



**NO
POVERTY**



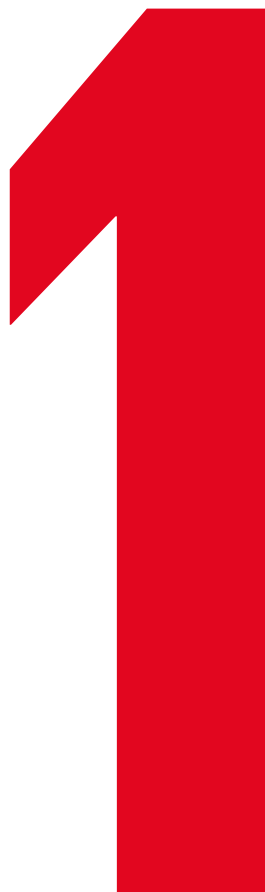
END POVERTY IN ALL ITS FORMS EVERYWHERE

CASE STUDY: ITAIPU AND SDG 1

Activities by ITAIPU Binacional supporting implementation of the Sustainable Development Goal 1 (SDG 1) of the United Nations 2030 Agenda for Sustainable Development



Alexandre Marchetti



**NO
POVERTY**



**END POVERTY
IN ALL ITS
FORMS
EVERYWHERE**

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1



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WHERE WE ARE



Integration that
generates Renewable
Energy and promotes
Sustainable Development

An aerial photograph of the Itaipu Dam, a large concrete structure with multiple spillways, situated on the border of Brazil and Paraguay. The dam is surrounded by lush green hills and a wide river. In the background, there are power transmission towers and lines. The sky is clear and blue.

ITAIPU BINACIONAL AND THE UNITED NATIONS 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

Itaipu is a binational entity created in 1974 by Brazil and Paraguay in order to utilize the Paraná River, along the border of the two countries, to generate hydropower. Today, the Itaipu Hydropower Plant is the largest generator of renewable power in the world (ITAIPU, 2018 a). By the end of 2018, Itaipu had generated a total of over 2.6 billion Megawatts-hours (MWh) since the beginning of its operation in 1984 (ITAIPU, 2019 a).

Since its conception, Itaipu Binacional has followed sustainable development principles as reflected by its integrated actions and programs supporting social well-being, economic growth and environmental protection, contributing to regional prosperity in Paraguay and Brazil. Itaipu's activities in the region have been recognized as excellent examples of "Best Practices" in the effective implementation of the United Nations 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

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SDG 1: END POVERTY IN ALL ITS FORMS EVERYWHERE

Target 1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.

Target 1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.

Target 1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.

Target 1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.

Target 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

Target 1.a Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions.

Target 1.b Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions.

Source: United Nations, 2015.

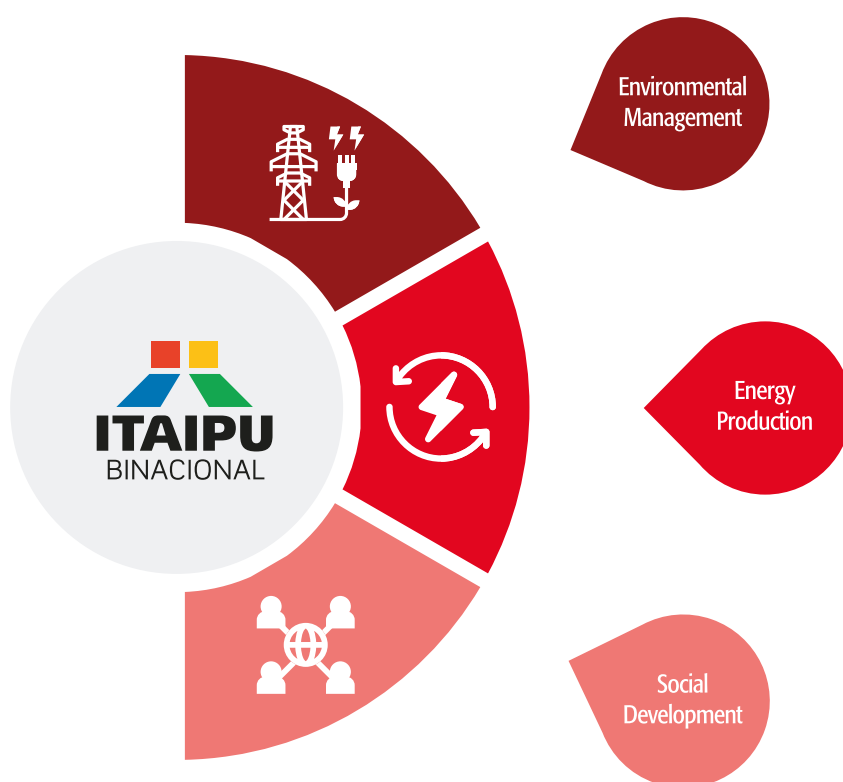
SUSTAINABLE DEVELOPMENT STRATEGY OF ITAIPU

Itaipu's vision for 2020 is to be "the generator of clean, renewable energy with the best operating performance and the world's best sustainability practices, promoting sustainable development and regional integration" (ITAIPU, 2018 b).

For Itaipu, social responsibility is a major commitment, intrinsically linked to its management system, constituting one of its most important missions in its different lines of action. Itaipu follows policies and practices that promote prosperity and contribute to improving the well-being of the population in many communities, in both Paraguay and Brazil. The organization represents a powerful force in the advancement of sustainable regional development, helping to build more responsible, equitable and solidary societies. In Brazil, these actions have taken place mainly in the area of influence of the Reservoir and extend to many municipalities in the western region of the state of Paraná. In Paraguay, many of the actions have national coverage and benefit different regions of the country.

Within the social dimension of sustainable development, activities by Itaipu are designed to help to reduce poverty, increase food security and enhance nutrition, improve health, foster better education and promote equality with respect to gender, age, disabilities, race, religion, ethnicity and economic status. They also promote income generation, protection of children and adolescents, respect for human rights, conservation of biodiversity, and sustainable means of production and consumption. These activities are part of the Itaipu's Business Plan, which includes the corresponding programs and actions fully linked to strategic objectives and organizational policies and guidelines. (ITAIPU, 2018 c).

SDG 8 calls for promotion of sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all. Itaipu has demonstrated its commitment to enhancing the achievement of this goal. Its Sustainable Development Strategy includes a comprehensive set of policies, measures and initiatives that are lined up with SDG 8 and its 12 related targets concerning decent work and economic growth.





Rubens Fraulini

Itaipu and the SDG 1

The most important activities in Itaipu's Sustainable Development Strategy for ending poverty are related to its support for the sustainability of indigenous communities, its regional waste management program that improves the life conditions of vulnerable families, its multiple need-based housing initiatives (such as the San Francisco Barrio housing), its aid program for families with disabilities, and its youth initiatives, such as the Program for the Protection of Children and Adolescents (PPCA) and the Work Initiation and Incentive Program, that promote employment, training, and protection.





1.

**SUSTAINABILITY OF
INDIGENOUS
COMMUNITIES**



Alexandre Marchetti

Objective and description

The Guarani people were one of the first human cultures to occupy southern Brazil, Paraguay, Argentina and Uruguay before European colonization.

This activity contributes to the sustainable development of Guarani communities with the promotion and support of infrastructure improvement, agricultural production, food security, cultural activities and greater added value to Guarani handicraft. The effort is designed to value the Guarani people and their culture, enhancing their sense of identity, traditions, and way of life with the overall objectives of guaranteeing equal opportunities, reducing inequalities and fomenting "economic autonomy."

Itaipu has, as part of its management, incorporated an action on "Sustainable Guarani", and a program on "Attention to Vulnerable Segments". These efforts include indigenous communities in the area of influence of Itaipu and they have an orientation that encourages community participation. In addition, they

seek to strengthen social and productive structures with an emphasis on self-management processes, both with the indigenous people as well as with the organizations that bring them together.

The methodology of the program prioritizes valuing the Guarani identity and its traditions. The procedures in this initiative are implemented from the perspective of way of life of the Guarani with positive impacts on the life of the families of the Guarani villages that are part of the program.

Itaipu's support responds to the multiple demands of the communities in the region. These demands mainly refer to the strengthening of indigenous communities and their organizations, focusing attention on the recovery of their natural environment and food sovereignty, seeking to reduce welfare and dependence on external factors. The support is also related to health care and education of indigenous peoples in the area of influence of Itaipu, working in accordance with



Alexandre Marchetti

socio-cultural particularities and according to the current legal framework on indigenous peoples.

In Paraguay, Itaipu supports activities related to food security, infrastructure improvement, environment, health, crafts and strategic alliances. Actions on food security include the production of vegetables, fruits and raising animals. With respect to infrastructure, Itaipu supports the improvement of drinking water systems, homes, construction of sanitary latrines, installation of raised stoves, improvement of access roads to communities, electrification, among others. Construction of housing has taken place in the indigenous communities of Paso Cadena, Mariscal López, Carreria'i, Loma Tajy, Ka'aguy Roky, Uruku Poty, Ka'aguy Poty and Ka'aguy Yvate. In addition, there was financial support for the digging of wells in the indigenous communities of Ko'êju and Paso Cadena and the support for registration in the Teko Porã Programme, which is a social program grant from the government. The Tekojoja indigenous community

(Ava-Guaraní), located in the Yasy Kañy district, Canindeyú, benefited from the provision of drinking water and the construction of 20 homes between 2012 and 2017. Regarding the environment, the efforts have focused on reforestation work, installation of forest species nurseries, forest enrichment, protection of springs, protection of water courses, training and education in environmental issues, crop protection strips, production of honey, as well as fish farming projects, among others. Health activities include promotion of the health rights of indigenous women and children, support for traditional indigenous health systems and vaccination, among others.

In Brazil, several projects were implemented including: monitoring of infant nutrition, raising fish and organizing activities for the production and sale of handicrafts in Ocoy Village and raising cattle in Añetete and Itamarã Villages. Other important initiatives include investing in agricultural activities, getting certification as organic producers and improving infrastructure such as roads and schools.

The commercialization and production of handicrafts have provided income to families in Paraguay and Brazil. Making traditional craftwork (specifically, the wooden zoomorphs representing native fauna, manufactured by the Chiripa and Mbya in the region of the triple frontier) is an activity valued by the indigenous people as a commercially viable product and source of income and as a means of symbolically promoting their identity as an ethnic group. Itaipu supports this effort by making available spaces and providing the necessary conditions and requirements, such as tools and raw materials. Itaipu also supports marketing activities and the flow of products, which allows a significant number of families to have access to money for daily expenses. The Ocoy Village is the place with the largest production and commercialization of handicrafts, even though handicrafts are produced in other areas as well. The traditional craftsmanship has very good acceptance in the market and sells well in the Ñandeva/ Coart shop at the Itaipu visitors' reception center and at the Iguazu National Park, and is very appreciated by tourists.

The activity of production and marketing of handicrafts is fostered by the Sustainability of Indigenous

Communities project and can be multiplied, depending on the acceptance and promotion by the indigenous peoples. Handicraft management is carried out in partnership, respecting the relations with the people involved in the handicraft group. It is an economically relevant activity for the Ocoy Village families, who seek to understand and perceive the world from the point of view of the indigenous families and to understand their way of being within the various components of the Guarani universe. The support from Itaipu in the marketing and flow of production is considered very valuable and it is always agreed with the indigenous people in order to ensure continuity and improvements.

Related Targets

These actions are directly linked to Target 1.4 of SDG1, which aims to ensure that the poor and vulnerable have equal rights to economic resources and access to basic services. Itaipu hopes to support these objectives for indigenous peoples.

Challenges

One of the greatest challenges in implementing this action was to understand the dynamics of the community with respect to the internal Guarani organization.

It is also important to recognize that indigenous peoples in the region do not constitute a homogeneous group. Therefore, creating the conditions for the empowerment of indigenous actors has been a challenging task. Communication channels are necessary at all times in order to consider the different types of leadership. Many issues have to be considered, including the role of each family in the decision process, relationships with extended families, the level of power that family members have when they have retired, when they become coordinators of work groups, agents of production, chiefs, etc.

Lessons learned

The indigenous communities have had a history of difficult relationships with non-indigenous society and did not have permanent and consistent support for the development of socio-environmental actions in its territory in the past. Such situation has been changing with the project as the health and income indicators have improved, allowing the Guarani people to have better economic conditions.

One of the factors that contributed to the success of the practice was the creation of the Ava Guarani Guiding Committee, a platform that brings together efforts for an integrated action between indigenous and non-indigenous actors (both public and private), guaranteeing and strengthening the sense of ethnic identity and traditions of the Guarani people, and meeting the specific demands of each village.

Another key factor of success for this practice was the process of immersion in the Guarani culture, stimulating intercultural exchange and adaptation of technical assistance for the Guarani socio-cultural context.

Finally, a communication channel was established considering the different Guarani leaderships and their relationship with the extended families. This was crucial for the viability and sustainability of the program, which provides methodological, technical, and financial support.

Results

In 2016, the project included important variations in its internal organization in relation to the 2003-2006 period, which were marked by the improvement and the closer relationship between villages. This way, indigenous communities can objectively support the work being carried out in the field and establish a bridge between the Entity and the agents directly involved with indigenous communities – a true breakthrough.

The results of this action include the implementation of handicrafts on a commercial scale (providing courses and an appropriate venue for the activity), improvement on indigenous health and education, the importance given to nutritional security for kids, the support to the production of grains and milk, the strengthening of agricultural activities, and the installation of net pens for the production of native fish in Itaipu Reservoir, among others.

Another remarkable contribution from the Food Security Program was a zero index of child mortality and children in risk of malnutrition.

In Paraguay, through the Strategic Alliances supported by Itaipu, 19 agreements were formalized for the implementation of 296 projects in the different priority areas of the program. These projects have been implemented with 55 indigenous communities of the Mbyá Guaraní, Avá, Aché and Pai Tavytera ethnic groups. The estimated number of beneficiaries amounts to 10,600 people. With respect to infrastructure, installation of wells has benefitted 43 families of the Indigenous communities of Ko'êju and 150 families from Paso Cadena, in Itakyry.

It is worth noting that Itaipu consolidated practices with indigenous communities have made it a reference in the electric sector and in the business sector in general, culminating in the 11th edition of the 2013 Benchmarking Award, when among 150 companies and 279 good environmental practices, Itaipu Binacional and Partners' Indigenous Communities Sustainability Project were considered the second best experience in sustainability practice in Brazil (Coli & Dias, 2017).

Itaipu also supports and is a member of the "Indigenous Businesses and People's Initiative" working group, under the coordination of The Nature Conservancy of Brazil (TNC-Brazil). This work group brings together Brazilian companies whose actions impact indigenous communities. The work group has contributed to drafting the Brazilian Guidelines for Good Corporate Practices with Indigenous Peoples, a process in which experience, such as the Itaipu Project, has been

demonstrated. Itaipu is also part of the Eletrobras workgroup, which discusses actions of the electric sector for indigenous communities in the area.

As a member of the Eletrobras Indigenous Communities Commission, Itaipu participated in the publication of the magazine "Eletroevolução", published by the Brazilian National Committee of Production and Transmission of Electricity (Cigré Brazil), with the article "Eletrobras Companies and Indigenous Peoples: Experiences of Good Practices", regarding the experience of the sustainability project of indigenous communities.

Finally, Itaipu participated in the publication of the book "The Electric Sector and the Environment - Forum of the Environment and the Electric Sector", in 2017, which includes a chapter on "Good Practices of the Eletrobras entities with the Indigenous People" (FMASE, 2017).

Itaipu monitors all these results through the Ava Guaraní Guiding Committee, which combines efforts for an integrated action between indigenous and non-indigenous actors (both public and private). It allows following the evolution of practices developed jointly with these partners, guaranteeing and strengthening the sense of belonging and responsibility for the actions and rescuing the ethnic identity and traditions of the Guaraní people, and meeting the specific needs of each village.





2.

REGIONAL WASTE MANAGEMENT



Rubens Fraulini

Objective and description

The objective of this action is to contribute to the improvement of the quality of life of recyclable waste collectors by providing a more sustainable environment, increasing their income, and disposing of waste correctly. The Waste Management Program of Itaipu has been active since 2003 in the Entity's area of influence, which currently comprises 55 municipalities in the state of Paraná and one municipality in the state of Mato Grosso do Sul, Brazil.

The actions to reduce social inequalities and eradicate poverty are related to the organization of associations and cooperatives of collectors to promote human dignity and increase income. These actions allow the municipalities to hire these associations and cooperatives to provide collection services and material sorting for the municipalities. In addition, ongoing training, investment in infrastructure, and environmental education are conducted through agreements signed with the municipalities. These efforts have allowed the proper disposal of recyclable waste and an increase in the volume of materials sold by these groups, which, in turn, has led to an increase in income per capita.

Related Targets

This action is most directly linked to Target 1.2 of the SDG 1. Itaipu is helping to reduce the proportion of men, women, and children of all ages living in poverty given the fact that the program substantially reduces poverty rates within the communities of waste collectors who work in the area of influence of Itaipu.

Challenges

The main challenges include:

- Getting the waste collectors off the streets and organizing them into associations and cooperatives with a focus on improving their quality of life and increasing their income.
- Fundraising for investments in infrastructure, continuing education on work related issues, and environmental education for the organization of Municipal Selective Waste Collection, as well as determining the proper destination of the collected materials.
- Persuading public authority to aid this socially vulnerable population.

Lessons learned

The actions involving the organization of selective waste collection with the participation of associations and cooperatives of waste collectors need to focus on the partnership with public authorities. Involving the active participation of municipalities so that they may monitor and support actions for the sustainability of the process is crucial. Additionally, the professional training of the waste collectors need be prioritized since these actions enable the development of skills with a focus on increasing income and professionalization of the population.

These results are monitored mainly through the use of a tool called Reciclômetro ("Recycle-o-meter"), which is a platform that shows how much garbage was recycled in each municipality, how many families benefited from it, and the quantity of garbage that was collected and recycled. The data of the Reciclômetro is organized by class of recyclable materials collected and sold, and the income is made considering the material and the municipality.

Results

The main results in 2019 include:

- Training of 40 associations and five cooperatives of waste collectors.
- Increasing the waste collector's income by an average of 30%, and, in some cases, of up to 50 %.
- Hiring 14 associations and cooperatives of waste collectors by municipalities with payments per processed ton, and other benefits.



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3.

**NEED-BASED FAMILY
HOUSING INITIATIVE**



Alexandre Marchetti

Objective and description

The purpose of this action is to build 20 town dwellings in each of the 18 selected municipalities. The selection was made via rankings by the State Department of Family and Social Development of Paraná (SEDS) in Brazil, based on the family vulnerability index and the housing deficit of the municipalities. It is being implemented through the formalization of agreements between Itaipu and the selected municipalities, within the provisions of Itaipu General Procurement Standard.

In addition to the land donated for the purpose of building housing facilities and the conduction of the bidding process for executing the work, the municipality selects the beneficiaries who will receive the housing by means of donation or grant.

The beneficiaries correspond to the responsible members of each family unit in vulnerable situation and/or confronting a social risk. The criteria and norms for the selection of the beneficiaries is defined by the municipality, respecting principles related to important issues such as legality, morality, probity, reasonableness, proportionality, and administrative efficiency.

This action has been carried out in the influence area of Itaipu since 2018, and it should be finalized in 2020.

Related Targets

The target most directly linked with this action is Target 1.4, which aims to provide access to basic services and ownership of forms of property, in particular for the poor and vulnerable. Itaipu has established that the housing should be close to public services such as day-care centers and health centers, guaranteeing the residents' access to basic services. At the moment that Itaipu defines the target population of the housing, their right to the property is guaranteed.

Another target directly linked with this action is Target 1.5, which calls to build resilience of the poor and vulnerable to climate conditions. The housing units to be donated or granted are built of material of adequate resistance to the climatic events of the region, conditions that some of the beneficiaries' current dwellings do not have, leaving them vulnerable to the climate or extreme weather events.

Challenges

The biggest challenge with the implementation of this action is the different timing between the municipalities and bureaucratic systems that may delay the execution of the agreements. Another challenging issue is the complexity in the selection process of the beneficiaries.

Lessons learned

This valuable activity that supports poverty reduction requires the active participation of all partners involved so that delays in the implementation phase can be avoided.

Results

The main result of this action was the formalization of 18 agreements with selected municipalities, totaling 360 houses to be implemented up to 2020.







4.

**“BARRIO SAN FRANCISCO”
HOUSING PROJECT**



Itaipu Binacional

Objective and description

The objective of this action is to build a sustainable urban development model with a comprehensive approach for families residing in flooded zones in Asunción, Paraguay. The project, in its residential aspect, consists of 112 single-family homes and 888 apartments in 78 three-story buildings. Each apartment block has courtyards equipped with recreational elements for the families.

In the process of building the apartments, innovative techniques were used in urban design and construction (i.e. monoblocks of cellular concrete) that have made housing development possible in record time in Paraguay, and which is seen as a replicable model for the future. This project started in 2015, and the effective delivery of the homes began in 2017.

In addition to the construction of integral housing solutions, the project also includes a civic center, multipurpose spaces, public child-care, a general school, a technical school, a police post, a health post, parish services, commercial and public spaces, a zone market, urban equipment, an industrial zone, financial institutions with microcredit offerings for resident

families, and other community services. About 42% of the total project area is dedicated to public spaces and green areas, while the other 58% is built up on a 23-hectare site.

The neighborhood also has all the basic infrastructure services. This includes a potable water system, a sewage treatment plant, a sanitation sewer, storm drains, underground electrical installations with LED lighting, and free internet access (WIFI) in public spaces.

The plan takes into consideration the importance of mixed land use in the development of the projects, so the new neighborhood will have 48 commercial spaces where products and services will be provided, in order to enhance the economic development of the place via the generation of sources of employment, and a space for a textile industry that will give formal employment to the residents of the neighborhood.

Finally, considering the environmental aspect, more than 1,200 native tree species of high environmental value were planted, and more than 5,000 were also planted in the buffer zone with the Botanical Gardens,

which turns the “San Francisco” project into the first sustainable neighborhood in the country and into a new urban model.

Related Targets

This action is most directly linked to Target 1.4 of SDG 1. This is due to the beneficiaries being people in conditions of poverty, informal residents of floodplain territories along the Paraguay River. These beneficiaries are not only receiving decent housing via the integral approach of the project, but also are being given access to basic services, property, technology, and social support for a change of lifestyle.

It is also linked to Target 1.5; when the beneficiaries move to a housing complex with all the aforementioned services and social support, they leave their old homes, where they lived in precarious conditions, vulnerable to climatic cycles, thereby increasing their resilience.

Challenges

The main challenge for this project was to convince families to leave their old homes – since most had very strong roots in the area – and also leave behind the informal lifestyle they lived. Moving involved a very important cultural change, formalization, access for the first time to basic community services, and the responsibilities that come with living in an organized community, especially for the families that had to move to apartments. The cultural change required a very close relationship and social accompaniment was carried out with Habitat for Humanity, a not-for-profit organization, before and after the move.

Lessons learned

It is recognized that the mere delivery of the housing to populations in situations of poverty and vulnerability is not the total or final solution. Housing projects must be approached with a comprehensive and human approach, which allows beneficiaries to appropriate the project and understand that the change in their social and economic situation depends mainly on their own will.

Results

The results of this initiative included:

- 1,000 families residing in flood zones in Asunción have been given access to decent housing.
- Access to basic services is provided (clean drinking water, electricity, sewage, waste collection, health services, security, financial and technological support, and public recreation spaces).
- Access to initial, primary, and secondary education is provided
- A community organization was created through the development of neighborhood commissions for the self-management of the neighborhood.
- Enterprises with locales established in the neighborhood were promoted, including access to credit, and employment sources were created through the establishment of a textile factory and a waste separation plant.





5.

**SOCIAL INCLUSION AND
ASSISTANCE FOR FAMILIES
WITH DISABILITIES**



Nilton Rolin

Objective and description

The main project objective is to achieve social inclusion of people with disabilities in Paraguay, by providing them with technical aid devices such as wheelchairs, crutches, walkers, canes, and prostheses. Another objective is to train, guide, and advise people with physical disabilities regarding their physical conditions and the associated risks. Also important is the sensitizing of society to these issues regarding the social inclusion of people with physical disabilities. A very important objective is to provide prostheses to people with lower limb (below the knee) amputations.

In order to implement this action, which started in 2015, the Solidarity Foundation and Itaipu Binacional have developed agreements that seek to improve coverage and access to materials and services for people with disabilities who are in a state of vulnerability. The Solidarity Foundation is an organization focused on improving the quality of life of people with disabilities.

This project covers 10 departments and 20 districts from these departments. The actions of this project have been carried out with the Foundation since 2015.

Related Targets

The project is linked most directly to Target 1.3 of the Sustainable Development Goal of poverty. The project seeks, through technical aids, to promote the strengthening of the social protection factors of persons with disabilities belonging to vulnerable sectors. These measures contribute to their ability to generate and increase their own income.

Challenges

One major challenge for this project was the cultural challenges that the project needs to face. There are communities where public exposure of people with certain types of disabilities is still taboo.

Lessons learned

The lessons learned with this project have been, among others, the need for prior coordinated visits with different local agents for the adequate delivery of technical aids. Another issue is the need to have certified and up-to-date professionals in the topics related to project tasks.

Results

The program included an investment of close to US\$250,000 in 2018. With regards to the results of recent years, 1,900 people were assisted with technical aids and 4,500 beneficiaries were guided in the use of technical aids. Results from the 2015-2018 period are summarized below.

SCOPE	Year 2015/ 2016	Year 2017	Year 2018	Total
Assisted departments and locations in the interior of the country	14	10	10	34
Beneficiaries assisted directly with technical aids	812	629	502	1,943
Wheelchairs delivered	622	503	387	1,512
Other technical aids (walkers, crutches, canes, gel cushions, etc.)	190	116	105	411
Beneficiaries of lower-limb prostheses	0	10	10	20
Beneficiaries trained in wheelchair management techniques	1,916	1,620	1,004	4,540
Direct technical assistance beneficiaries, companions and family members	1,624	1,258	1,004	3,886
Scholarships for students of careers related to rehabilitation and nursing	292	362	0	654

The following results have already been achieved in 2019:

This project covers 10 departments and 20 districts from these departments. The actions of this project have been carried out with the Foundation since 2015.

- 10 locations were visited technical evaluation and guidance teams with expertise on people with disabilities.
- 400 people with disabilities were equipped with technical aids, such as wheelchairs, crutches, walkers, and/or canes.
- 30 people with disabilities were equipped with custom-made prostheses for lower limbs below the knee.
- 430 people with disabilities were trained and oriented regarding their disability, their rights, and the opportunities available to them at the local level.
- 1,200 people from society (beneficiaries, family members and companions) were sensitized regarding social inclusion of people with physical disabilities.

In order to monitor the results of this project, Itaipu, together with the Solidarity Foundation, monitors the development of the project through the clauses and instruments established in the agreement and the work plan.



Nilton Rolin



6.

**PROGRAM FOR THE
PROTECTION OF
CHILDREN AND
ADOLESCENTS (PPCA)**



Alexandre Marchetti

Objective and Description

The Program for the Protection of Children and Adolescents (PPCA) was developed by Itaipu in 2003 with the objectives of mobilizing social actors for the creation and implementation of public policies that protect, promote and defend the rights of children and teenagers, and strengthening the fight against child labor, sexual exploitation and other forms of violence. The goal of this program is to thus foster a greater resilience among children and adolescents with these public policies. This activity is now part of the Sustainability Education overall program of Itaipu and supports the goals of the organization related to the social dimension of sustainable development.

The program is located in the tri-national region where Brazil, Argentina and Paraguay converge, mainly in the municipalities of Foz do Iguaçu, Puerto Iguazu and Ciudad del Este, with about 700,000 inhabitants. It is responsible for the secretariat of Rede Proteger (Protection Network), the main partner in the tri-national initiative to protect the rights of children and teenagers. It includes about 40 institutions that together

develop campaigns, research, projects and restructure care plans to serve the target public. Its initiatives address issues regarding combating inequalities, improving environmental education and community engagement, ensuring multiple uses of the Reservoir, and encouraging the social inclusion of children and teenagers.

The work of PPCA in this border region (on such issues as networking to avoid duplicating work, achieving results, and promoting social dialogue for the protection and promotion of the rights of children and teenagers) is what has led Rede Proteger to be recognized as a benchmark in other border regions. In 2018, PPCA joined the Foz do Iguaçu Program to Combat School Abandonment.

Itaipu created three corporate actions in its strategic planning for the PPCA:

- Professional training of underprivileged families in Foz do Iguaçu and Ciudad del Este to

contribute to the eradication of child labor and the sexual exploitation of children and teenagers through the insertion of family members and teenagers into the labor market.

- Support for programs that care for children and teenagers in situations of social risk with the objective of transferring resources to the partner entities to carry out their projects of social and sports care in extracurricular school activities, and thus guaranteeing the full development of children and teenagers.
- Support for the Rede Proteger "Comprehensive Child and Adolescent Protection Network" in Foz do Iguaçu and the tri-national region, that aims to strengthen the collective work with the institutions of the Child and Adolescent Rights Guarantee System.

In order to monitor the program's progress, Itaipu uses the results achieved in its social projects. On a monthly basis, the social entities and partners of the PPCA report on the financial contributions made by Itaipu along with the corresponding results.

To reach these goals, the PPCA participates in partnerships to manage the five following projects:

1. Young Athletes

A partnership with the Athletics Institute of Foz do Iguaçu. It serves approximately 90 athletes annually, including disabled athletes, who train in 27 types of athletics, such as running, throwing and jumping. The athletes participate in important competitions of Brazilian athletics, with records and medals in various modalities.

2. Lake Boys (Meninos do Lago)

A canoeing project that embraces the values, attitudes and behaviors of solidarity, ethics, and respect for the environment. It is a partnership with the Meninos do Lago Institute. The activities take place in the Itaipu Whitewater Channel, a 430-meter stretch of water along the Piracema Fish Migration Channel. Since

2009, more than 1,000 children and teenagers have been part in this project.

3. Sailing is a Must (Velejar é Preciso)

A partnership with Itaipu Lake Yacht Club that annually serves around 120 students from public schools, with the aim of encouraging sailing and respecting local biodiversity.

4. Basketball without Borders

A partnership with the Basketball Association of Foz do Iguaçu to accommodate up to 200 athletes annually.

5. Youth Trails

The PPCA offers training and professional insertion in the tourism sector for 120 young people between 16 and 24 years of age, annually. These actions are undertaken by the International Polo Iguaçu Institute, which is a partner of PPCA.

Related Targets

The target most directly related to this project is Target 1.3. By being a significant part of the tri-national initiative to protect the rights of children and teenagers who are socially vulnerable, the PPCA helps to implement an appropriate protection program to support SDG 1, in particular regarding its work with the *Rede Proteger* network. The project is also related to Target 1.5, as these children and adolescents have reduced risk and exposure to potentially dangerous and unhealthy social situations by participating in the youth and professional training initiatives of the PPCA. The experience builds considerable resilience in these children and adolescents, allowing them to be more self-sufficient and independent.

Itaipu's Sustainable Procurement Policy and Program also advances Target 8.4, because it seeks to enhance

global resource efficiency in consumption and production. It strives to decouple economic growth from environmental degradation, in accordance with the United Nations 10-Year Framework of Programs on Sustainable Consumption and Production. Itaipu's procurement policy is no longer guided only by product availability and low prices, but also by sustainability and complete life cycle assessments.

By eliminating products that may have been produced by forced labor, child labor, or other questionable conditions, Itaipu's Sustainable Procurement Policy and Program contributes to achieve Target 8.5 (achieve full and production employment and decent work for women and men, including for young people and persons with disabilities, and equal pay for work of equal value), Target 8.7 (to eradicate forced labor, end modern slavery and human trafficking, and ensure the prohibition and elimination of the worst forms of child labor), and Target 8.8 (Protect labor rights and promote safe and secure working environments for all workers).

Challenges

One of the biggest challenges to the PPCA is to remain in close coordination with the relevant members in a border region, where sometimes political and electoral changes can result in the subsequent changes of representatives in the Protection Network. This can impair collective dialogue and the implementation of policies to guarantee public rights as agendas shift depending on the current governmental agenda.

Another challenge is to maintain the work and autonomy of the partnering social entities, especially in relation to the personnel and financial resources for other activities. It is worth noting that the cultural aspects and different laws of three distinct countries all require the presence of specialists, especially in legal matters, to reconcile conflicts and carry out actions in Portuguese, Spanish, Guarani, and English.

Lessons Learned

To implement a program with such international scope in an open border region, Itaipu must respect the political systems and diversities from each partnering country. Itaipu, therefore, must seek representatives from all segments of society, in particular from international organizations such as the International Labor Organization (ILO) and the United Nations Children's Fund (UNICEF), for a more global dialogue, with goals guaranteed by international conventions to which countries would be signatories.

Results

PPCA has been very successful in helping children, teenagers and the communities where they live since its inception, in 2003. Its five athletic projects and, more recently, the partnership with the Foz do Iguaçu Program to Combat School Abandonment in 2018, have helped to reduce school dropout rates, increase school performance, empower the children and adolescents and emerge new high-performance sports talents representing their countries in various national and international competitions.





7.

WORK INITIATION AND INCENTIVE PROGRAM (PIIT)



Rubens Fraulini

Objective and Description

Since 1988, the Work Initiation and Incentive Program (PIIT) has been promoting personal and professional development of adolescents from Foz do Iguaçu and Curitiba, creating conditions for the adolescent to develop the values of responsibility, attendance, organization, honesty, and others that – from childhood and even more so in adolescence – contribute to the formation of a model human citizen. The purpose of this initiative is to promote the right to professionalization of adolescents who are members of families from Foz do Iguaçu and Curitiba, in Brazil, in situations of vulnerability or social risk, so that they may become self-sufficient and increase the net income level of each household.

In order to implement this action, PIIT was founded in accordance with Brazilian law related to the admission of young workers in companies that include more than five employees. The program monitored the legislative and conceptual changes regarding the relationship between children and adolescents with issues related to education, work, family, and society in general.

PIIT offers two types of participation:

1. Apprenticeship – Professional Learning Program
2. Beginner – Professional Technical Training Program.

Students between the ages of 15 and 17 who are attending elementary or high school and come from low income families participate in the program. The length of attendance in the program is up to two years, and the adolescent receives a monthly allowance in the amount of a current minimum wage, life insurance, transportation voucher, food stamps and medical and dental assistance. In 2017, the program offered more than 329 young people their first job, as well as courses, workshops and lectures in the areas of education, culture and leisure. More than 6,000 adolescents have participated in the program.

At Itaipu, the adolescent works on average four hours a day, for up to 24 months. In addition to the Learning Course, a series of workshops are offered to adolescents following learning cycles. The workshops total

approximately 166 hours distributed over 18 months of work and are seen as complementary actions to the daily life of adolescents. Some examples of these workshops are sexual education, environmental education, socio-emotional skills, interpersonal communication, drugs and current consumer contexts, and professional orientation.

Related Targets

The primary target directly related to this project is Target 1.1 of the SDG 1. Youths from vulnerable low-income families may participate in this program, and the amount of financial assistance and resources they receive ensure that any extreme poverty they may be living in could be improved. The professional development training they receive also ensures that, once the project is completed, the members may find employment to sustain a better life. In addition, this project is related to Target 1.4 by ensuring that the members of the project, who in this case are indeed poor and vulnerable, have equal access to economic resources and basic services such as life insurance, transportation vouchers, medical and dental assistance, and food stamps.

Challenges

It is important for the PIIT program to be able to operate in local communities in order to promote the municipal network of social protection of children and adolescents. Networking is fundamental so that the program can, from this insertion into the working environment, guarantee an integral development of the adolescent and consolidate in the adolescent a right to a dignified life. Therefore, it can be challenging to find a suitable workplace environment or local community in which the PIIT program could operate in an effective manner.

The program could not be carried out without strategic support of the supervisors, who have the role of

encouraging, motivating, and supporting the adolescents in order to develop their maturity and responsibility, self-trust, continuation with their studies, and the competence to set targets for the future along with the ability to realize them. As a result, having a quality supervisor who can actively participate in this initiative can sometimes be a challenge as well. Supervisors are supported by a multidisciplinary team with professionals specialized in psychology, social assistance, and the relevant pedagogy. The multidisciplinary team must also act as a mediator and facilitator of the municipal protection network and be a partner of other supervisors.

Lessons learned

As this is a program of initiation and incentive to work where most of the workload is focused on work activities, it is fundamental and strategic to continue developing and implementing activities that promote the development of professional competencies in an integrated manner. The program needs to consider the adolescents' interest in learning, their level of education and knowledge, the work environment in which they are placed, and the role of the person supervising them.

The Work Initiation and Incentive Program (PIIT) is directly connected to the Brazilian Child and Adolescent Rights Guarantees System and thus it must support the implementation of public policies aimed at adolescents, focusing on the promotion of the right to professionalization. To this end, it is part of the Child and Adolescent Protection Network with the support of its partners. Through this network and its partners, in addition to the watchful eye of the supervisor, monitoring can take place and a space for dialogue can occur for the development and improvement of activities.

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Rubens Fraulini



Alexandre Marchetti

The sustainable development strategy of Itaipu and its comprehensive program of activities related to reducing poverty through its support for the sustainability of indigenous communities, its regional waste management program, its multiple need-based housing initiatives, its aid of families with disabilities, and its youth programs represent an excellent example of the implementation in the field of SDG1 and the UN 2030 Agenda for Sustainable Development.

The strong connection between ending poverty and sustainability is evident for Itaipu, and its current activities and policies directly related to reducing poverty in Paraguay and Brazil are key to supporting global efforts on ending poverty in a sustainable manner. Aware of the positive impacts a self-sufficient, resilient and poverty-free community can have, Itaipu has for many years been implementing a comprehensive and extensive program for the well-being of the local community, for the families in

the area of influence, including both adult and youth members, as well as the indigenous populations. These initiatives have resulted in a net increase in wealth in family households, as family members have been able to obtain training or find employment opportunities that they would not have obtained without the help of Itaipu's support network.

INFOGRAPHIC SDG1 POVERTY

INDIGENOUS COMMUNITIES



Almost
300 programs
implemented in Paraguay
benefitting indigenous
communities

Increased income from
handicraft activities by
indigenous communities



Increased certification as
organics producers of
indigenous people



PEOPLE WITH DISABILITIES



1,900 people

were assisted with technical aids



4,500

beneficiaries
trained in wheelchair
management techniques



More than

1,500

wheelchairs
delivered

SPECIAL GROUPS



WASTE MANAGEMENT PROGRAM



More than
1,200
trained in solid
waste management

Center for **technical
training on solid waste
management** created
in Santa Terezinha de Itaipu



Increasing the waste collector's
income by an average
of **30%**, and, in some
cases, of **up to 50 %**.



PROGRAM FOR PROTECTION OF CHILDREN AND ADOLESCENTS, IN FIRST HALF OF 2019

Basketball
without Borders:
Over



300
participants



Atelier
Citizenship:
400
participants



Lake Boys Project
600 participants
(total expected in 2019)

SUSTAINABLE PROGRAMS



Friendly Kimono:
278 participants

Chess for Everyone:
over **300 participants**



PROGRAM FOR INITIATION AND INCENTIVE TO WORK



Some program alumni are students
or teachers at the Itaipu Technological
Park

More than **6,000**
participants since 2008



Itaipu awarded the title
"Child-Friendly
Company"
by Abrinq Foundation

HOUSING ASSISTANCE



1,000 families

have been given access to decent housing
in Barrio San Francisco, Paraguay

Our actions in the SDGs

Our approach - Integrated actions in the territory

Itaipu's activities related to Poverty (SDG 1) can be interlinked with many of the other SDGs. There is a clear link to SDG 2 (ending hunger and achieving food security) as higher income rates result in lower rates of hunger. They also connect to SDG 3 (good health and well-being) as lower poverty rates lead to improved health and well-being. There's also a strong link to SDG 8 (decent work and economic growth) which is the result of improved income levels and high rates of better-paying employment. The housing projects provide a direct link to SDG 9 (sustainable infrastructure) and 13 (Climate Action) as they strengthen resilience and adaptative capacity to climate-related hazards and natural disasters, and the social inclusion and assistance for families with disabilities are strongly connected to SDG 10 (support network reducing inequalities), SDG11 (sustainable cities) and SDG 16 (peace, justice, and strong institutions).

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NO
POVERTY

