



Ampla social and environmental  
responsibility magazine



Ampla is the first Brazilian  
company to support community  
banks – pages 8, 9 and 10



**Joaquim Melo**

Read the exclusive interview with the founder  
of the Palmas Institute – a benchmark  
organization focusing on financial inclusion  
projects in Brazil – pages 4, 5 and 6

BANCO  
PREVENTÓRIO

"I recommend@ConcienciaAmpla for people who want a better life style by rationalizing their use of natural resources". (via Twitter)

Rafael Guimarães

"We must all search for way to reuse various valuable materials that we normally just throw away. I am recycling PET bottles, toilet paper cardboard rolls and cardboard boxes." (via blog)

Eunice Batista

"I want to say congratulations and record my admiration for the work being done by Ampla. We would be living in a better world if the much talked about social responsibility was translated into practical actions made by our corporate organizations. Besides new illumination fixtures, I hope that Ampla keeps shining new lights around Brazil!" (via blog)

Heloisa Vieira

"@ConcienciaAmpla is making the world a better place." (via Twitter)

Erivaldo Caico

Write your own message! Send it by e-mail to: [conciencia@ampla.com](mailto:conciencia@ampla.com) or leave your comments in our official blog. Please write small messages – space is limited. If you want to receive tips on rational consumption, safety and consumer rights and obligations, go to: Consciência Ampla at: [www.twitter.com/concienciaampla](http://www.twitter.com/concienciaampla).

If you prefer, send us a letter to: Rua Nilo Peçanha, 546, São Gonçalo, RJ, CEP 24445-360, care of the Ampla Social Projects Team.

## Consciência Ampla on the screen and on wheels

Want to learn more about the cinema and rational energy consumption? See our Ampla events agenda below.

Other Consciência Ampla projects continue in progress around the state in 2011 bringing culture and education t the public on rational consumer awareness. Follow up on our programming in the Consciência Ampla blog and twitter sites.

### Consciência Ampla on the Screen

#### October

Saquarema	28 <sup>th</sup>
Maricá	29 <sup>th</sup>

#### November

Teresópolis	11 <sup>th</sup>
Petrópolis	12 <sup>th</sup>
Santa Maria Madalena	18 <sup>th</sup>

### Consciência Ampla on Wheels

#### October

São Fidélis	3 <sup>rd</sup> to 7 <sup>th</sup>
Rio das Ostras	10 <sup>th</sup> to 14 <sup>th</sup>
Maricá	17 <sup>th</sup> to 21 <sup>th</sup>
Rio Bonito	24 <sup>th</sup> to 28 <sup>th</sup>
Petrópolis	31 <sup>st</sup>

#### November

Petrópolis	1 <sup>st</sup> to 4 <sup>th</sup>
Duque de Caxias	7 <sup>th</sup> to 11 <sup>th</sup>
Teresópolis	21 <sup>th</sup> to 25 <sup>th</sup>
Itaboraí	28 <sup>th</sup> to 30 <sup>th</sup>

#### December

Cachoeiras de Macacu	5 <sup>th</sup> to 9 <sup>th</sup>
Niterói	12 <sup>th</sup> to 16 <sup>th</sup>

## transparency

## Six months of achievements

Between January and June of 2011, the majority of *Ampla Energy Efficiency Awareness Program* projects exceeded all expectations related to the number of benefited people. In the case of the No-Risk Vacation Program held in June of this year, the results were also very happy-some 26,712 public school students all received good advice about the dangers of flying kites near or around electrical installations. The results obtained from these programs are very positive and we are counting on this Ampla edition to keep sending out this safety message.

Project	Number of benefited persons – 1 <sup>st</sup> semester	GOAL
Consciência Ampla Saber	64,080	64,159
Consciência Ampla Cidadania	10,951	6,670
Consciência Ampla com Arte	3,625	3,200
Consciência Ampla Futuro	58,154	31,111
Consciência Ampla sobre Rodas	28,149	19,600
Consciência Ampla Oportunidade	634	650
Consciência Ampla na Tela	5,879	19,500
Consciência EcoAmpla	863	1,000
Consciência Ampla Cultural	18,060	15,000
Consciência Ampla Eficiente	16,108	14,000
<b>TOTAL</b>	<b>234,834</b>	<b>174,890</b>

Face to Face ..... 4  
Sucess Story ..... 7  
Cover Story ..... 8  
What's Happening .....11  
In Focus .....13  
Learning Network .....14  
Digital Awareness .....15  
Tips .....16

 **editorial**

# People appreciation

Economic solidarity or solidary economy: a concept that translates into action projects that are continuously multiplying. Good examples are the actions taken by Senaes – National Secretariat for Solidary Economy. In the *Learning Network* section, Paul Singer, project leader has a lot to say about this style of production, consumption and distribution of wealth based on people valorization.

Greater society is also getting more involved according to Joaquim Melo, founder of the first community bank in Brazil. In Face to Face, he answers the question, “Why are we poor?”, and talks about how he was responsible for a movement that today includes more than 60 community banks around the country.

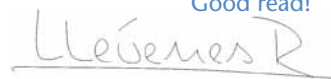
In our cover story, it’s possible to see how economic solidarity can become a reality in the lives of many people. We witnessed the inauguration of two community banks supported by Ampla – one located in Niterói and another in Duque de Caxias. We covered

all the details of these two initiatives that promise to stimulate development in the communities where they were opened.

Looking at Technology, our *What’s Happening* section shows our readers Ampla’s latest research studies. At the last 6<sup>th</sup> *CiteneI, Electric Energy Innovation Congress*, we showed our newest electricity post designed to promote fast and easy re-connections after storms or accidents and special gloves that signal the presence of electric currents in a network.

These and other news and information are waiting for you in the next pages so pleasant reading!

Good read!



**Marcelo Llévenes**  
Responsible for Ampla  
and Endesa Brasil



**Do you know our on-line version of the *Consciência Ampla* magazine?**

To access:  
[www.job360.com.br/conscienciaampla10](http://www.job360.com.br/conscienciaampla10)  
check out all the news and information we have prepared for you!

### Credits

This is a quarterly publication produced by Ampla. Ampla Marketing, Creation and Production: Denise Monteiro (Mtb: 21.1407), Tatianna Togashi, Patrícia Gismonti and Priscilla Civelli; Ampla Social Projects: Aladia Guerino, Cristiane Baena, Felipe Conti, Gislene Rodrigues and Katia Ramos; Collaborators: Ampla External Communication and Social Responsibility: Janaína Vilella, Ana Paula Caporal and Beatriz Stutzel; Reporters: Ana Clara Werneck, Annie Nielsen, Carlos Vasconcellos, Carolina Silveira, Letícia Mota, Lissandra Torres and Maíra Gonçalves. Editorial Coordination: Ana Clara Werneck. Editing: Eliane Levy de Souza. Graphic Project and Diagramming: Casa do Cliente Comunicação 360°. Revision: Juliana Carvalho. Photos: Antonio Pinheiro, Casa do Cliente Image Bank and Mazé Mixo



‘The way we consume defines the kind of society we want to build’

Joaquim Melo

## A dreamer with his feet on the ground

Joaquim Melo is the name behind the first community bank founded in Brazil. A theology student in the '80s, he moved from Belém to Fortaleza with the Idea of helping make people's lives better. While living in the *Palmeira Housing Project* community, He created a Resident's Association and organized his neighbors to start asking the question – *Why are we poor?* Ninety six meetings later, the *Palmas Bank* was founded, practically without any funds but with 5 thousand bank-owner associates; the number of people that lived in this underprivileged community at that time. The institution has been a success and Joaquim is totally involved in promoting social inclusion projects. He has given up the idea of priesthood and today, travels around Brazil giving lectures while dreaming of when community banks will become officially recognized by the government. He said, “I never studied Economics and everything I know I've learned from the people around me”, a message by someone who still believes in the world made with his own two hands. This is what he reaffirms in the interview that was given by the Palmas Bank and the Palmas Institute Coordinator to the *Consciência Ampla* reporting staff.

*How did the idea for the Palmas Bank come into being, the first community bank in the Brazil?*

**Joaquim Melo** – Back in the 1980s, after the urbanization of the Palmeira Housing Project Community in Fortaleza, local residents became even poorer than they were before the project since they were now obliged to receive and pay utility bills and IPTU urban tax. As a result, families starting moving from the community which made us ask ourselves and each other why we were poor. The bank was born in response to the question, “Why are we poor? Answer: Because we don't have Money! I could not resign myself to living pacifically with this response.

At that time, I was organizing the first Palmeira Production and Consumption Map (PCM); it's still being done even today, and as a result, we observed that only 20% of local residents actually made their purchases in the neighborhood. In other words, residents weren't entirely without money but they were spending what they had in other places. The fact was that the community was getting poorer as local funds and savings were being spent outside the neighborhood on products made elsewhere.

We held some 96 community meetings to decide on how to keep the money in the community and in 1998, the Palmas Bank got off the ground in order to encourage local production and spending. This is the

fundamental logic behind all community banks today. In the last PCM conducted this year, we are happy to say some 93% of local residents are spending their money in the community.

*At that time, there weren't any initiatives of this kind in Brazil. Where did your inspiration come from?*

**J. M.** – I used the Grameen Bank, in Bangladesh [created by Muhammad Yunus, known as the poor man's banker] as a reference. In fact this was a different model since it worked with productive credit for rural villages. Our idea here was not to only stimulate production but consumption as well by creating a local currency to circulate in the neighborhood among local merchants and residents. The Palmas Bank idea was completely endogenous.

The innovation at our bank was designed to stimulate local purchase power. Poor communities always produce something but they normally don't have local buyers to sell to. The main social technology we implanted in this type of model proves that the poorer populations can in fact help themselves. We coined a phrase that we use a lot: “The way we consume defines the kind of society we want to build”.

People complain about juvenile violence but they don't understand that every time they buy a product made by a multinational company



in a global chain of supermarkets they are adding to unemployment in the own cities and communities – that’s where the violence comes from. We want to see an egalitarian society with better jobs, incomes and opportunities distributed to the poorer populations. When Ampla creates a credit fund in a community what like is being done in Preventório (Niterói), and in Saracuruna (Duque de Caxias), the company is helping the community to solve its own economic problems and this is much more than just paying their energy bills at the end of the month.

We already have 64 community banks in Brazil, including Preventório and Saracuruna. These institutions do not have branch offices, neither do they own each other yet all of them are organized into a network. We have a project we call a commercial corridor in which a bank will be able to sell the products made by its community to other banks and communities. Today, we have a technology exchange network and we intend to create another network focused on business, but the first step is to strengthen our own regional development.

#### *How did you come to Palmeira?*

J. M. – I got here in the 80s decade when I was a theology student. I had been living in a traditional seminary in Belém since I was 11 years old, but being isolated from people was always a source of anguish – I longed to actively work improving conditions in society. I heard about a project underway in Fortaleza called Padres da Favela (Priests in the Favela) and so when I completed 22 years of age, I moved there. In my first year, I lived in a place called Rampa do Lixo (Garbage Ramp), right beside the city’s sanitary land fill site. Living among the garbage collectors was a very strong experience and that was when I decided to dedicate my life and work to improving the social conditions of the poorest classes of society. In 1984, the Cardinal asked me to move to the Palmeira Community, a place without water or electricity or any kind of sanitary or drainage systems, and I did. I organized the Resident’s Association and went to work in the neighborhood to improve the lives of these people. In 1988, I was ready to be ordained and become a formal church member

but I was heavily committed to the office of president of the community association and I was completely dedicated to my mission with these people and so I made the decision to abandon my role as a priest and continue working in Palmeira.

#### *When you started organizing the resident’s meetings, before you organized the bank, did you have any formal knowledge of Economics or Finance?*

J. M. – No, I never studied Economics, everything I know I learned from the people around me. People think that Economics is only for economists but my experience showed me that the poorest families have made an art of domestic economics without going to university. What they still need is Financial Education; concepts to start thinking about building their own businesses while keeping their daily expenses under control.

I like to think of them as popular social-economists, because I believe that the most important factor of the economy is society and not economics; this is the inverse of capitalism in which everything and anything is justified as long as you make money. The logic behind economic solidarity is that money should work for the people and not used to work against them. The Palmas Bank doesn’t have “owners”, the entire neighborhood owns the bank, from the poorest resident to the richest small business owner in our community.

#### *Today, you are considered an authority on community banks and people all over Brazil are coming to you for advice. How do you feel about this movement?*

J. M. – When the Palmas Bank started to show positive results on our community, we starting receiving invitations from other communities and municipalities around Brazil. So, in 2003, we founded the Palmas Institute, an Oscip, what we call a Private Entity of Public Interest, in Brazil and so we launched a kind of crusade in the country telling the communities that they do not have to depend on the big banks since they were not created to care for the poorer classes but rather, centralize the control of currency in

‘In 1988, I was ready to be ordained. But I was heavily committed to the office of president of the community association and I was completely dedicated to my mission. I made the decision to abandon my role as a priest and continue working in Palmeira’

'The most important factor of the economy is society and not economics'



the country. The main mission of the Palmas Institute is to make thousands of lectures across the country bringing people this message to communities, local governments, universities and even to the banks themselves. Our position is clear: we are not competitors; we are complementing the system as it is. Fortunately, the community bank concept is being discussed in every major sphere of society and government in Brazil.

Government representative Luiza Erundina authored a Law Project under examination right now in our Congress to regulate community bank organizations and raise them to the status of official financial entities recognized in the country. This would certainly be an advancement; government recognition, I mean. Besides the normal state and private commercial banks, we now will have community banks. We have indeed made progress in this respect: The Brazilian Central Bank has organized an internal department to study and discuss this type of financial entity and there are more than 15 important universities, schools such as UFF, UFBA, FGV and USP that are creating nuclei and courses to study this kind of structure.

We are pleased to say that this idea did not come from a renowned academic institution nor did it come from Europe. It was born in the periphery of the Northeast Region of Brazil. I wouldn't say that I am an authority, no, but my mission is to show the country that this kind of social alternative does exist and is viable. According the IPEA (Research Institute of Applied Economics), 52% of the population does not have access to financial or banking services such as credit, current accounting, savings accounts or bank locations close to their homes. Brazil has an enormous demand from people that need to be included in these systems.

*What are the differences between the Palmas community bank and the banks associated with municipalities or the community banks set up in Preventório and Saracuruna with the support of a company?*

**J.M.** - In the first place, we should talk about the similarities among these banks. All get started by organizing a first-contact seminar to inform the community of the possibility of setting up a community bank and reminding them that they will have to manage the bank. The big difference of course, is the source of financing. When the Palmas Bank got started, there were no funds available. The first small pool of capital came from community members. Shortly after, when the project proved that it was sustainable, both government and other institutions started investing.

The fact that funding could come from sources outside the actual community isn't a problem as long as local community members understand that they are responsible for the bank. In the case of Palmas, we made a lot of mistakes at first. The advantages passed on to other communities starting their banks at this time is that they have access to the experiences registered from older banks thus reducing their chances of repeating the same errors. The role of Ampla in this case is very important. This is the first time that a private company is helping to create community banks (in Preventório and Saracuruna); this process will be carefully observed as learning experiences for future bank management operations.

Even today, all financial and management controls at the Palmas Bank are done thought Excel worksheets since we do not have access to good software programs which in fact has become imperative. We have more than 3,800 active clients and the spread sheets we use cannot support this amount of information.

As a result of a lack of consolidated data, some investors in potential are now questioning the results of community banks in general. The good news is that by December, we will have implanted a portfolio management program to keep track of the number of clients, default percentages, jobs generated, growth percentages of each business segment and income in the community. This new system will certainly open new doors for us. To give you an idea, over the last 3 years many community banks have been controlling their finances in hand-written notebooks.

# A simple life and a grand ideal

In life, we all have a dream. João Luiz Ramos has a dream; he is the leader of the *Fazenda Santa Rita do Bracuí Quilombo* and dreams of being awarded title to this small community's lands as legitimate owners of the territory they occupy so they can live with dignity and maintain their unique traditions as descendents of slaves in Brazil. He believes that this is the only way to keep the black African culture alive in our country. He was born on the *Fazenda Santa Rita do Bracuí* and lives there with his two children. Located in Angra dos Reis (RJ), the area encompasses some 1,380 hectares and is home to 250 families dedicated to subsistence farming. Since May of this year, the community is receiving help from the Ampla Social Projects team. They are helping residents to sign up for the government's Low Income Social Program and they also provide advice on education and rational energy consumption. (Read more about this in the section - In Focus).

After decades of work in favor of the community, including a time in 2003, when João was president of the Quilombola Association founded in this same year, he retired soon after leaving his son Edson in office. "The Association's efforts prove our continuous fight to legitimize our claim to the land at Santa Rita do Bracuí. We are actively striving to defend our rights first granted back in 1988, guaranteed by the Constitution. I will carry this movement forward to defend the interests of the quilombola community. This is the source of my pride and my life's work", João said with emotion.

## Quilombo: expressive sense of solidarity

When we asked him if he has achieved any significant gains for the community, he said, "Not any of the achieved we've made is the result of my exclusive efforts. This is part of a plan designed to defend the whole community and we are standing together. In this way, we

are demonstrating our collective and legitimate claim to the land. Everything we've gained so far, we've achieved together".

João pointed out the work done by the younger community members to preserve the black culture. He said, "It's important to show the young people how and why they must take pride in their culture and for being part of the quilombola. Today, because of the examples of social violence and prejudice since the days of slavery, some community members still resist assuming their true connection with their origins. We are working to increase their sense of belonging. All our actions are designed to promote a sense of well-being and quality of life for community members.

He went on to say that, they also teach the community to have a profound respect for nature. He explained, "We are teaching our children that the palm heart is no longer part of our diet and that this attitude helps us live in harmony with the forest and with nature. We want them to learn how to live by rationalizing consumption, things like fishing or simply walking through the forests, camping and planting but with a sense of balance. The basic thing we are trying to do is make our community aware of respecting their space and the land. My life's work is dedicated to defending the black culture in Brazil and helping my community to remember their traditions – I do not cut corners on my efforts to reach this goal".





# An economy centered on people



‘Our reason for being is to light up the lives of people. We are betting on these projects to stimulate generation new jobs and opportunities’  
Marcelo Llévènes

What is the role of an electric energy distributor? You are wrong if you think it's only to supply electricity to its clients; at least that's the case at Ampla. Proof of this was demonstrated on September 13th and 14th when two new community banks were inaugurated, the first ones to be supported by efforts from a private company in Brazil. One of the banks was opened near the low-income hillside community of Preventório, in Niterói. The second bank, in Saracuruna, another low-income neighborhood located in Duque de Caxias. Thanks to the presence of these institutions, community residents now have access to micro credit lines to help develop local income by using a community currency to produce, buy and sell in their neighborhoods.

Contrary to typical commercial or state-owned banks, this type of financial entity does not have one owner. All community members participate in one way or another in the management of the bank so that profits from transactions are returned to the community itself. The key advantage of a community bank is access to banking services by people who in other circumstances are excluded

from the traditional financial system. In practice, community residents exchange reals (Brazilian R\$ reals) for local currency to use in their own communities – this is also the case of the banks in Preventório, using a currency called Prevê and Saracuruna, with a currency called Saracura. By using their respective currencies in their communities, residents can qualify for discounts on the purchase of products of up to 20%.

The projects are part of the Consciência Ampla program focusing on local development and the generation of income while encouraging rational consumption by all community members. Integrants of community leadership networks were consulted before implementing the banks and one of these players became directly involved in the implantation of the bank in Saracuruna. Marcelo Llévènes, responsible for Ampla and Endesa Brasil commented, “Our reason for being is to light up the lives of people. We are betting on these projects to stimulate generation new jobs and opportunities. We are also contributing to the social and economic progress in Preventório and Saracuruna.”

In 2011 and 2012, Ampla will invest R\$ 1 million in this project that could ultimately benefit more than 130 thousand people. Gislene Rodrigues who is responsible for the Social Projects Area at Ampla stated, “The concept



'We are a community that shares the same ideals'

Marcos Rodrigo Ferreira

was originally suggested by an employee who was participating in the Ampla Innovation program. We recognized that the idea was in line with the objectives of our Consciência Ampla program and so we evaluated the possibility together with local communities and the Federal Fluminense University (UFF). Besides sponsoring and monitoring the project, Ampla is advancing even farther and is now establishing commercial agreements with the banks. Gislene went on to say, "Residents can now pay their electricity bills at community banks which goes another step to making the banks more sustainable".

In Niterói, the Ferreira family is also engaged in this project. Antonio is the owner of the Maloca Bar, a well known meeting place in Preventório; He "loaned" a part of his business space to set up the community bank and on the first day of banking business, he started accepting Prevês as acceptable payment for his products. When asked about possible losses, he said "absolutely not possible". He is offering a 10% discount to all residents willing to pay in the new local currency. He explained, "Using the new currency represents no threat at all, on the contrary, I expect to increase sales."

Marcos Rodrigo, Antonio's son is the first president of the Preventório Bank. He was elected by the Resident's Association created especially to manage the bank since he had previous experience working in the solidary economy program. He brought with him a participative management vision which he considers a major achievement in the social area. He stated, "Assuming the

Presidency of the bank was a great responsibility. I only accepted the position because we are indeed a community that shares the same ideals." (Read more about solidary economy in the Learning Network section on Page 14).

In Duque de Caxias, 31-year old Maria da Penha dos Santos considers the bank initiative a success. She dreamed about a career in the banking segment and now she is part of the team that manages the Saracuruna Bank. She commented, "This is my first formal job. A lot of people are using the bank because the discounts offered by merchants in the community are really worthwhile. This is a great opportunity for Saracuruna." Retiree, Julio Cesar Miguel reinforces Maria's opinion. He is president of the Saracuruna Solidary Development Association, responsible for managing the bank. He explained, "The project is even better than we thought. To keep things on track, we hold meetings every two weeks at the Association to evaluate the bank's bi-weekly results and make whatever changes we feel are necessary".

Besides Ampla, The UFF Federal University and the Palmas Institute are also participating in the venture. The Palmas Bank was the first community bank opened in Brazil and acts as a consultant for other community banks in the country numbering some 63 financial organizations to date. Joaquim Melo, President of the Palmas Institute commented, "Thirteen years ago, a lot of people believed that this kind bank project would never survive but it's still going strong and getting bigger every day; this is the first time that a private enterprise (Ampla) supports the dream and sees a community bank project as a viable form of business". (Read the Joaquim Melo interview on page 4).



'This is the first time that a private enterprise supports the dream and sees a community bank project as a viable form of business'

Joaquim Melo

## In the news

More than 40 news releases on television, in newspapers and on the radio highlighted the opening of the community banks in Saracuruna and Preventório. On *Bom Dia Rio* presented by TV Globo, a 10-minute presentation was made including an interview given by the Ampla Communications Director, André Moragas. News media such as the *Globo Daily Newspaper*, the *Extra*, the *Dia*, the *Tribune* and the *Fluminense* all reported on the events. The *CBN* radio station, during daily news programming highlighted the Ampla partnership with the communities. Webnet portals like Yahoo and Agencia Brasil all carried news features on the opening of the community banks.

## Unity makes a bank

The UFF Federal University mobilized the two communities besides providing research material and a location in Preventório that was transformed into an annex at the financial institution to hold workshops for local residents on rational consumption, all part of the *Consciência Ampla* program. Fábio Passos, Dean of the UFF Extension School believes that through this project a two-way knowledge channel can be established thus fulfilling the University's role in the program. He said, "We brought the school closer to the community with this knowledge partnership. In the same way that we teach, we are also learning from these people."

The UFF Business Incubator Laboratory, part of the solidary economy project acted as

an interface between the university and the community banks. Since January, the team led by the teachers Bárbara França and Mario Lucia Pontual and 12 scholarship holders from the Economics, Anthropology and Psychology areas meet at least once a week with community association representatives to share ideas and knowledge.

Through practical and theoretical activities, residents from Saracuruna and Preventório are slowly developing their banking management skills. Bárbara explained, "This is a process whereby we are empowering the population with gains that go beyond economic vision and include political and organizational know-how. This is helping them to develop higher self-esteem".

## Qualification in search of Success

In August, Ampla participated in the 3rd National Workshop for Community Bank Methodology Multipliers held during 3 days in Fortaleza, Ceará. The event brought together representatives from nine states in Brazil

and agents from the Federal Caixa Econômica (CEF) and the *National Bank of Economic*

*and Social Development* (BNDES). Work groups were organized among participants involved with community bank management actions in qualification workshops to prepare them for banking activities such as the credit system, opening and closing cashier accounts etc.

Ricardo Bomfim, Ampla Social Projects Analyst visited the Palmas Bank with other participants to learn more about their methodology and to study the expansion of the project in support of new community banks. Ampla was the only private sector company to join the event and it was Ricardo's job to present the company during opening ceremonies. He said, "We had three great days exchanging experiences. I had the chance to see the Palmas Bank close up and learn more about solidary economy concepts from serious people with a lot to contribute to the movement."



# An intelligent city is born

The project will invest some R\$ 30 million to transform this sun coast city into a model of energy efficiency

“Ampla scores a major goal.” That’s how State Governor Sérgio Cabral defined the launching of the Búzios - Intelligent City Project on July 11th at the government Guanabara Palace in Rio during which agreements were signed by the state representatives and Búzios city officials together with Endesa, Ampla’s controlling company. The initiative aims at transforming the municipality into a benchmark city of the future: sustainable, rational and resource efficient.

The sun coast area known as the Lakes Region will host the first Intelligent City in the country. Governor Cabral stated, “This is a major achievement. We are undergoing a time when we don’t really know what oil will be worth in 10 or 15 years or what the cost will be to find new energy resources in the world.”

Júlio Bueno, State Secretary of Development said it will take coordinated efforts to transform the state into the energy capital of the country. He explained, “Rio has an economy very tightly linked to the energy sector and we are responsible for pointing the way to the future. Thanks to the Búzios project, we now have the embryo for the development of new technologies in our state.”

For Mario Santos, Chairman of the Board at *Endesa Brasil*, Rio de Janeiro is a forerunner, thanks to the Búzios Project, in the development of intelligent cities. He stated, “This project will mark the country in a positive way. It’s a privilege to bring the Endesa and Enel experience to Rio [the two companies controlling Ampla]”, he also commented that similar projects were developed in Italy and Spain.

The project will spend nearly R\$31 million and include changes in the city’s public lighting grid, implement the use of electric powered vehicles and make improvements in energy distribution. Marcelo Llévenes, Endesa Brasil president said that to reduce negative environmental impacts, the Buzios project should reduce the cost of energy to the city, since a new differentiated peak-time tariff structure will be introduced. Marcelo said, “Tests in Europe indicate that prices could fall as much as 30% and 40%. This is our goal.”

André Moragas, the Director of Communication and Institutional Relations at Ampla stated that the project creates yet another differential in Búzios besides the cultural and tourist attractions that have become famous around the world. He explained, “Transforming Búzios into an Intelligent City will help sustain the city’s economy beyond the tourist season and give it a technological edge.”

The project should get underway next summer season. According to Llévenes, the first step will be to improve energy distribution aiming at creating a higher quality service to consumers. The next phase includes gaining public visibility by changing the street lighting in the city to newer and more efficient LED bulbs; they consume 80% less energy.



‘Ampla scores a major goal’  
Sergio Cabral



Watch an exclusive video of the launching of the Búzios – Intelligent City Project and read more about the innovations to be presented at the Citenel: [www.job360.com.br/conscienciaampla10](http://www.job360.com.br/conscienciaampla10)

Electric cars and motorcycles start circulating by the end of this year in Búzios. Llêvenes said, “We are installing solar panels to power public lighting and wind-powered turbines to help produce and store electricity.”

Another important step will be the installation of a breed of intelligent light meters imported from Europe. These devices allow for differentiated electricity charges at different hours of the day. The meters still need to be homologated in Brazil and should be ready for installation early in 2012.

## Ampla presents technology innovations

A light post that weighs only 25 kg and can be erected in emergency or disaster zones to restore power quickly and easily. Work gloves that tell a technician that there is energy flowing through the cables and lines he is handling. A system that stops energy theft through clandestine connections. These are some of the technology innovations presented by Ampla at the 6th edition of the Citenel, Electric Energy Technology Innovations Congress held in Fortaleza, from the 17th to 19th of August. “The event was a technological display showcase for the regulatory agency and the general public”, said Victor Gomes, responsible for the Ampla Energy Efficiency Investment area.

Some of the new ideas presented will be incorporated in the Búzios Intelligent City Project; this is the case of the vertical aerogenerator, especially projected to work in urban settlements. “The equipment will permit electric energy production on a smaller scale with less noise, in residential areas. The technology behind it is Brazilian”, Gomes commented with pride.

Other pioneer national technology is earmarked for the Búzios Project; it's called the Mash Network designed to optimize communications through energy smart grids. The equipment is an important part of the new distribution model management scheme. Gomes pointed out, “Our prototype can operate at 400 to 1,000 meters distance at a very low market cost”.

Ampla also presented a billing system for temporary clients who use electricity at special events in public places”, Gomes explained. It also works for drivers that will be recharging their vehicles at electric energy recharging stations in Búzios in the very near future. “These innovations have generated new patents for the company and many benefits for our clients as well as a higher level of quality, reliable energy supplies”, Gomes concluded.

## **TUNE IN FUTURA CHANNEL 18UHF**

**Ampla and the Futura TV Channel sign a partnership to produce a series of animated clips on rational consumer's consumption ideas to save energy.**

While this article is being prepared, readers can enjoy Futura TV programming and stay up to date on other key topics such as sustainability, rational consumption, energy efficiency, educational subjects and much more.

**Watch Green Belt, from Monday thru Friday at 20:30h**





# Energy working in favor of diversity

Talking about rationalizing energy use in different communities has been a major challenge for the *Ampla Consciência* program which has been presented throughout the regions that are part of the concessionaire's area of influence and will now to be introduced in Angra dos Reis. The objective is to inform local residents of the *Indigenous Village of Sapucaí* and the *Santa Rita Quilombo*, both located in Bracuí, of the special energy tariff made available through a government program known in Brazil as the *Tarifa Social Baixa Renda (Low Income Special Energy Tariff)* and to sign up community residents to qualify for the program.

According to Katia Ramos, *Ampla Social Projects Specialist*, these actions were started back in May of this year as the result of a partnership between the Angra municipal government and *Ampla*. The *quilombo* (slave descendant's community) consists of some 150 families while the *Indigenous Village* maintains 87 family registered residences – members from both communities have been signed up by the *Ampla* team to receive special energy tariff benefits. "We started the pilot project with these two groups to help them understand the advantages of rationalizing energy and the main goal was to include them in the government special tariff reduction program - in some cases, their energy costs were reduced to zero. They are learning how to use electricity in a more rational manner", Katia explained.

The specialist commented that according to Law 12.212/10, descendants of indigenous peoples and slaves recorded in the federal *CadÚnico Registry*, are entitled to receive subsidies on their monthly energy bills, in some cases, they may even be exempt from payment when consumption is less than 50 kWh/month. "In two months, since we started the work, these populations are paying 65% less for their electricity than before. They are also switching to energy smart light bulbs as opposed to traditional incandescent types – they are learning to save energy", Katia concluded with satisfaction.

## Change of habit

The President of the *Santa Rita Quilombo*

Resident's Association, Emerson Luís Ramos, better known as "*Mec*", approves the partnership and has words of praise for the *Ampla* team. "We started working with the concessionaire to improve our energy supply and we received a valuable package of knowledge. We didn't really know a lot about energy and the information we were given has produced a number of advantages for our community", he affirmed. According to "*Mec*", they had no idea that a home-made repair in a section of electrical wiring actually increased energy consumption.

Electricity reached the *Indigenous Village of Sapucaí* in 2008 as part of the *Light for Everybody Program* and since then, rational energy use has been a priority. "We spent as much as R\$ 8.00, every night by burning kerosene lanterns. Now, we all have electricity and we are anxious to learn more about how to use it better. The lectures we get are excellent and many of our families are changing their habits", confirmed Domingos Karai Tataendy, the *Village's* community Vice-Chief.

Residents from Marambaia Island



## Efficient energy

On September 8th, *Ampla*, in partnership with the Federal Government and the government of the State of Rio de Janeiro, inaugurated new public lighting systems on the islands of Marambaia and Jaguanum, located in Mangaratiba, as part of the *Light for Everybody Program*. The ceremony was held in the *Cadim Evaluation Center* on Marambaia Island. The President of *Endesa Brasil*, Marcelo Llêvenes spoke about the importance of electricity to Brazilian communities on the islands. He said, "Energy has many uses in the community but lighting and power in the homes is what we are focusing on at this time". In all, 425 families were benefited so now some 2 thousand people can enjoy the comfort of safe, reliable electric energy."

Born on Marambaia Island, Dionato de Lima Eugênio commemorates the new energy source. He commented, "Lighting costs were much higher – we had to use candles and kerosene lanterns – without electricity we were kind of excluded from society. "We see this moment as the realization of our community dream." Patrícia Macedo Mattos, a resident on the Island of Jaguanum, also talked about the importance of the new energy system. She said, "Now we can all have refrigerators to keep our fishing produce – this is the main source of income on our island. Besides, the project is actually helping us to preserve nature and the environment. No light posts were erected along our beaches – we were really concerned about that."



## Solidary economy, everyday



Paul Singer (left) and Marcos Rodrigo Ferreira, President of the Preventório Bank

The concept and presence of solidary economy in Brazil is growing and getting more organized every day. Besides generating new income, new social and business networks are forming tearing down old paradigms about economic development and the relations between people and their environment.

In response to this demand, the Federal Government created (2003), the National Secretariat of Solidary Economy (Senaes), subordinate to the Ministry of Labor and Employment. The objective is to make viable and coordinate support activities t the sector aiming at generating new jobs and income as well as social inclusion channels across Brazil in a just and solidary way.

Obeying some very basic principals such as the collective ownership of production and the right to self management in business enterprises, solidary economy concepts are creating relations in which there is no employer-employee dependency, rather, everyone is a partner who is collectively working for their common good.

This form of “doing economics”, first arose in the 1980s decade as a response to combating social exclusion and legitimizing various forms of individual and collective production modes. In Brazil, this job and income generation model grew to significant proportions, to the point where solidary economy programs were being adopted by important social movements and private sector organizations such as churches, universities, labor unions and political parties. At the turn of this last century, public policies were adopted to foment the growth of solidary economy systems by many state and municipal governments.

Paulo Singer, the National Secretary of Solidary Economy stated, “I have perceived that there is a growing number of movements around Brazil. A very fine example is the project designed to help eradicate poverty by the creation of local community banks such as the ones organized by Ampla in partnerships with the communities to be benefited in Niterói and Duque de Caxias, the Federal UFF University and the Palmas Bank. The community banks are managed by the residents and make use of a currency they created to be used in their neighborhoods as well as to make small, interest free loans to community members – a financial solidary program to help create or expand small businesses in the neighborhood.

Solidary economy is not a universal social remedy. It does result in new opportunities and learning experiences through its exercise. Anyone who wants to learn more about this concept can contact the Ministry of Labor and Employment or any number of municipal offices where Solidary Economy projects are being implanted.

*Paul Singer is the National Solidary Economy Secretary*



Paul Singer and a group from the UFF Solidary Economy Business Incubator Project

# Expanding horizons

To expand our communications channels with our clients, Ampla has launched its own official Facebook page. The famous social network helps us to share information, videos, links and photos, all of which will improve our relations with the public. Interactivity is the key word here and helps to link up other client relations channels at the company such as Twitter, Flickr and YouTube. On the air since last July, the Page provides publication on company social projects, actions and programs, investments and innovations.

In only two months, the page has received more than 18,400 visits and enjoyed by more than 250 users, registering a growth of 54% from July to August. "We don't intend to take care of client service requests through our Facebook Page, for this kind of work we have other, better channels. Our focus is on interaction; we want to close the gap between Ampla and the general public. We want to interact directly with the public. Many of our collaborators are also participating, it's becoming an official channel for maintaining contact with them", commented Erika Millan, Ampla Marketing area specialist.

The layout was customized with graphics and the Ampla logo brand, a standard already adopted in all company documents and institutional publicity materials. Through this channel, internauts can catch updated information on rational energy consumption, innovative projects such a electric cars and new, modern light post technology as well as programs and actions that are part of the EcoAmpla, Ampla em Ação and Intelligent City Programs. "The differential on our page resides in its interactivity with other networks, making navigation much easier and facilitating access to our communication channels", Erika pointed out.

The Ampla Facebook Page is managed by a multidisciplinary team that holds regular meetings to discuss contents, language and processes adopted at the company. Managers monitor the page observing monthly visits. "We update information every day to keep our users as informed as possible on important news and projects. It's important to think about our users all the time; clients, collaborators, the general public, they are all important to us", said Manuela Oliveira, Marketing Trainee and an integrant of the Facebook team.





## Summer savings

Sunny days, crowded beaches and lots of electricity to keep drinks cold, take long showers and cool down houses, offices and restaurants. A typical summer season, very hot and humid – energy consumption typically reaches record levels. In December near Christmas time, decorative lighting fills the streets and buildings – more energy consumption. It all looks beautiful but there is a price to pay. To really enjoy the holiday season, recycle more and cut energy use (and costs!) whenever possible. Use some of the ideas above to start rationalizing energy and resource consumption. The world will thank you!

## Creativity and awareness

- An economic villain; air conditioners are responsible for nearly one third of all energy consumption in the home. To help, turn on the unit a bit sooner; the gradual cooling eliminates the need to turn the machine on at full power. Make sure that doors and windows are fully closed and install the unit higher up since cold air moves downward. This will cool the entire room more efficiently;
- In the shower, use the “summer” position on your electric water shower head as opposed to “winter”. Electric powered showers consume as much as 25% of the energy used in a house;
- Open your refrigerator only when you know what you want and as infrequently as possible. Otherwise, the motor and compressor will work longer and harder to keep things cold inside. Do not put hot or warm things in the refrigerator; let them cool down first;
- Use only low-energy consumption rated Christmas lights. Turn them off when you are not at home or when going to bed.
- Make use of last year’s decorations. Reinvent them. Make your own original objects using PET bottles, newspapers and old magazines. Be creative – save energy and recycle!