projects Developed in 2024:

1. Report on the municipal network of Manaus.
2. Training in methodologies of the Chair in partnership with the e-core team.
3. Provision of databases in CSV format (educational indicators and statistical analyses).
4. Technical report for João Pessoa

Strategic partner





Think Tank PROJECT: Innovation and AI in Education

Think Tank

Think Tank PROJECT: Innovation and AI in Education

The Think Tank works to advocate for policies, research and recommendations for education and public policies. Its mission is to connect academia, government and society in search of innovative solutions.

Objectives:

- Develop educational content with AI and technology for managers and teachers.
- Promote ethical and practical debates on AI in Basic Education.
- Expand access to educational technology through partnerships.
- Produce quality content that encourages debate and the application of new technologies to educational practices

Actions in 2024:

- Development of Technical Notes with NEES-UFAL.
- Production of accessible publications on AI and education.
- Structuring of the AI in Education Center with research and academic co-authorship.
- Launch of the 1st Technical Note via webinar in partnership with other organizations.

Strategic partners



Think Tank PROJECT: Innovation and AI in Education

Publication launched in 2024

Topic: Generative Artificial Intelligence in Education

Document resulting from the collaboration between NEES, IA.Edu and the Tellescom Foundation, with the aim of producing a series of guiding materials on Artificial Intelligence in Education with simpler language and focusing on the practice of Basic Education teachers.

With the aim of exploring the potential and challenges of Generative Artificial Intelligence in education, this document presents an overview of the applications of this technology in the educational environment, in addition to discussing the ethical and practical implications for its implementation.

Link to publication: <https://iaedu.nees.ufal.br/#publicacoes>

Strategic partners





Housing with Dignity for All

Social urbanism: the basis for transforming lives and communities



Housing with Dignity: Index

- . Brazil: Slum Population and Urban Communities
- . Where we work
- . Implementation methodology
- . Macro implementation process

- . Territories where we work
 - Manaus (AM)
 - São Paulo (SP)
 - Palhoça (SC)

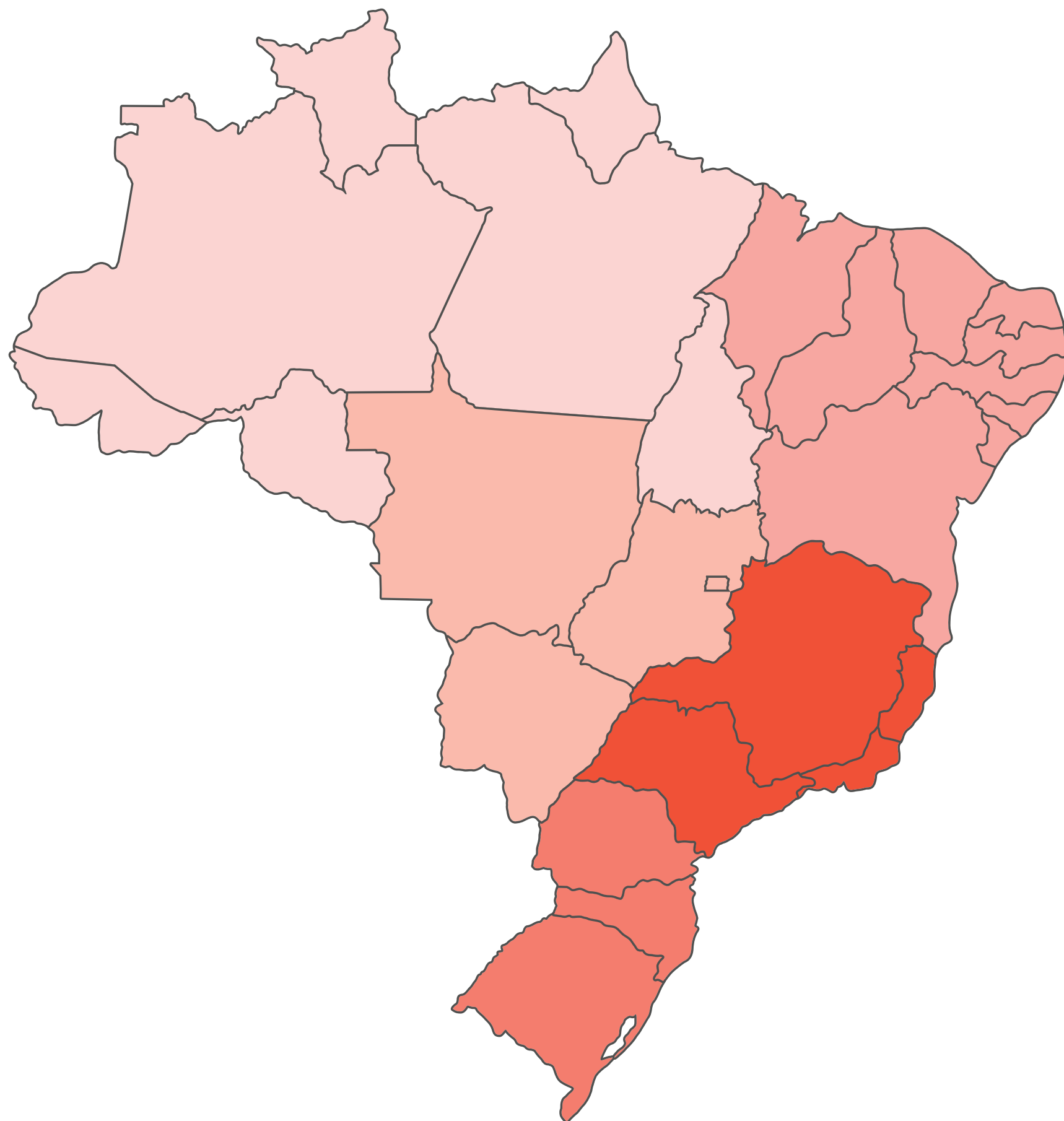


Brazil: Slum Population and Urban Communities

Around 16.4 million people live in slums and urban communities in Brazil, representing 8.1% of the country's total population.

source (IBGE - Demographic census 2022)

Brazil: Slum Population and Urban Communities



Distribution (absolute numbers)

The Southeast region concentrates the largest part of this population, with 43.4% of slum residents, followed by the Northeast with 28.3%, North with 20%, South with 5.9% and Central-West with 2.4%.

Regional percentages

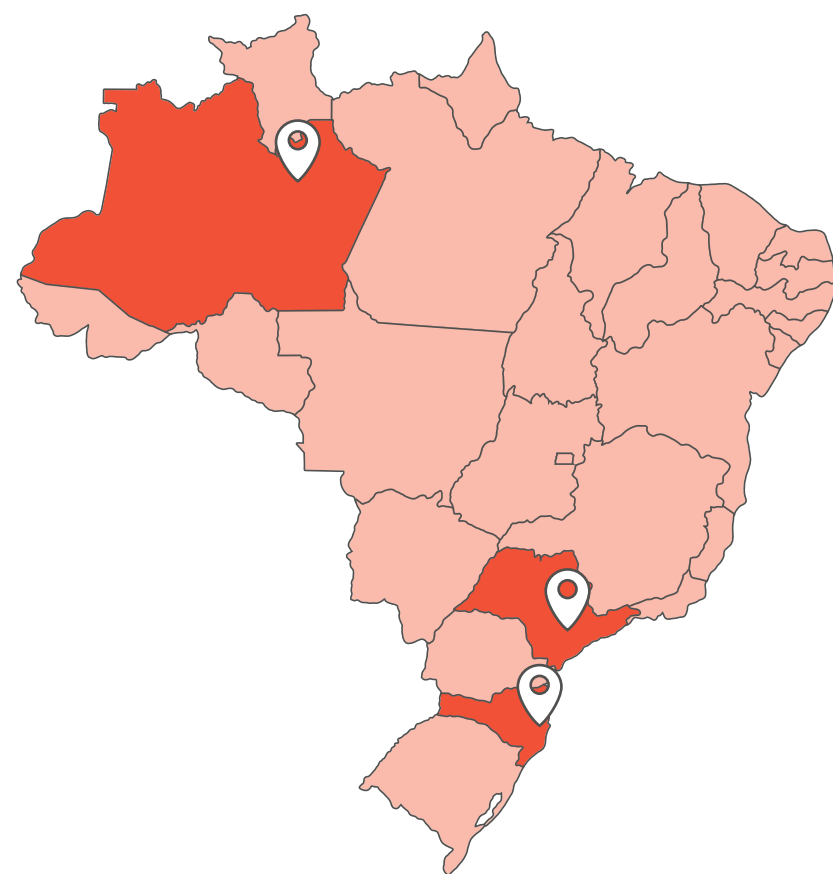
Although the Southeast has the largest absolute number of people, it is third in percentage of the population, with 8.4%.

The percentages for the other regions are: North (18.9%), Northeast (8.5%), South (3.2%) and Midwest (2.4%).

source (IBGE - Demographic Census 2022)

Housing with Dignity - Where We Work

The same methodology is applied differently, adapting to the specificities of each region.



HDI Reference

- 0.800 to 1.000 Very High
- 0.700 to 0.799 High
- 0.600 to 0.699 Medium
- 0.500 to 0.599 Low
- 0.000 to 0.499 Very Low

Manaus - AM

- Capital with the highest rate of slum formation, rising from 50 in 2010 to over 300 in 2022
- Population of 2.02 million inhabitants, of which 53% live in slums
- Economically, Manaus is in 5th place in the national ranking of the largest GDPs
- HDI 0.737

São Paulo - SP

- Largest city in Latin America
- Population of 12.4 million inhabitants, of which 12% live in slums
- Economically, it is the city with the greatest strength and financial center in the country
- HDI 0.783

Palhoça - SC

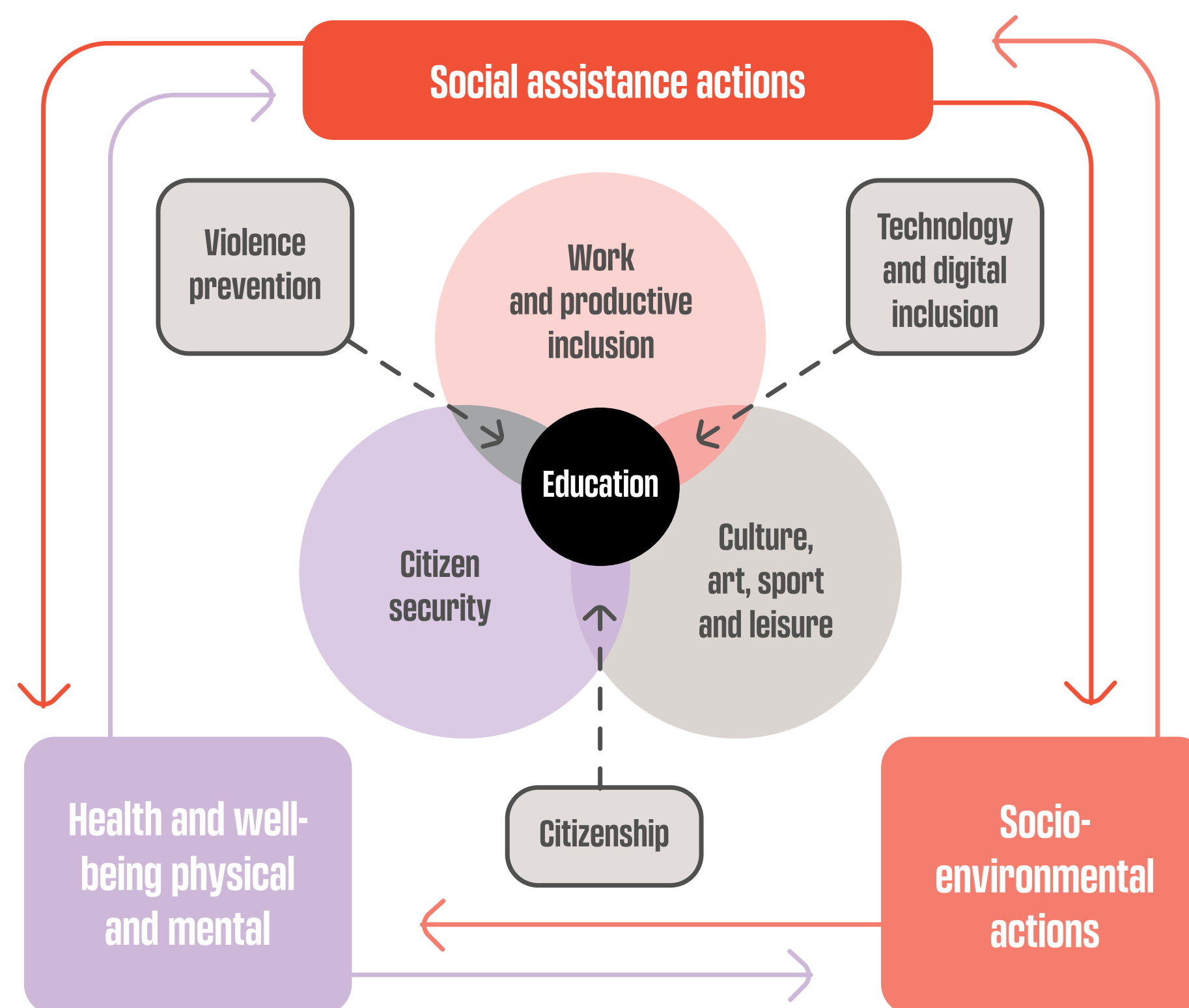
- Seventh largest municipality in Santa Catarina
- Population of 222,600 inhabitants, of which 6% live in slums
- Economically, it is among the 10 municipalities in Santa Catarina that account for 50% of the state's revenue
- HDI 0.757 757

Strategic partners



Housing with dignity: Implementation methodology

Education is the center of the process, ensuring the sustainability of actions



Strategic partners

Insper
Arq.Futuro
LABORATÓRIO
ARQ.FUTURO
DE CIDADES DO
INSPIER

Diagonal

Manaus (AM)

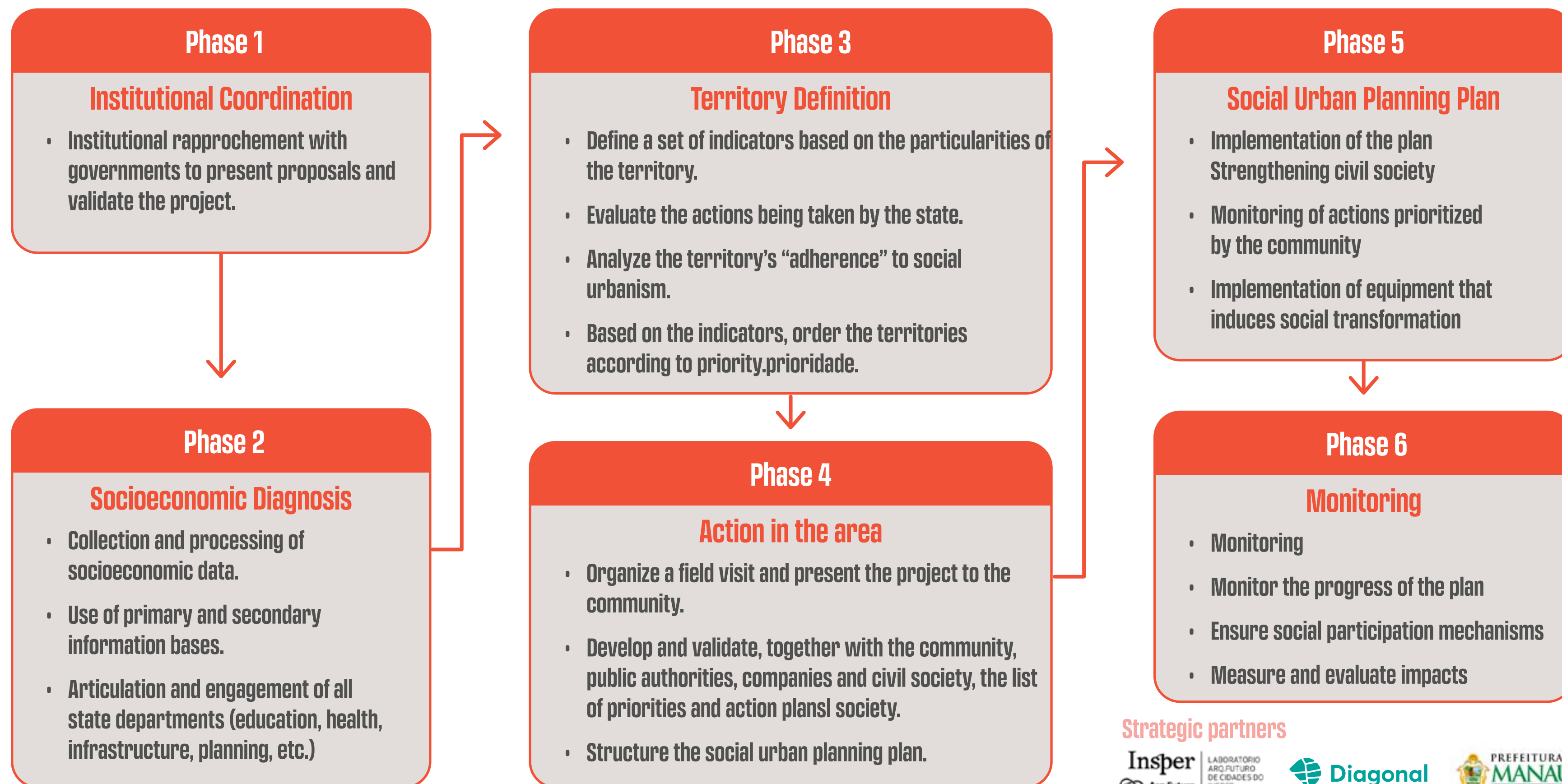
Housing with Dignity:

Objectives of the project in Manaus

- Structure a Social Urbanism plan in partnership with the Public Authorities;
- Map vulnerabilities;
- Identify critical areas;
- Define pilot territory;
- Implement actions in the short, medium and long term.

Housing with dignity: Macro-process of implementation

Six pillars of project implementation

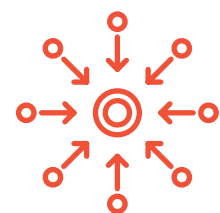


Strategic partners



Housing with Dignity

Implementation Actions



Establish the Social Urban Planning Management Center: intersectoral governance.



Promote community participation processes.



Articulate a center for the production of integrated data, evaluation, and monitoring.



Promote professional qualifications for the implementation of the project in accordance with the Social Urban Planning guidelines.

Strategic partners



Housing with Dignity

Manaus: Priority attention groups



Early
Childhood



Youth
Protagonism



Female
Protagonism



Black
Protagonism



Indigenous
Protagonism

Strategic partners



Housing with Dignity

Manaus: Results 2024

- Econometric analyses of the entire municipality, identifying the most vulnerable areas.
- Selection of 2 neighborhoods for implementation of actions and start of the project.
- Field consultation with the population: more than 300 interviews conducted, with identification of the main priorities for society.
- Work proposal submitted to the city hall.



São Paulo (SP)



Housing with Dignity: Implementation in São Paulo

The Tellescom Foundation and Diagonal have entered into a partnership to support the City of São Paulo, together with 20 other institutions, in implementing the Social Urbanism Program in four vulnerable areas. – Pinheirinho d'Água, Parque Novo Mundo, Jardim Lapenna and Jardim Pantanal - as well as developing the methodology of Social Urbanism for the city.



Strategic partners



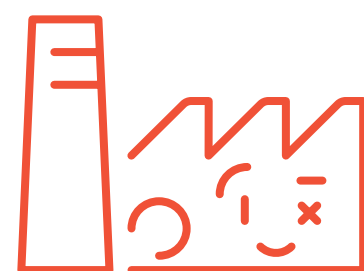
LABORATÓRIO
ARQ. FUTURO
DE CIDADES DO
INSPIER



Housing with Dignity: Methodology in São Paulo



Social participation



Urban design
and intervention



Improvement and
integration of public
services



Shared
governance



Indicators
and monitoring

Strategic partners





Housing with Dignity - São Paulo: Results 2024

First Results

- Methodology developed and replicable
- Participatory diagnosis carried out
- Definition of guidelines for sectoral policy integration projects
- Implementation of the Participatory Governance Model
- Creation of the management/policy integration model for the Pilot Project
- Immediate Actions included in the Goals Program

Urban requalification works:

- CEU Territory in Parque Novo Mundo and Pinheirinho D'Água
- Walkability in Jd. Lapenna
- Educator Territory - Focus on Early Childhood Implementation of the new CEU management model

Strategic partners



Palhoça (SC)



Housing with Dignity

Palhoça: Frei Damião Community

Structuring a Portfolio of projects organized into development axes to transform the Frei Damião community in 5 years.

The initiative has shared and transparent governance, involving more than 57 organizations from all sectors: private, public, civil society and academia.

The partnership with the Tellescom Foundation made the PMO possible, guaranteeing the execution, monitoring and results of the projects in the community.

Strategic partners



Frei Housing with Dignity - Palhoça: Frei Damião Community

7 lines
of action

+ than 50
indicators monitored

37 projects
monitored

+ than 57
organizations involved



Strategic partners



Housing with Dignity - Results 2024 in Palhoça: Frei Damião Community

FREI DAMIÃO urbanized



- + 60% of roads paved and with drainage
- Elza Soares playground built

FREI DAMIÃO living well



- Regularization of 100% of addresses and ZIP codes by December 2024
- 139 numbered lots on Rua 13 de Maio (the community's main street)

FREI DAMIÃO dignified and qualified



- 195% increase in people with signed employment contracts in CADÚnico
- 68% increase in per capita income in the last 2 years

FREI DAMIÃO educated



- Emergency renovation of EB Frei performed
- Project to expand the school with 4 new classrooms and 70 places
- 1st School in Greater Florianópolis with the "Civil Defense in Schools" program

FREI DAMIÃO healthy



- 20% increase in the coverage area of Community Health Agents
- Negotiation for the implementation of a new UBS in the community (Land transfer)

FREI DAMIÃO creative and connected



- 2 Jiu-Jitsu championships held in the community
- 84 athletes went to the Jiu-Jitsu World Championship and won 66 medals
- Cinema offered in the Community

FREI DAMIÃO active and strengthened



- Structuring of 4 computer labs (60 new computers, projectors, 8 teachers paid by the program)
- 69% increase in computer students from CSOs
- Consulting (5 main NGOs)

Strategic partners



Strategic Vision for Social: The Power of BI in Decision Making



BI: Maximizing Impact with Data Intelligence

- **BI (Business Intelligence) tool** developed in collaboration between e-Core and Tellescom Foundation.
- Sophisticated approach to monitoring **key indicators**, going beyond simple data collection.
- **Scalable architecture** that is **sensitive to the socioeconomic context**, allowing for in-depth and contextualized analysis.
- Offers broad and up-to-date coverage, providing an **essential panoramic view for public policies**.
- **Decision support instrument** that integrates the complexity of the scenario with informed and adaptable strategic management.

Strategic partners





Strategic partners

Strategic partners

QUALITY EDUCATION



Cátedra Sérgio Henrique Ferreira: USP Ribeirão Preto
<https://rp.iea.usp.br/catedra-shf>



Centro Paula Souza
<https://www.cps.sp.gov.br/>



Fatec Esportes:
<https://fatecesportes.cps.sp.gov.br/>



Gofw:
<https://gofw.world151/>



IA.Edu:
<https://iaedu.nees.ufal.br/>



Mstech:
<https://www.mstech.com.br/>



Nees:
<https://www.nees.ufal.br/>



NextGen:
<https://www.nextgenlearning.com.br>

City Halls:



Manaus:
<https://www.manaus.am.gov.br>



São Paulo:
<https://www.capital.sp.gov.br>



Unesco: Coalizão Global da Educação e Cátedra de Inteligência Artificial na Educação
<https://globaleducationcoalition.unesco.org/>

HOUSING WITH DIGNITY



Diagonal Social:
<https://diagonal.social>



Icom:
<https://www.icomfloripa.org.br>



Insper:
Laboratório de cidades
<https://www.insper.edu.br/laboratorio-de-cidades>

City Halls:



Manaus:
<https://www.manaus.am.gov.br>



São Paulo:
<https://www.capital.sp.gov.br>



Palhoça:
<https://palhoca.atende.net>



Communication: Agência Pólvora
<https://polvoracomunicacao.com.br/>



BI (Business Intelligence) Tool: E-core
<https://www.e-core.com/lt-pt/>



Video producer: Dreamlab Studios
<https://www.dreamlabstudios.com/>

