



uma empresa **endesa** brasil



Ampla social and environmental
responsibility magazine

**The Consciência EcoAmpla
Program (EcoAmpla Awareness
Program) promotes exchange of
recyclable wastes for energy bill
discounts – pages 8 and 9**



**consciência
eco ampla**

**Preserve a natureza
Recicle seu lixo e ganhe
bônus na conta de luz.**



Bolsa Família

An exclusive interview with, Tiago Falcão,
National Secretary of the Bolsa Família Program
talks about the benefits of the Electric Energy
Social Charge policy – pages 4, 5 and 6

“Very important information on the environment – I’d really like to receive other news by e-mail.” (via blog)

Adam Sousa

“Dear Sirs, I received the 8th edition of your magazine at the Concessionaires Meeting organized by the Justine Tribune. I read it and re-read it - excellent material covering the issues treated. How can I receive future editions on a regular basis? Thanks for your attention.” (via e-mail)

Paulo Roberto Carvalho Targa

“I’m a teacher at a state-owned public school in Itaperuna, in Rio de Janeiro. I would like to know how I can bring more educational and cultural projects to my city and to my school.” (via blog)

Beth Vitória Rezende

To all our readers - write us please! Send your messages and comments by e-mail to: consciencia@ampla.com, or register your messages in our official blog. Your comments should be short to fit the message space available.

Would you like to receive some tips on rational energy consumption, safety, your rights and obligations? Easy! Follow what’s happening at: Consciência Ampla at: www.twitter.com/conscienciaampla.

Or, IF you prefer, send us a letter addressed to: Ampla Social Projects Team, Rua Nilo Peçanha 546, São Gonçalo, RJ, Brazil, CEP 24445-360.

Program – a huge success

Ampla Energy Efficiency Awareness Program

In July, Ampla delivered the 30 thousand Energy Efficient Seal refrigerator. The happy consumer is Andrea da Silva, (São Gonçalo, RJ). See more record numbers of this pioneer electric energy efficiency program launched in 2005:

Ampla Investments totaling: **R\$ 25 million**

CO₂ removed from the environment: **150 million kg**

Families benefited from the refrigerator exchange program: **30 thousand**

EcoAmpla Awareness Program

Another successful and popular program sponsored by Ampla – EcoAmpla was designed to focus on preserving nature and guaranteeing the well-being of generations to come by popularizing the recycling habit among the population. Check out these numbers:

Amount of waste collected since 2008: **1,449 tons**

Value of bonuses (credit) passed on to consumer energy bills: **R\$ 240,339.00**

Registered consumer-clients participating in the Program: **49,994**

Cities with Program waste collection locations: Niterói, Cabo Frio, São Gonçalo,

Magé, Rio das Ostras, Araruama, São Pedro D’Aldeia, Petrópolis and Teresópolis Give-aways distributed in 2011: **332** ecobags, **1,110** energy efficient light bulbs exchanged for older incandescent models, **40** refrigerators (by the end of the year)

Collection stations: **14** (13 fixed and 1 mobile)

Amount of waste collected at the Pakera Waste Collection Station since February: **16,767 tons**

Value of bonuses passed on the consumer energy bills: - (at the Pakera Station): **R\$ 9.528,56**

Read more about the EcoAmpla program on pages 8 and 9.

important dates

Consciência Ampla (Ampla Awareness) on Wheels

Do you want to learn more about rational energy consumption? Please make note of the dates below. The mobile information unit of the *Ampla Awareness on Wheels* program will be visiting the cities shown below.

Many *Consciência Ampla* projects will continue circulating around cities in the state throughout 2011 bringing educational and cultural information and events to promote rational energy consumption in Rio de Janeiro. Follow-up on everything that’s happening at our blog or the *Consciência Ampla* twitter network address.

August	8 th	in Cardoso Moreira
	15 th	in Itaperuna
	22 th	in Pádua
	29 th	in Cantagalo
September	5 th a 9 th	in Búzios
	12 th a 16 th	in Casimiro de Abreu
	19 th a 23 th	in São Gonçalo
	26 th a 30 th	in Cambuci

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● editorial

Lessons in Citizenship

A country can only be considered developed when the population enjoys the preservation and exercise of basic human rights: food, housing, health, safety and education. Even though Brazil presents some problems in this sense, clearly many important advances have been made to guarantee citizens a better life especially when concerning the adoption of social programs and policies such as the Bolsa Família Program (Family Aid program). In this edition, Tiago Falcão, the National Secretary for the Family Aid program talks about the achievements made to date thanks to the implementation of this policy. In a nutshell, the results are very positive - something to take pride in and in fact, this program is not limited to organized government actions.

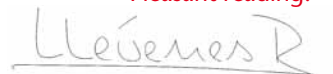
A growing group of socially responsible private enterprises are actively participating in this movement to help improve the quality of life of thousands of Brazilians. To illustrate, Ampla, is building its own social responsibility platform based on rational energy consumption concepts, culture and practices as another way to improve the lives of energy consumers – the program in known is Brazil as the *Consciência Ampla Program* (Ampla Awareness Program) which includes educational campaigns, professional courses and daily consumer-oriented practices. The idea is to form a generation engaged in a new energy awareness culture by exercising their

rights as citizens. One of the projects worthy of mention is the *Consciência Ampla Cidadania* (Ampla Citizenship Awareness Program), that helps the low-income populations to recover important documents (marriage and birth certificates, work books, identity cards etc.) and sign up to participate in social benefits programs offered by the government. Dona Márcia Santana Passos is an example of how everyone can be benefited by this program once given an opportunity.

Our cover story also focuses on the EcoAmpla Project, another, arm of the *Consciência Ampla Program* that organized the exchange of selective wastes for discounts on consumer energy bills. This project has already benefited more than 50 thousand Ampla client consumers.

To learn more about these programs and how you can benefit from them, please read on – the following pages are full of ideas and information worthy of thought. You will quickly realize why we believe there are many good reasons for investing in a better future.

Pleasant reading!



Marcelo Llêvenes

On behalf of Ampla and Endesa Brasil



Have you seen our on-line version of this magazine?
Go to: www.job360.com.br/conscienciaampla9 and access another fine and informative magazine produced especially for you.

Credits

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Tiago Falcão Bolsa Família Program - a commitment to social inclusion in Brazil

Tiago Falcão, National Secretary of Income and Citizenship at the Ministry of Social Development and Hunger Combat has been active since 1997, working with public policies and government management projects. An economist, he has been active in many of the Secretariats on the Presidency of the Republic working with Human Rights, the Presidential Chief of Staff, and with the Ministries of Planning, Welfare and Labor. Presently, he is in command of the government's Family Aid Program which receives funding from the Ministry of Social Development and Hunger Combat. Tiago Falcão is permanently searching for ways to expand the reach of this strategically important social program. This is what he said to our reporting staff:

'Children from families in the Program show 36% less classroom evasion than other families in similar economic situations and high school evasion is 50% less than in other families'

What motivated the creation of the Family Aid Program?

Tiago Falcão – What motivated the creation of the Family Aid Program, back in 2003, was the possibility of alleviating poverty by directly transferring income and at the same time, break apart the vicious circle of passing on poverty from parents to their children by establishing participation conditioning factors, in other words, the participating families are obliged to commit to certain conditions in order to receive benefits – one that reinforce the right to access by the poorest families to social rights in the areas of health and education. The second advantage was the possibility of creating a program designed to rationalize the transfer of income that previously, on a federal level, had been done through various programs and now are made in only one effort – the Family Aid Program.

What is so special about the Family Aid Program that makes it different from initiatives taken to combat poverty?

T. F. – Yes, well one of the requirements for participation is that families must keep their kids in school. Children from families in the Program show 36% less classroom evasion than other families in similar economic situations and high school evasion is 50% less than in other families, according to statistics from the National Institute of Educational Studies and Research (Inep). The number of children suffering from malnutrition has also fallen among Program families, from 12.5 to 4.8 percent between 2003 and 2008. To a large degree, this is a result of support the families are receiving from specialists in the Education, Health and Social Assistance areas, all part of the Program – families must be open to this counseling to qualify for Program participation. The good results we've seen means these children will have better futures, better than their parents had.

Other Program benefits include the central figure of importance that each family enjoys – the family is the basic working unit of the Aid Program and women are being empowered since they, in many cases, are the family

leaders and title holders to Program benefits. Regarding the funds distributed – each family decides what it needs the most so spending the resources is decided freely by each family.

The program has been criticized as being assistential and a political vote gathering tool. Can you comment on these remarks?

T. F. – These types of remarks were more common when the Program was first implemented but today, they are harder to hear because of the excellent results the Program has produced. On the contrary, we see a large number of reports and articles praising the good work the Program has generated, this includes the news media and academic surveys and studies that affirm the reduction of poverty among the less privileged classes thanks to the Program over the last 7 years. Present day criticisms are more pointed and no longer question the validity of the Program since it has been very well received by society at large and the very professional management of program actions gives it a solid institutional character that transcends any political vote mongering. The strength of the Program goes beyond the simple transfer of income – it is linked to creating a new culture focused on citizenship responsibility including education and health. This is benefiting all participants – this is not a device to influence voting, but rather, it is a way of guaranteeing a better future for thousands of young people in Brazil.

How many families are benefited by the Family AID Program?

T. F. – At this time, some 13 million families are registered in the Program around Brazil, close to one fourth of the country's population.

Can you comment on the Program's next goals?

T. F. – Yes. Improving the Program's management procedures is a priority and improving interaction among the Education, Health and Social Assistance sectors. We also want to tighten relations between the municipalities and

the state and federal government since a good working relationship is critical to the success of the Program. We are also focused on the federal government's *Brazil without Misery Strategic Plan* which should include the Family Aid program by 2014 and give us access to an additional 800 thousand families in Brazil who are living in extreme poverty. Our aim is to expand from 3 to 5 the number of Variable Benefits (for children from 6 to 15 years of age) that may be conceded to each family in the program.

Does the Program have plans to increase the number of benefited families and what are the main obstacles in qualifying for these benefits?

T. F. – Yes, we are working hard to incorporate the 800 thousand families I just mentioned. They have the social profile to qualify for the benefits the Program offers but they are not yet included. As I said, we have 13 million families registered but these 800 thousand are harder to locate and sign up. The main problem is that most of them live in distant and hard to access, almost isolated regions; because of the lack of jobs these people are frequently on the move looking for work and as such, they become virtually invisible since many do not have documents like work books or birth certificates. To find these families, we need the cooperation of the state and municipal governments as well as private sector partners such as electric energy distributors who may have some kind of information for us.

What are the main changes and adjustments made in the Family Aid Program this year and why?

T. F. – In April, as part of the first step in the *Brasil sem Miséria Plan*, President Dilma announced an average readjustment in Program benefits of 19.4% in the Family Aid Program which was a real increase of 8.7% over inflation since





the last readjustment made in September of 2009. The readjustment was concentrated on the benefits paid out for children from birth to 15 years of age, representing an increase of 45.5%, and 16 and 17 year old teens with an increase of 15.2%. The objective was to offset the greater poverty rates and the extreme poverty that largely affect these age groups. In June, at the time of launching the *Brasil sem Miséria Plan*, additional changes were made. Besides the inclusion of an additional 800 thousand families, we are going to increase, from three to five, the number of children that qualify for Variable Benefits in the Family Aid Program as I mentioned before. This last measure should contribute significantly to reducing extreme infantile poverty levels which is two times superior to the same level observed in adult populations.

With the creation of the Unified Registration Program (URP), how will this contribute to the reduction of poverty in Brazil?

T. F. – The *URP for Federal Government Social Programs Inclusion* was conceived as an instrument to identify and characterize low income families understood to include families with a per capita income of up to one half of one minimum wage salary per month. Today, there are approximately 20 million families – about 70 million people – included in the Unified Registration system, a number that has motivated an important partnership among municipal, state and federal government agencies. As such, the URP has become a road map pointing to the most vulnerable population in the country as well as the real needs, characteristics and potentialities of this social group.

This URP serves as a base to create and implement policies and programs designed to care for this segment and systematically remove these families from the low-end income group, reducing their vulnerability by moving

farther from the poverty line. The URP is also a way of integrating government policies and programs while helping these families to be included in the ample network of socially protected people in the country.

Can you explain how the Electric Energy Social Tariff (for low-income families) works?

T. F. – The Electric Energy Social Tariff helps low-income consumers by offering progressive monthly energy bill discounts ranging from 10% to 65%. The idea is to help these families channel money to other essential purchases by reducing their expenses with energy costs. In order to qualify for this discount program, monthly energy consumption must not exceed 220kWh/month. This program is destined to help families in one of three different situations: those with monthly incomes of up to one half of one minimum wage salary; families with one or more persons receiving the Continuous Welfare Social Assistance Benefit (BPC); the families with a monthly income of up to 3 minimum wage salaries but who maintain sick persons) at home who are using medical or hospital equipment that consume large amounts of electric energy. The program is divided into three procedures; firstly, registration in the program's electronic registration system, secondly: application by the family for the discount and finally, concession of the benefit by the local energy concessionaire.

For families not registered in this program, what should they do to benefit from these discounts on their energy bills?

T. F. – Residents should contact the local municipal centers and request inclusion in the government's Unified Registration Program. The main family member must bring his or her Individual Tax Payer Number (CPF), and Voters Card. For other family members, they will have to present a birth certificate or a marriage certificate, work book or CPF and Voters Card.



Everything is getting better

"I am really feeling very important. I was interviewed to talk about how my life is getting better. This left me with a feeling of pride". These words came from a 38-year old housewife with high self-esteem, Márcia Santana Passos, who was commenting on her participation in the *Consciência Ampla Citizenship* social inclusion program sponsored by the electric energy concessionaire in Rio de Janeiro to help families in the region in socially vulnerable situations. A resident of the Jardim Catarina neighborhood in São Gonçalo, she joined a group of benefited consumers last year.

Márcia was impressed with the social assistance that the program offers to the public. It all starts with a visit at home by a social assistant to investigate the economic reality of local families. Following, various citizenship and social actions are promoted at theme oriented workshops on family planning and the job market. At the same time, participants receive orientation to get free copies of personal documents and information on obtaining social benefits. Other complementary services are offered such as exchanging old energy consuming refrigerators for newer economical models or upgrading electrical wiring in older homes. According to Márcia, one of the main benefits of the *Consciência Ampla Citizenship Program* is how it has made her feel valorized as a citizen and as a woman. She said, "My husband and I and my two children, we live a modest life but with the help we are getting from the Program, we are discovering that we can do more and that our future is getting better. With the help of specialized professionals, I've learned how important it is to feel appreciated and respected to keep moving forward".

Márcia, the housewife, is now starting back to school. She is enrolled in the sixth grade of an elementary school program – a government initiative called EJA (Education for Adolescents and Adults) - at a school not far from her home. Through the *Consciência Ampla Citizenship*

Program, Marcia and her family are being included in other government sponsored programs offered by the Federal Government like the Family Aid Program. "The program counselors are just amazing people. They are showing us that is possible to learn a new trade, go back to school, increase our income and live a better life.

This is all really very precious to us", declared Márcia's 46-year old husband and warehouse assistant, Márcio Ferreira dos Santos, another enthusiast of the, *Ampla Citizenship Program*. He explained that with the help of the Program's social services assistants, he learned to look at his professional resume in a different way and make himself eligible for a better paying job. Very satisfied with his new position, achieved after he joined the Program, he has already had a promotion - he moved up from outside worker to warehouse assistant. He said, "Joining the Program was very important in helping me get a better job and for also showing me how to help my family in other ways and to exercise my rights as a citizen".

At this time, Márcia and her family are participating in a program called *Desenvolver (Develop!)*, another subprogram of the *Consciência Ampla Cidadania Program*. This is a social inclusion project organized in partnership with the *Children's Pastoral Program* and the Casa Amarela, providing other social benefits including accompanying the development of young school-aged children (up to six years of age), job qualification course and family income generation programs.

These families are receiving a helping hand by the *Consciência Ampla Citizenship Program* – this is taking them a long way down the road to a better way of life. To all participating families – congratulations on your success!





Pakera employees support the project



Elizeu Genairo goes to the collection station every week

Good trash

‘Our Project is special because it brings together many public segments to promote recycling and the preservation of the environment.’

Victor Gomes, Head of Innovation and the Ampla Energy Efficiency area, manager of the Project

Chico Buarque launched the phrase: “together, we are strong” and it was with this thought that in 2008, Ampla, together with many communities located in its area of influence and selected partners, implanted the *Consciência EcoAmpla Program* in the municipalities where Ampla operates, based on the Consciência Ampla Program platform. Inspiration came from the pioneer Ecoelce Project developed by the energy concessionaire, Coelce, in Ceará State, an initiative that encouraged the public to exchange selected recyclable wastes for discounts on their electric bills benefitting nearly 50 thousand consumers. Victor Gomes, Head of Innovation and the Ampla Energy Efficiency area, manager of the Project said, “The participation of our partners is essential to the success of the *Consciência EcoAmpla Program*. We would really like everyone to be involved in this network. Recycling is a theme that is well commented in the media today and there are many actions underway in Brazil but our Project is special because it brings together many public segments to promote recycling and the preservation of the environment.

Since 2008, we’ve received more than 1,500 tons of wastes from nearly 50 thousand registered participants (see

complete numbers on Page 2, in the Transparency section). This year the Program has been expanded to include corporate clients. This change was made in the 2010 Innovation Announcement issued by Sesi/Senai and includes a new important partner – a soft drink manufacturer, Pakera, located in the Magé Municipality. Since February 17th, a Waste Exchange Station has been operating in the region as part of the *Consciência EcoAmpla Program*.

According to Cláudio Ferreira Rodrigues, President Director of the Pakera Group, “The initiative has already produced results. The discount on energy bills is an incentive for sure but the main gain is in learning that the environment must be respected and protected”. He takes pride in showing us the R\$ 2.660,00 plant energy bill savings made in only three months participation in the Program. Cláudio said, “I have definitely changed my way of thinking and acting in relation to recycling. Today, I understand that sustainable actions are directly linked to the future of my children and grandchildren”. Besides authorizing the installation of the waste collection station at Pakera, he also built a 1,200 square meter storage warehouse that should be ready in August to receive even more selected wastes.



Alberto Simões: “In one month, I received a R\$ 20.00 discount”.

Pakera clients and employees gathered at the collection station

The new waste collection station seems to be busier than other similar locations. This has made a special negotiation possible with recycling companies. On average, the exchange value for 1 kg of recyclable wastes is R\$0.56, triple the price normally paid. This is good news for the people living in the region like self-employed worker, 46-year old Alberto Simões, who goes to the collection station every day. He declared, "I always wanted to recycle my trash but there just wasn't any place close by to do so. When I learned about the new station, I immediately started to take my wastes there. In the first month, I qualified for a 20 real discount on my energy bill. Sure the saving is important but the cleaning up the environment is much more important to me." Retiree, José Carlos Resende, 58-years old, has made recycling a profitable pastime. He said, "I bring in about 100kg of wastes every month. My energy bill is zero - electricity costs me nothing. Not only am I collecting wastes at home; I also collect them in the streets. Before, when I was out and saw trash, I never used to think about it, now it's different". Driver, Elizeu Genairo, 33-years old has the support of his family. He explained, "Everyone at my house has a new awareness about the dangers and importance of trash". Employees at Pakera are also keen on participating. A plant recycling monitor at Pakera, Marcelo Aguiar commented, "Ever since the collection station opened I take something there at least once a week. This partnership has really proved important. Besides the discounts I am getting on my energy bills, sometimes as much as 20 or 30 percent a month, I can see that our streets are definitely cleaner. The Recycling area at the plant isn't new but now they have four additional employees.

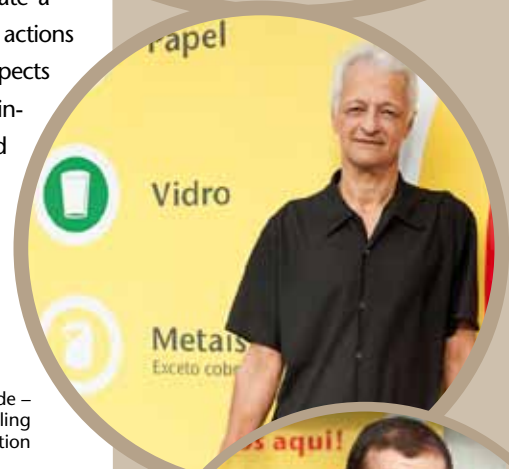
These changes have reached the soft drink plant in a solid way. In the first month of operation, Pakera created an environmental commission that included employee representatives from every area of the company. They meet periodically to discuss sustainability issues and ideas – one of the ideas is to create an official company Envi-

ronmental Sector. Pakera HR assistant, Neilda de Souza explained "When plant management came to us with a proposal to open the waste collection station, we embraced the idea with open arms and started immediately to develop the project and others. At that moment, we saw the need to create a commission to provide support for the actions to be implemented. One of the main aspects was the dissemination of information to increase the awareness of the 2 thousand people at Pakera and show them how they and their families could benefit from this movement since we believed the success of the project relied on their active support and participation.

José Carlos Resende – a profitable recycling occupation

Ecobags in dispute

There is an item available to the population at most collection stations which has become a consumers delight - Eco Ampla ecobags made from discarded canvas banners. This low cost material is usually thrown out after use – sanitary landfills are full of them. More than 1,000 bags have been sold to residents since they were made available back in September of 2010. Sales revenue reverts to the *Women of Santo Aleixo Cooperative*, one of the groups that participated in a qualification program sponsored by the *Consciência Ampla Art Program*; these women actually make the ecobags. To qualify for purchase of an ecobag, residents must bring in 40 kg of recyclable wastes to the collection stations registered in the program.



Cláudio Ferreira Rodrigues: the main achievement is more knowledge

'...sustainable actions are directly linked to the future of my children and grandchildren'

Cláudio Ferreira Rodrigues, Pakera Director President



Informed citizens are proactive citizens

"Citizenship starts with full awareness of our democratic rights and the exercise of those rights to build better values and a strong democracy". This is a general English translation of a statement made by a famous Brazilian sociologist, Herbert de Souza, or "Betinho", the founding father of the national movement: *Citizens Actions in Favor of Life and Against Hunger and Poverty*. In response to this growing concern, and committed to responsible and ethical conduct, Ampla launched its *Consciência Ampla* Citizenship Program to embrace the cause of social inclusion by providing information and services to low-income social groups living on the margins of society and defending their rights to better treatment.

In 2010, some 4 thousand people were benefited by the *Consciência Ampla* Citizenship initiative. Joining the Program depends on technical analyses made by Ampla social services assistants. People considered to be socially vulnerable are indicated by community agents and leaders and by Ampla collaborators. After scheduled visits to these families in their homes, a complete social, economic and commercial study is made of each family unit.

Those approved to join the program are invited to join *Citizenship Workshops* to learn of their rights as citizens and thus acquire a greater sense of independence. Aladia

Guerino, Ampla Social projects specialist stated, "We explain to these families the meaning of citizenship to help open-up their minds and build a sense of belonging to the community. Normally they respond by recognizing their part in society and in this way, they recover a sense of something they lost or never felt before."

Participating families are sent for assistance by health care professionals and to apply for typical documents like ID Cards, Tax Payer Numbers, birth and marriage certificates etc. With the documents in hand, they now qualify to apply for social assistance benefits offered by state and federal organs. They also participate in programs that help them trade in old energy consuming refrigerators for newer economical models and in other cases, substitute older dangerous electric residential wiring for new installations. All counseling is provided through thematic lectures that are organized once a month. Adriana Juviniانو, a resident from the Jardim Catarina neighborhood in São Gonçalo, said, "I just loved coming to these events. I started to search for better perspectives in my life. I was faced with so many problems I didn't have time to worry about my rights. To give you an idea, I registered for the Family Aid Program after participating in one of the workshops. I was entitled to receiving benefits but I never did before the workshop told me how."

Program participants are also encouraged to join subprograms to help create more family income, programs like the *Consciência Ampla* Art Program, offering hand craft classes that encourage the use of recycled materials. Another project called the *Consciência Ampla* Opportunity Program helps people prepare for and qualify for their first formal jobs. The *Consciência Ampla* Citizenship Program also provides informa-



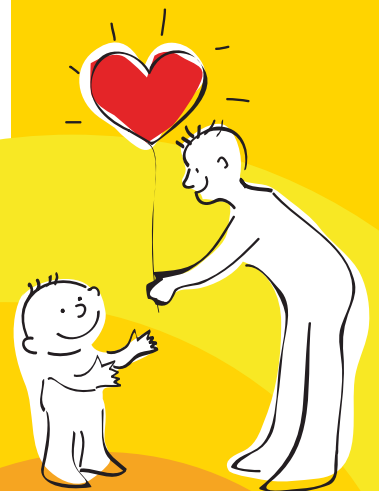
tion on rationalizing energy consumption and shows low-income families how to qualify for enrollment in the government's Electric Energy Social Tariff program, how to negotiate overdue energy bills and offers tips on cutting residential energy costs. In 2011, the Developing Self Esteem program, implanted in 14 municipalities in Rio de Janeiro intensified workshops focused on

helping low-income community members apply for electric energy tariff discounts. This initiative counts on help from municipal Secretaries of Social Action and the Social Assistance Reference Centers (CRAs). More than 43 thousand people have been benefited from this program between January and June of this year. (Read more about this in the Face to Face section).

Developing self-esteem

The self esteem development program offered by Ampla in a partnership with the *Pastoral da Criança* (Children's Pastoral Program), and the NGO, *Casa Amarela* (the Yellow House), works with under-privileged families providing financial support and social inclusion services. Based on monthly donations, as small as R\$ 1.00, made by companies and partner company collaborators through payments made on their electric bills, funds are repassed on to the *Pastoral da Criança* – specializing in caring for children up to six years of age and provide dietary orientation to low-income families. The Casa Amarela also receives funds to provide basic temporary assistance to families and promote programs to encourage greater financial independence for family members. The approved families receive financial assistance during a period of 18 months (maximum), and are channeled to the job market to establish their own wage-earning power and thus open space for other needy families. Part of the waste produced at Ampla is donated to this Program. Recyclable paper, for example, is sent to the *Eco-Ampla Program* that issues

energy bill discounts to participating families. Since 2006, when the Developing Self Esteem Program was created, 48 families and 256 people have been assisted at the *Casa Amarela*. The Pastoral children's aid program has benefited 5,056 youngsters to date. Aladia Guerino, Ampla Social Projects specialist commented, "This is a unique experience. At Ampla, the client is not just an electric bill. We see the population as something more, we see the families. The responses we receive from the benefited communities go well beyond simple numbers." Proof of this is the case of Adriana Juviano, who, after going through the *Consciência Ampla Citizenship Program* is now in her first year of the *Desenvolver Program*. She said, "I used to live with my mother and my daughter. Today, I have my own home and my daughter is in university - I am so proud! I feel that I am important and I am happy to know that now that I am out of the Program, somebody else is in my place receiving the same benefits."



Programa

Desenvolver

Ampla, Pastoral da Criança e Casa Amarela juntas para ajudar famílias carentes



How big is our global awareness?

Ampla's smart grid projects increase power efficiency and bring about social and environmental benefits

In a world facing a shortage of natural resources and the challenge of global warming, what is the socially and ethically correct attitude of an electric energy distributor? Answer: Be consciously intelligent. This is exactly what we at Ampla are adopting as our perception of things in the areas of influence where we are active – we are investing in improved electrical energy meter measurement technology and the creation of an energy smart grid that provides benefits to the company, our clients and consumers, the society and the environment. The project was presented with success to specialists at international congresses on metering that normally take place throughout the year around the world. The Ampla Project highly impressed market specialist at the São Paulo meeting in September of 2010, and in Mexico City in May of this year. The experts at the meeting in Mexico included distribution professionals from Central America and the

United States who applauded the project thanks to the results demonstrated, especially in the social and environmental areas.

“Our greatest differential is the integration of new technologies with social actions developed by our company”, affirmed Gislene Rodrigues, responsible for the Ampla Social Projects area (see photo above). She represented the company at the Mexico congress and went on to say, “The delegates from other companies and the distributors for overseas countries were greatly impressed by the details of our programs”. (See: Commitment to Citizenship, below).

Ampla will present new success stories achieved by the company to energy distributors and metering solutions and smart grid experts at the next Latin America Metering Congress to be held in São Paulo in October of this year.

Commitment to Citizenship

The installation of intelligent energy metering units in communities is preceded by a survey called social cartography during which a team from Ampla identifies the community leaders and the local social and economic conditions of each neighborhood in relation to energy efficient consumption, among other aspects. This information is necessary to prepare the population to understand the importance of and use the new technology. “Planning the new installations in every community is normally conducted in conjunction with our New Technologies area and by the Social Programs area at the company”, explained Gislene Rodrigues.

Upon conclusion of the first stage, community agents are selected among the young people in each neighborhood to act as information multipliers, passing on to neighbors what they've been taught, explaining how everyone can control energy consumption in their homes through the new meter units. Ampla is also expanding the income of these young people since the job of information multiplier is paid work. “We train young people and afterwards they are sent to work at Ampla suppliers”, explained Gislene.

The program also includes lectures and workshops on the rational use of electric energy as well as other natural resources. Gislene explained, “This kind of technology helps families adapt their energy consumption to their budgets since sustainability includes economic considerations”. By making energy consumption sustainable, the company also reduces losses from energy theft. Today, more than, 500 thousand clients, among the 2.5 million consumers served by Ampla are already using the new electronic meter technology.

According to Gislene, the success of the conversion to new intelligent meters at Ampla clearly demonstrates that technology evolutions can and should advance hand in hand with social advances and environmental preservation actions. She concluded by saying, “This is the grand advantage of the Ampla Project. We want our consumers to adopt this point of view. When we avoid wasting energy and other key natural resources, we are helping to make our world sustainable for generations to come”.

Intelligent networks create intelligent cities.

Implanting smart grid systems is the beginning of a sustainable era in the energy sector.

An energy distribution network with automated management and maintenance systems; this is a smart grid, an intelligent network that detects and repairs its own defects without human intervention. This is what a smart grid is and what it does. Field teams of meter readers? Forget it! Invoicing is done by capturing information from the network and automatically issuing your monthly electric bill. Consumers can also make on-line consultations to understand his or her customer profiles, learn at what times they use more electricity to control their consumption. The company uses all this information to forecast needs for expansion and investments – everybody wins. “At this time, there is no such thing as a 100% automated system but technology is getting better every day”, affirmed Cláudio Rivera, Director of the Ampla Market Recovery area.

The first step is to build an intelligent network and install intelligent meters. Ampla is a pioneer in this process, the industry leader in South America. Rivera said, “We already have 500 thousand consumers using intelligent meters and 50% of our billing has been automated”. He went on to say, “Our mother company, Enel, has 30 million clients and all of them are equipped with the new intelligent, electronic meters. In Spain, Endesa, the group controlling Ampla, started its own smart grid project and is going to install some 13 million electronic meters”. Automated energy distribution networks can only serve their purpose if and when consumers use energy rationally and intelligently. “Consumers must learn to use energy in more rational ways”, alerted Felipe Conti, a specialist from the Ampla Social Projects area who is responsible for evaluating client energy consumption indicators.

From Spain to Búzios

Smart grids are an important step in the construction of intelligent cities. In Spain, Endesa designated the City of Málaga, in Andalusia, to initiate their own Smart Cities Project. “This involves not only the implantation of a smart grid, but also the use of renewable energy sources and the formation of a fleet of electric powered vehicles and organization of client based internal energy management systems for buildings, homes and commercial and industrial complexes so clients can actually monitor their own electrical consumption by equipment or appliance”, explained Rivera.

The objective of this 31-million euro pilot project in Málaga is to reduce energy consumption by 20% and eliminate an annual production of 6 thousand tons of CO2 released into the atmosphere thus creating a new standard for sustainability in the energy industry.

In Brazil, Ampla is starting with the coastal city of Búzios which will become the pilot smart city in Brazil. “Búzios was chosen since it is recognized as an international tourist pole with good characteristics for the application of an intelligent energy project and for taking advantage of alternative energy sources”, commented Ampla New Technologies specialist, Weules Correia.




CidadeInteligente




Have, Be and Do

by Agostinho Vieira*

It's common to hear this kind of expression used by young people a lot but we also hear it regularly from older people, friends and family: "I have to do this now so I will have something and be somebody tomorrow. In time, as we get older, we discover that the only thing that really matters is what you are or what you do or did. 'What you "have" is a mere consequence of everything else. Unhappily, over last two centuries, what we have witnessed is enormous pressure on people "to have" - this is transforming the world into an unsustainable place to live from a social, economic and environmental point of view.

I write daily on the Internet and weekly in newspaper columns, on important environmental issues. Contrary to what you might suspect, I am not a conservationist. Neither am I graduated in Economics; even though I work well with numbers. Basically, I am a journalist carrying

**Agostinho Vieira is a journalist who writes the Eco Verde column in the national newspaper, the Globo, and a blog under the same name. He holds post-graduate degrees in Business Management and Environmental Management.*

all the positive and negative weight that this professional is subject to but this gives me a great advantage –the chance to not know everything and at the same time, the possibility of asking a lot of questions. The words "journalist" and "modesty" do not usually appear in the same sentence but it is with these words that I try to translate this very complex world in which we live today.

By the year 2050, the planet's population will reach some fantastic number like 9 billion people. Basically this means we will grow by at least by Chinas added to the people already here. All these men and women, rich and poor, will need to eat, drink and consume other essential resources that are slowly diminishing. Every day I try to show and analyze all the efforts being made to balance out the desire to consume and the limits of our world. We must keep in mind that the biggest threat does not come from the planet but from the people who live on it. What is at stake is the future of our children and grandchildren and the generations to come.

Viewed from this angle, it is easier to explain why I've chosen the path I am following. Very few issues are as important or urgent as the question of sustainability in its broadest sense. It's hard to talk about endangered animals or plants when we face the fact that according to the United Nations, 1 billion people are living in absolute misery, well below any poverty line. I am not a pessimist and I don't take pleasure in just writing about our problems – that would be too easy. History is too full of examples of Mankind's creativity and our ability to overcome challenges. That is where I stand, on the road to the search for solutions – we will find them.



Interactivity is everything


In the presence of so many electronic social networks, we are experiencing new forms of relations. Blogs, Twitter, YouTube, Facebook and other networks have shortened distances and are speeding up the exchange of ideas and more important, intensifying relations between people. Ampla is well aware of this global phenomenon and is plunging deeply into the virtual universe.

The company started using the Internet as one of its resources to expand its relations networks and is helping to implant social programs in local communities. With more than 90 thousand visits since its launching, back in 2009, the Consciência Ampla blog has undergone upgrades and is even better than before. On the air since the second half of July: www.ampla.com/blogconscienciaampla, the page includes news of interest focused on rational energy use and the company's social projects and programs. Ampla invested in a new format (web 2.0) and has made some visual changes to make the pages more attractive

to visitors. Now, the daily blog has a site format. Barbara Dias, a sociologist contracted by the Ampla Social Projects area is responsible for preparing new releases for the blog told us that the changes were designed by the Marketing area. She said, "The time has come to build a new space, something more dynamic and interactive that links to channels like YouTube, Twitter, Facebook and Flickr, besides the blog. She added that the page is on the list of the 2011 edition of Top Blog Brazil Awards that acknowledges the best and most popular blogs in the country.

Unlike the older version of the blog, the new page has a colorful layout with photos in highlight and detailing of projects and easy-access links for visitors – a short-cut has been added to access digital editions of the Consciência Ampla Magazine and tweets at: @conscienciaampla (Twitter).



 Read more about the new blog now running for the 2001 Top Blog Brazil Award: www.job360.com.br/conscienciaampla9

SINTONIZE O FUTURA CANAL 18UHF

A Ampla e o Canal Futura firmaram uma parceria para produção de uma série de animações com dicas sobre consumo consciente.

Enquanto esse material está sendo preparado, você já pode ir degustando um pouco da programação do Futura e ficar ligado em temas como sustentabilidade, consumo consciente, eficiência energética, educação e muito mais.



Assista à Faixa Verde, de segunda a sexta-feira às 20h30



Safe vacations

A study made by Ampla showed that from 2007 to 2011, 28 accidents involving kites were registered in the Ampla area of influence; three in the first half of this year. Besides the risk of accidents, kites have been responsible for energy supply interruptions to thousands of homes and businesses.

During school vacations, the incidence of these occurrences tends to increase. For this reason, Ampla has launched a prevention campaign called "No Risk Vacations". Energy professionals are giving lectures and making presentations in public schools alerting the children to the risks and dangers of flying kites near electrical installations. Some key recommendations include:

- Only fly kites in open, uninhabited places, far from electrical installations;
- Do not use a mixture of wax and ground glass on kite lines. This mixture can cut through insulation used to protect electrical wiring and can cause electrocution to kite fliers;
- Never use metallic lines or laminated paper to build your kites – anything metallic will act as a strong conductor of electricity and can cause serious, even fatal electric shock to kite users;
- Never fly your kite in electrically charged thunder storms (lightning and thunder);
- Never fly your kites in the rain or on very windy days;
- Never try to remove your kite when it falls on or over electric wiring or cables or even posts connected to the electric distribution network – electrical shock can cause death.

Talks organized to protect children and teens at the locations where more kite accidents have been registered.

See the full digital version of this report at: www.job360.com.br/conscienciaampla9

LUIZINHO LOVES FLYING HIS KITE BUT HE DIDN'T KNOW HOW DANGEROUS THIS COULD BE...

