



ACTIONS FOR

SOCIAL

SECURITY

MATINHOS TOURISM QUALIFICATION AND DEVELOPMENT PROGRAM (PQTD)

MATERIAL THEME



IMPROVEMENT AND AWARENESS

ODS



INDICATORS

QUANTIFICATION AND QUALIFICATION OF TOURIST SERVICES OFFERED IN THE MUNICIPALITY OF MATINHOS AND USER SATISFACTION LEVEL.

WHAT HAVE WE DONE

IN A SEASONAL SUMMER TOURIST MUNICIPALITY, IT IS ESSENTIAL TO QUALIFY THE POPULATION AND IMPROVE INFRASTRUCTURE TO SERVE TOURISTS DURING THE SEASON AND PROMOTE EVENTS THROUGHOUT THE YEAR TO BOOST THE LOCAL ECONOMY.

TO CONDUCT THIS RESEARCH, A GROUP OF SPECIALISTS WAS FORMED WITH THE OBJECTIVE OF ANALYZING DEMANDS AND PROVIDING FORECASTS TO GOVERNMENT LEADERS, AIMING TO ENHANCE TOURISM ACTIVITIES AND, CONSEQUENTLY, BOOST THE REGIONAL ECONOMY.

METHOD

THIS TOPIC FOLLOWED THE GRI 404 STANDARD. TRAINING AND EDUCATION WERE CONSIDERED AS MEANS FOR THE ENTERPRISE TO MEET THE PROGRAM, AS THESE ARE CRUCIAL POINTS TO ADDRESS THE INCREASED TOURISM DEMAND.

GOALS

- PRODUCTION OF SPECIFIC KNOWLEDGE ABOUT TOURISM IN MATINHOS, SYSTEMATICALLY AND AVAILABLE FOR PUBLIC POLICY PLANNING
- CONSTRUCTION OF SCENARIOS AND PROPOSALS FOR THE DEVELOPMENT OF TOURISM IN MATINHOS BASED ON THE SOCIO-ECONOMIC EFFECTS OF THE WATERFRONT REVITALIZATION WORKS IN THIS MUNICIPALITY.

OVER THE PAST YEAR, A COMPREHENSIVE STUDY WAS CONDUCTED TO ASSESS THE CURRENT TOURISM SCENARIO IN THE MUNICIPALITY OF MATINHOS. THIS STUDY AIMED TO THOROUGHLY ANALYZE AND GATHER INFORMATION ABOUT THE REGION'S CURRENT CAPACITY TO MEET THE GROWING TOURISM DEMAND.

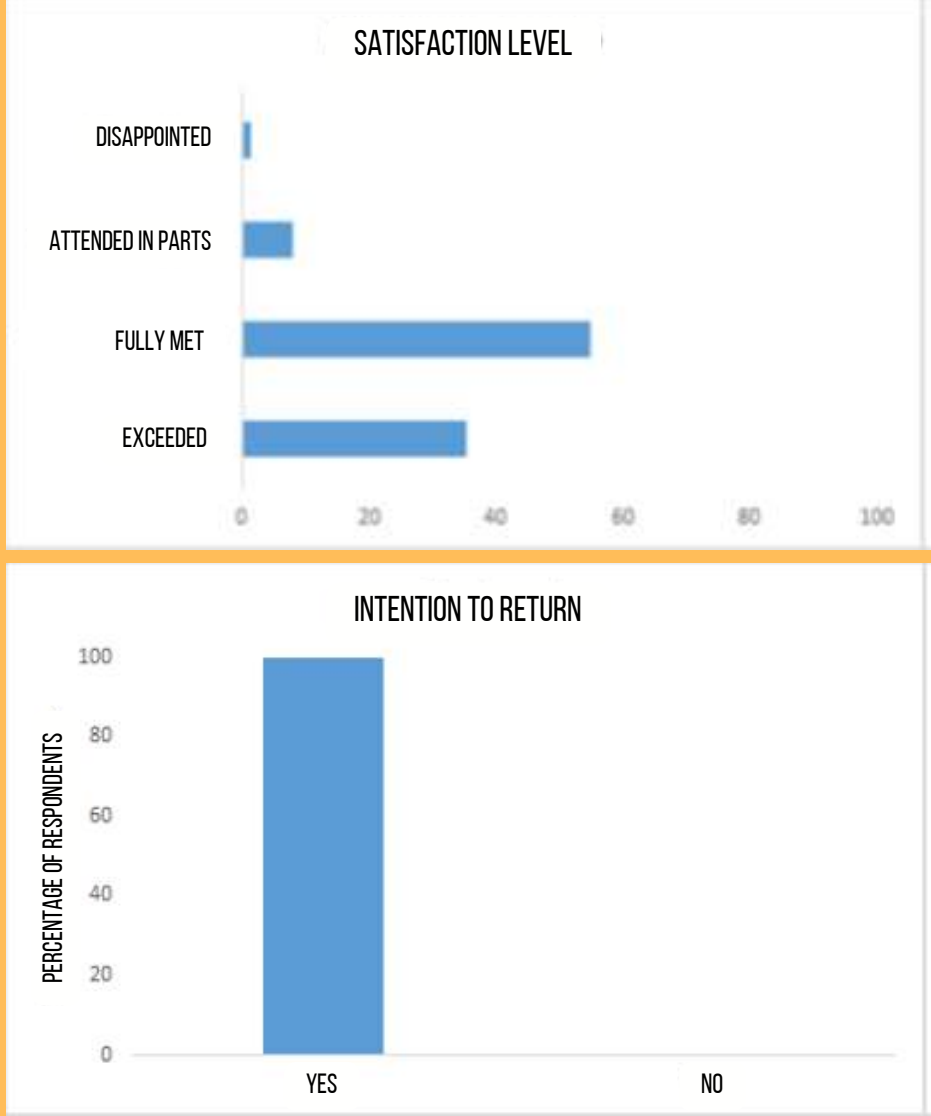
UNDER THIS PROGRAM, A DETAILED ANALYSIS WAS CONDUCTED ON VARIOUS LOCAL COMMERCIAL ESTABLISHMENTS, INCLUDING RESTAURANTS, HOTELS, AND CAMPGROUNDS. THE GOAL WAS NOT ONLY TO QUALIFY BUT ALSO TO QUANTIFY THE AVAILABLE INFRASTRUCTURE TO MEET THE NEEDS OF THE REGIONAL TOURISM SECTOR.

THE PROGRAM CONDUCTED A DETAILED SURVEY ON LOCAL TOURISM, ADDRESSING SEVERAL CRUCIAL ASPECTS, SUCH AS THE AVERAGE SPENDING OF VISITORS, SATISFACTION WITH THE AVAILABLE INFRASTRUCTURE, AND SERVICES OFFERED BY THE MUNICIPALITY, AMONG OTHER RELEVANT FACTORS. THESE DATA WERE CAREFULLY ANALYZED AND USED TO DEVELOP POSSIBLE SCENARIOS OF FUTURE TOURISM DEMAND. BASED ON THIS ANALYSIS, STRATEGIES WERE DEVELOPED TO PROMOTE MORE SUSTAINABLE LOCAL TOURISM, LESS DEPENDENT ON SEASONALITY, AIMING TO TRANSFORM THE REGION INTO AN ATTRACTIVE TOURIST DESTINATION YEAR-ROUND.

THE REPORTS PREPARED BY THE TEAM OF SPECIALISTS UNDERWENT A THOROUGH ANALYSIS CONDUCTED BY AN INDEPENDENT OVERSIGHT TEAM. AFTER THIS EVALUATION, THE RESULTS WERE PRESENTED TO THE ENTERPRISE'S SENIOR LEADERSHIP FOR REVIEW AND DISCUSSION, ENSURING DECISION-MAKING BASED ON SOLID INFORMATION AND A TRANSPARENT AND RESPONSIBLE APPROACH.

FOR THE CURRENT YEAR, A COMPREHENSIVE PUBLIC CONSULTATION IS PLANNED, WHERE THE LOCAL TOURISM FORECAST WILL BE PRESENTED TO THE INTERESTED COMMUNITY, AIMING TO OBTAIN THEIR APPROVAL AND ENSURE THEIR ACTIVE PARTICIPATION IN THE PROCESS. AFTER THIS CONSULTATION AND APPROVAL PHASE, THE FINAL DOCUMENT WILL BE OFFICIALLY DELIVERED TO THE MUNICIPAL GOVERNMENT. THIS DOCUMENT WILL SERVE AS A VALUABLE RESOURCE, OFFERING A DETAILED ANALYSIS OF THE REGION'S TOURISM PROJECTIONS AND PROVIDING GUIDELINES FOR FUTURE POLICIES AND STRATEGIES IN LOCAL TOURISM.

Image Source: DTA/Acquaplan



100% OF TOURISTS INTEND TO RETURN TO MATINHOS.

RISKS

THE ABSENCE OF A TOURIST QUALIFICATION AND DEVELOPMENT PROGRAM IN A LOCALITY WITH TOURISM POTENTIAL, AS EVIDENCED BY THE TOURIST DEMAND STUDY IN THE CITY OF MATINHOS, CAN POSE A SERIES OF RISKS AND CHALLENGES FOR BOTH THE LOCAL TOURISM SECTOR AND THE COMMUNITY IN GENERAL. THESE RISKS CAN RANGE FROM THE LOSS OF ECONOMIC GROWTH OPPORTUNITIES TO NEGATIVE IMPACTS ON SOCIAL AND ENVIRONMENTAL WELL-BEING. HOWEVER, REGARDING THE ACTIVITIES PLANNED FOR THE MATINHOS TOURISM QUALIFICATION AND DEVELOPMENT PROGRAM (PQTD), IT CAN BE NOTED THAT THEY ARE IN ACCORDANCE WITH THE METHODOLOGY AND PROGRESS PROPOSED BY THE PBA.

HOUSING AND PREVENTION OF IRREGULAR OCCUPATIONS PROGRAM (PHPOI)

MATERIAL THEME



IMPROVEMENT AND AWARENESS

ODS



INDICATORS

QUANTIFICATION AND QUALIFICATION OF EXISTING IRREGULAR OCCUPATIONS IN MATINHOS BEFORE AND DURING THE WATERFRONT REVITALIZATION WORKS;

WHAT HAVE WE DONE

THE DEMOGRAPHIC GROWTH OF A CITY OFTEN LEADS TO THE PROLIFERATION OF IRREGULAR OCCUPATIONS, AS HOUSING IS A BASIC HUMAN NEED. AS A RESULT, LOW-INCOME GROUPS END UP OCCUPYING AREAS IN SEARCH OF BUILDING THEIR HOMES.

TO UNDERSTAND HOW THIS PROCESS OCCURRED IN THE MUNICIPALITY OF MATINHOS, A STUDY TEAM WAS FORMED TO ANALYZE THE MAIN OCCUPATIONS AND DEVELOP A SOLUTION TO SOLVE THIS PROBLEM, AIMING TO ENSURE THE PROGRESS OF THE ENTERPRISE IN THE MUNICIPALITY.

METHOD

THIS TOPIC FOLLOWED THE GRI 415 STANDARD. URBANIZATION AND REVITALIZATION OF POPULAR SPACES WERE CONSIDERED, AS THE PROBLEMS OF IRREGULAR OCCUPATIONS ARE IN THE STUDY OF THIS PROGRAM.

GOALS

- REGISTRATION OF IRREGULAR OCCUPATIONS IN THE AREAS AFFECTED BY THE MATINHOS WATERFRONT RECOVERY WORKS, IN ITS SURROUNDINGS, AND IN OTHER REGIONS OF THE CITY;
- SOCIOECONOMIC AND SOCIOCULTURAL DIAGNOSTICS OF THE POPULATION IN IRREGULAR OCCUPATIONS;

DURING 2023, DETAILED SURVEYS WERE CONDUCTED OF THE RESIDENCES LOCATED IN THE OCCUPATION AREAS NEAR THE ENTERPRISE. THROUGH INTERVIEWS WITH RESIDENTS IN THE MATINHOS RIVER REGION, IT WAS POSSIBLE TO DEVELOP A COMPREHENSIVE SOCIOECONOMIC PROFILE, PROVIDING VALUABLE INSIGHTS FOR THE PLANNED RELOCATION.

ANOTHER STUDY WAS CONDUCTED TO INVESTIGATE IRREGULAR OCCUPATIONS IN THE SAINT HILAIRE NATIONAL PARK REGION. RESIDENCES IN THIS AREA WERE QUANTIFIED AND ASSESSED FOR QUALITY THROUGH ON-SITE VISITS AND DRONE OVERFLIGHTS.

IT IS CRUCIAL TO HIGHLIGHT THAT, ALTHOUGH FAMILIES IN THE ENTERPRISE REGION MUST BE RELOCATED, PROGRESS HAS BEEN AFFECTED BECAUSE THESE FAMILIES REMAIN ON SITE. TO MITIGATE THIS IMPACT, THE MUNICIPAL GOVERNMENT APPROVED, TOGETHER WITH THE CITY COUNCIL, A SOCIAL RENT PROGRAM FOR FAMILIES UNTIL THEIR COMPLETE RELOCATION. HOWEVER, THE PERSISTENCE OF THESE FAMILIES IN THE REGION HAS DELAYED THE PROGRESS OF THE WORK.

THE REPORTS PRESENTED BY THE TEAM OF SPECIALISTS WERE DISCUSSED WITH AN INDEPENDENT OVERSIGHT TEAM AND THEN PASSED ON TO THE ENTERPRISE'S SENIOR LEADERSHIP.

FOR THIS YEAR, THE RELOCATION OF AFFECTED FAMILIES IS PLANNED, ALONG WITH THE PRESENTATION OF PLANS TO ADDRESS IRREGULAR OCCUPATIONS IN THE STUDIED AREAS. THIS REPRESENTS SIGNIFICANT PROGRESS IN THE PROJECT, AIMING TO ENSURE THE WELL-BEING OF THE INVOLVED FAMILIES AND REGULARIZE THE AFFECTED AREAS.

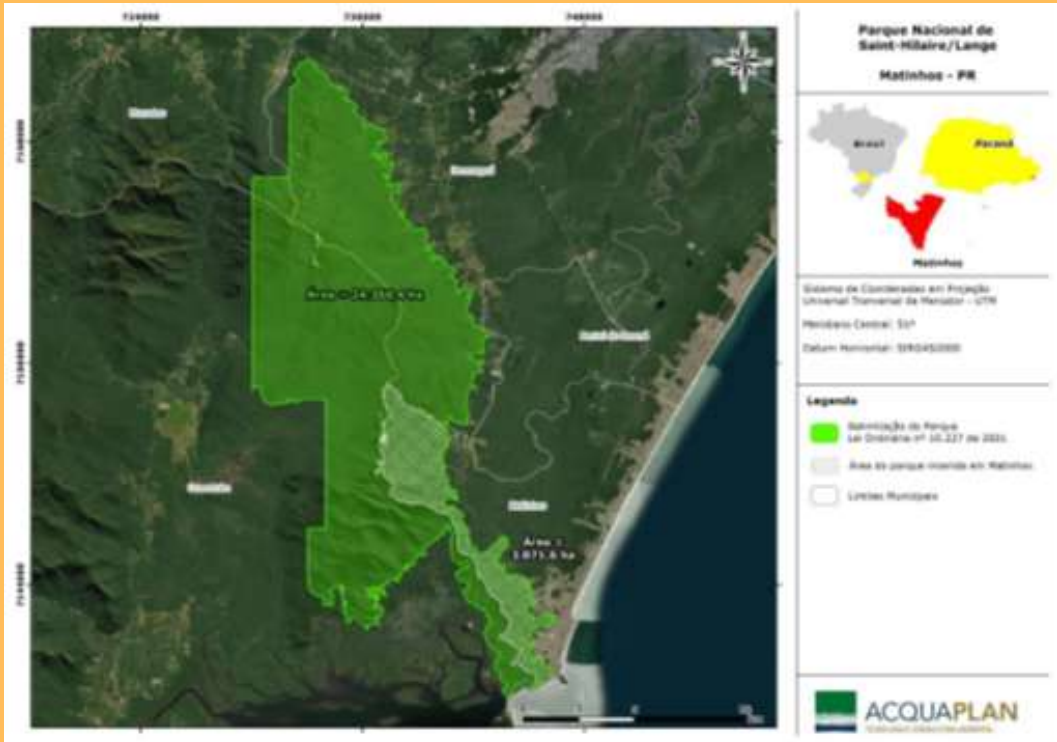
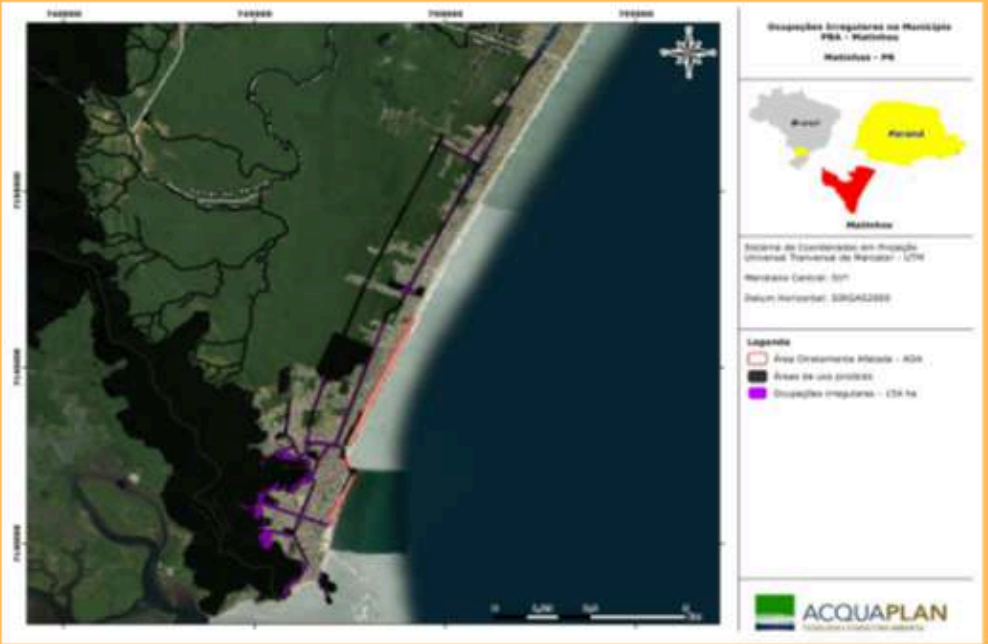
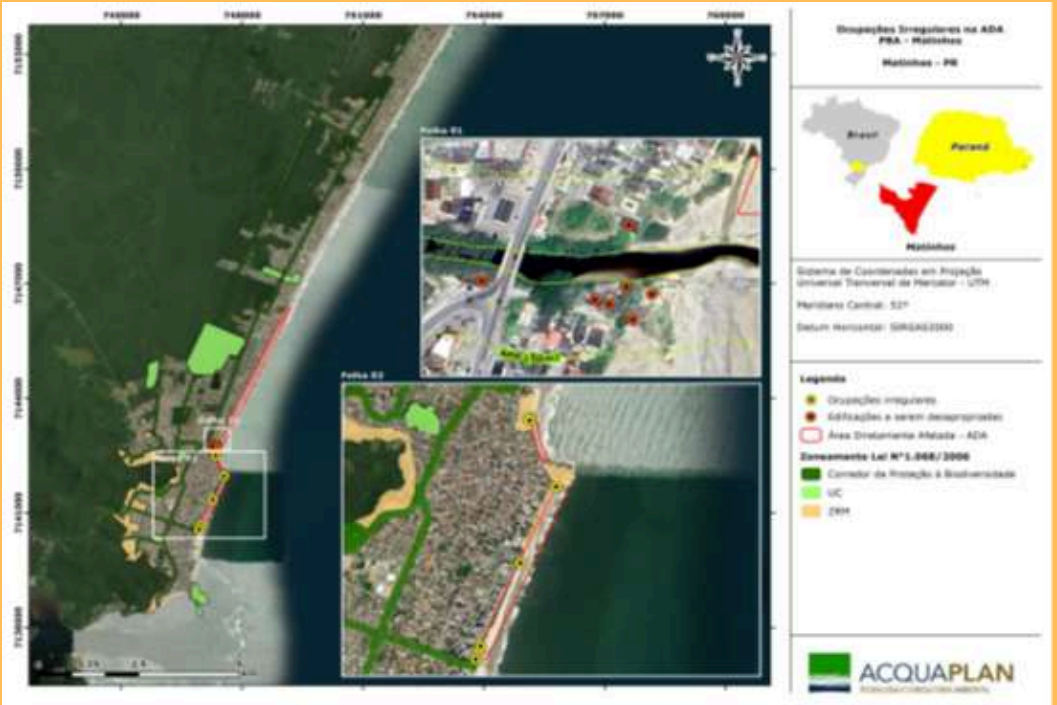


Image Source: DTA/Acquaplan



RISKS

THE LACK OF MORE ASSERTIVE MEASURES BY THE MUNICIPAL PUBLIC AUTHORITY REPRESENTS A SIGNIFICANT RISK TO THE PROGRAM AND THE PROGRESS OF THE WORK. THIS IS BECAUSE THE REGION'S MACRO-DRAINAGE IS CONDITIONED TO THE RELOCATION OF AFFECTED FAMILIES. THIS WORK IS CRUCIAL TO REDUCE FLOODING AREAS DURING HEAVY RAINS IN THE REGION.

PROGRAMA DE COMUNICAÇÃO SOCIAL (PCS)

MATERIAL THEME



TRANSPARENCY AND AWARENESS

ODS



INDICATORS

ESTABLISHING AND MAINTAINING AN EFFECTIVE AND PERMANENT COMMUNICATION CHANNEL BETWEEN THE DEVELOPER AND THE POPULATION OF MATINHOS

WHAT HAVE WE DONE

A LARGE-SCALE PROJECT NATURALLY GENERATES NUMEROUS QUESTIONS ABOUT ITS DEVELOPMENT. THE POPULATION, IN TURN, SHOWS A GROWING INTEREST IN UNDERSTANDING NOT ONLY THE BENEFITS BUT ALSO THE IMPACTS THAT SUCH A PROJECT CAN ENTAIL.

TO ADDRESS THESE ISSUES, THE PROJECT ESTABLISHED A DEDICATED SOCIAL COMMUNICATION PROGRAM AIMED AT CREATING A TRANSPARENT COMMUNICATION CHANNEL BETWEEN THE PROJECT AND THE COMMUNITY.

METHOD

THIS TOPIC FOLLOWED THE GRI 417 STANDARD, FOCUSING ON TRANSPARENCY AND MARKETING AS KEY POINTS, THROUGH WHICH THE POPULATION HAS ACCESS TO INFORMATION ABOUT THE PROGRESS OF THE PROJECT.

GOALS

- PROVIDING THE POPULATION WITH ACCESS TO INFORMATION ABOUT THE IDENTIFIED SOCIAL AND ENVIRONMENTAL IMPACTS AND THE PREVENTION, MITIGATION, AND COMPENSATION PROGRAMS/MEASURES.
- IMPLEMENTING A MECHANISM TO RECEIVE AND RESPOND TO QUESTIONS, COMPLAINTS, SUGGESTIONS, AND REQUESTS FROM THE POPULATION TO MAINTAIN A TRANSPARENT AND REGULAR DIALOGUE CHANNEL.

OVER A YEAR AND A HALF, THE PROGRAM MADE SIGNIFICANT EFFORTS TO KEEP THE POPULATION INFORMED ABOUT THE ONGOING PROJECT. THIS INCLUDED PRODUCING SIX PODCAST EPISODES, DISTRIBUTING 27 PRESS RELEASES, AND PRINTING 4,000 PAMPHLETS. THESE INITIATIVES WERE DESIGNED TO CREATE AN ACCESSIBLE COMMUNICATION CHANNEL FOR THE PUBLIC, ENSURING TRANSPARENCY AND FACILITATING ACCESS TO RELEVANT INFORMATION ABOUT THE PROJECT.

THE PRESS RELEASES AIMED PRIMARILY TO INFORM THE PUBLIC ABOUT THE PROGRESS OF THE WORK, AS WELL AS TO ADDRESS ENVIRONMENTAL AND SUSTAINABILITY ISSUES CLEARLY AND ACCESSIBLY. THIS APPROACH AIMS TO PROMOTE UNDERSTANDING AND ENGAGEMENT OF THE COMMUNITY CONCERNING CRUCIAL ASPECTS OF THE PROJECT, CONTRIBUTING TO INFORMED AND ACTIVE CITIZEN PARTICIPATION.

IN COLLABORATION WITH THE ENVIRONMENTAL EDUCATION PROGRAM, THE PROGRAM DEVELOPED A SERIES OF PODCASTS DEDICATED TO THE ARCHAEOLOGICAL HERITAGE OF MATINHOS. THESE PODCASTS AIM TO EDUCATE AND RAISE AWARENESS AMONG THE POPULATION ABOUT THE RICH MATERIAL AND IMMATERIAL HISTORICAL HERITAGE OF THE MUNICIPALITY, HIGHLIGHTING ITS CULTURAL IMPORTANCE AND PROMOTING THE PRESERVATION OF THIS LEGACY FOR FUTURE GENERATIONS. THESE INITIATIVES REFLECT THE PROGRAM'S COMMITMENT TO ENGAGING THE COMMUNITY AND PROMOTING AN INCLUSIVE APPROACH TO THE PROJECT'S DEVELOPMENT.

THE REPORTS PREPARED BY THE TEAM OF SPECIALISTS UNDERWENT A THOROUGH ANALYSIS CONDUCTED BY AN INDEPENDENT OVERSIGHT TEAM. AFTER THIS EVALUATION, THE RESULTS WERE PRESENTED TO THE ENTERPRISE'S SENIOR LEADERSHIP FOR REVIEW AND DISCUSSION, ENSURING DECISION-MAKING BASED ON SOLID INFORMATION AND A TRANSPARENT AND RESPONSIBLE APPROACH.

FOR THE NEXT YEAR, THE PROGRAM PLANS TO RELEASE NEW INFORMATIVE PRESS RELEASES AND AN ENVIRONMENTAL EDUCATION BOOKLET RELATED TO THE PROJECT. THE BOOKLET WILL INCLUDE PLAYFUL ACTIVITIES TO FACILITATE THE UNDERSTANDING OF THE TRANSMITTED INFORMATION. THESE INITIATIVES REFLECT THE PROGRAM'S ONGOING COMMITMENT TO MAINTAINING TRANSPARENCY, PROMOTING ENVIRONMENTAL AWARENESS, AND STRENGTHENING THE RELATIONSHIP WITH THE COMMUNITY.



Image Source: Canva

THE PROGRAM HAS ALREADY PRODUCED SIX PODCAST EPISODES, DISTRIBUTED 27 PRESS RELEASES, AND PRINTED 4,000 PAMPHLETS ABOUT THE MATINHOS COASTAL REINFORCEMENT PROJECT.

RISKS

THE PROGRAM CURRENTLY FACES A RISK POINT DUE TO THE PODCAST PRODUCTION, WHICH IN THE FIRST EPISODES DEVIATED FROM THE INTENDED CENTRAL THEME. INSTEAD OF FOCUSING EXCLUSIVELY ON THE ARCHAEOLOGICAL HERITAGE OF MATINHOS, THE EPISODES DISCUSSED THE BROADER SOUTHERN BRAZIL REGION. THIS DEVIATION WAS NOTED BY THE PROGRAM'S TECHNICAL OVERSIGHT TEAM, WHO REQUESTED THAT THE FOCUS REMAIN STRICTLY ON MATINHOS. THIS CORRECTION IS ESSENTIAL TO ENSURE THE CONSISTENCY AND RELEVANCE OF THE CONTENT, AS WELL AS TO MEET THE PROGRAM'S EDUCATIONAL AND INFORMATIVE OBJECTIVES EFFECTIVELY.

PROFESSIONAL TRAINING PROGRAM (PCP)

MATERIAL THEME



IMPROVEMENT AND AWARENESS

ODS



INDICATORS

NUMBER OF CANDIDATES WHO STARTED AND COMPLETED THE COURSE MODULES;

WHAT HAVE WE DONE

THE MATINHOS COASTAL REINFORCEMENT PROJECT PROMISES TO ATTRACT A CONSIDERABLE INFLUX OF TOURISTS TO THE REGION. THEREFORE, TRAINING THE POPULATION TO MEET THIS DEMAND EMERGES AS AN EXTREMELY IMPORTANT TASK.

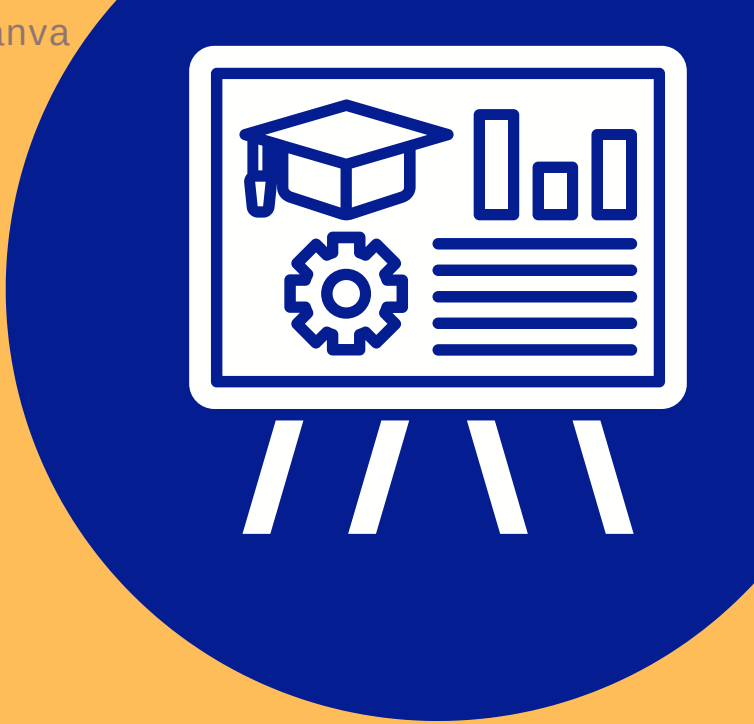
THUS, A COMMITTEE WAS ESTABLISHED TO IMPLEMENT THE PROFESSIONAL TRAINING PROGRAM TO MEET THIS DEMAND. THE GOAL IS TO EXPAND EMPLOYMENT OPPORTUNITIES IN THE MUNICIPALITY THROUGH COURSES OFFERED BY VARIOUS SYSTEMS.

METHOD

THIS TOPIC FOLLOWED THE GRI 404 STANDARD. TRAINING AND EDUCATION WERE CONSIDERED MEANS FOR THE ENTERPRISE TO MEET THE PROGRAM SINCE THESE ARE CRUCIAL POINTS TO ADDRESS THE INCREASED TOURISM DEMAND.

GOALS

- IDENTIFY AREAS WITH A LACK OF SKILLED PROFESSIONALS.
- PREPARE AND TRAIN PEOPLE TO WORK IN COMMERCE, RESTAURANTS, HOSPITALITY, CONSTRUCTION, AND OTHER LOCAL ECONOMY AREAS.



OVER A YEAR, THE PROFESSIONAL TRAINING PROGRAM CONDUCTED A TOTAL OF SIX COURSES, MARKING SIGNIFICANT PROGRESS IN PREPARING THE LOCAL POPULATION TO MEET THE DEMANDS GENERATED BY THE PROJECT IN MATINHOS.

DURING THE FIRST QUARTER OF 2023, SEVERAL CONSTRUCTIVE MEETINGS TOOK PLACE BETWEEN THE PROGRAM TEAM AND MUNICIPAL GOVERNMENT REPRESENTATIVES. THE OBJECTIVE OF THESE MEETINGS WAS TO DETERMINE WHICH COURSES WOULD BE MOST BENEFICIAL AND SUITABLE FOR THE COMMUNITY'S NEEDS, CONSIDERING THE SECTORS THAT WOULD BE IMPACTED BY THE PROJECT'S DEVELOPMENT.

AFTER NEGOTIATIONS AND DELIBERATIONS WITH PUBLIC BODIES, IT WAS DECIDED TO EXECUTE 17 ADDITIONAL COURSES OVER 2023 AND 2024. THIS EXPANSION REFLECTS THE MUTUAL COMMITMENT BETWEEN THE CONTRACTOR AND THE PROGRAM IMPLEMENTER TO FURTHER STRENGTHEN THE SKILLS AND COMPETENCIES OF THE LOCAL WORKFORCE. ADDITIONALLY, THIS PARTNERSHIP REINFORCES THE JOINT COMMITMENT TO THE REGION'S SOCIO-ECONOMIC DEVELOPMENT, OFFERING TRAINING OPPORTUNITIES THAT CAN BOOST LOCAL EMPLOYMENT AND ENTREPRENEURSHIP, THUS CONTRIBUTING TO MORE EQUITABLE AND SUSTAINABLE ECONOMIC GROWTH.

THE REPORTS PREPARED BY THE TEAM OF SPECIALISTS UNDERWENT A THOROUGH ANALYSIS CONDUCTED BY AN INDEPENDENT OVERSIGHT TEAM. AFTER THIS EVALUATION, THE RESULTS WERE PRESENTED TO THE ENTERPRISE'S SENIOR LEADERSHIP FOR REVIEW AND DISCUSSION, ENSURING DECISION-MAKING BASED ON SOLID INFORMATION AND A TRANSPARENT AND RESPONSIBLE APPROACH.

FOR THIS YEAR, THE PROGRAM WILL CONCLUDE ITS ACTIVITIES BY EXECUTING ITS NEXT EIGHT TRAINING COURSES.

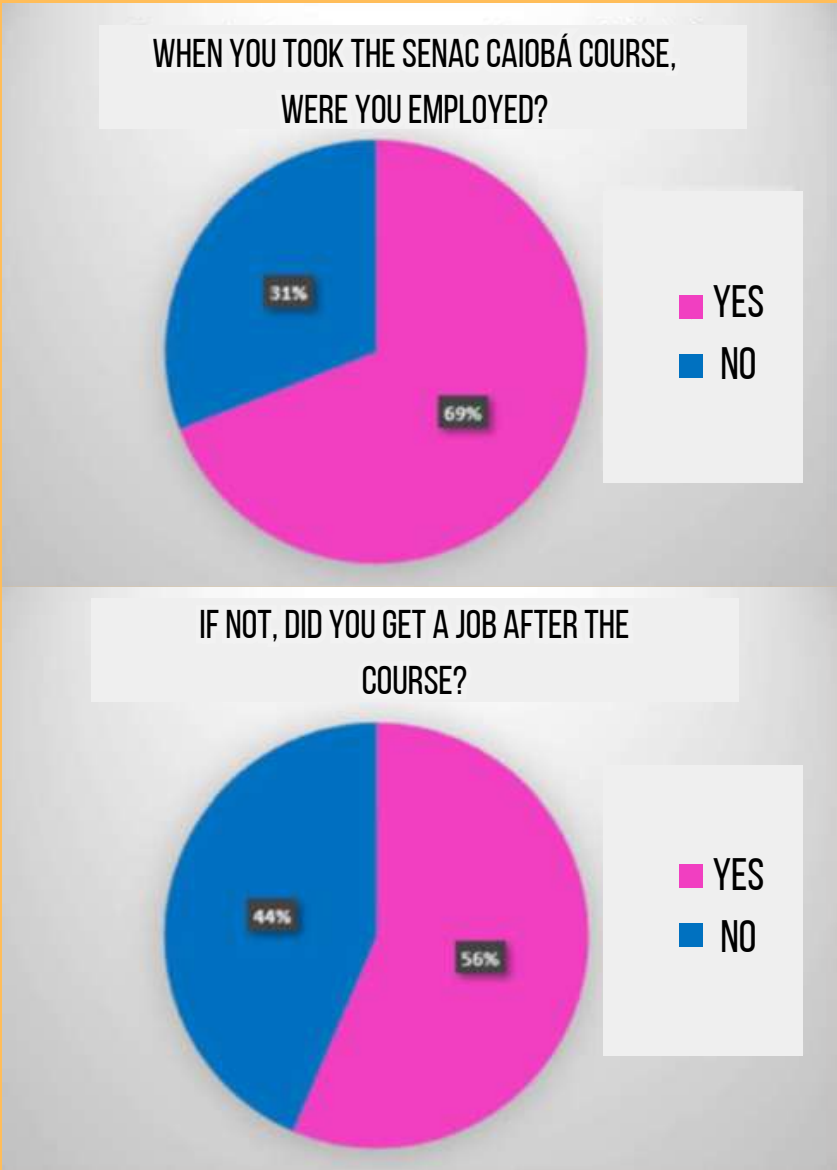


Image Source: DTA/Acquaplan

IN 2023, THE PROGRAM ENROLLED OVER 300 WORKERS IN THE MATINHOS REGION.

RISKS

DESPITE THE ADVANCES, THE PROFESSIONAL TRAINING PROGRAM FACES CHALLENGES, SUCH AS THE RISK OF DROPOUT AND THE NEED TO MAINTAIN COURSE QUALITY OVER TIME.

DROPOUT CAN HINDER COURSE PARTICIPATION AND COMPLETION, WHILE MAINTAINING CONTENT RELEVANCE REQUIRES CONTINUOUS EFFORTS TO UPDATE AND ALIGN WITH MARKET NEEDS.

SOCIAL ASSISTANCE PROGRAM (PAS)

MATERIAL THEME



TRANSPARENCY AND AWARENESS

ODS



INDICATORS

NUMBER OF CANDIDATES WHO STARTED AND COMPLETED THE COURSE MODULES;

WHAT HAVE WE DONE

THE DEMOGRAPHIC GROWTH OF A CITY INEVITABLY LEADS TO AN INCREASE IN SOCIAL DEMANDS. IT IS KNOWN THAT INCREASING JOB OPPORTUNITIES ATTRACTS A SIGNIFICANT PORTION OF THE POPULATION SEEKING IMPROVED SOCIAL CONDITIONS. GIVEN THIS REALITY, THE NEED AROSE TO ESTABLISH A PROGRAM DEDICATED TO ANALYZING THE CURRENT SCENARIO OF THE MUNICIPALITY AND PROJECTING ITS FUTURE GROWTH. THIS ENSURES THAT COMPETENT BODIES ARE ADEQUATELY PREPARED TO DEAL WITH INCREASED DEMAND.

METHOD

THIS TOPIC FOLLOWED THE GRI 405 STANDARD, CONSIDERING DIVERSITY AND EQUAL OPPORTUNITIES, AS THE PROGRAM AIMS TO PRESENT IMPROVEMENT POSSIBILITIES TO ENSURE UNIVERSAL ACCESS TO SOCIAL PROGRAMS THAT GUARANTEE SOCIAL EQUALITY.

GOALS

- INVENTORY THE DEMAND FOR SOCIAL ASSISTANCE BEFORE AND DURING THE MATINHOS WATERFRONT REVITALIZATION WORKS;
- ASSESS THE CAPACITY OF THE MEANS TO MEET THE GROWING SOCIAL ASSISTANCE DEMANDS IN MATINHOS;

DURING 2023, THE PROGRAM CONDUCTED AN EXTENSIVE ANALYSIS OF BUILDINGS DEDICATED TO SOCIAL ACTION IN THE MUNICIPALITY, CARRYING OUT BOTH QUANTIFICATION AND QUALIFICATION OF THESE FACILITIES.

ADDITIONALLY, THE PROGRAM ANTICIPATED A SIGNIFICANT INCREASE IN SOCIAL DEMANDS IN THE COMING YEARS, DEMONSTRATING A COMMITMENT TO PROACTIVELY ANTICIPATING AND ADDRESSING FUTURE CHALLENGES.

FURTHERMORE, THE PROGRAM DEVELOPED A COMPREHENSIVE FRAMEWORK OF POTENTIAL IMPROVEMENT AREAS FOR CURRENT SERVICES AND IDENTIFIED NECESSARY ENHANCEMENTS TO MEET AN EXPANDED AUDIENCE IN THE FUTURE, DEMONSTRATING A STRATEGIC AND HOLISTIC APPROACH TO STRENGTHENING SOCIAL SERVICES.

THE REPORTS PRESENTED BY THE TEAM OF SPECIALISTS WERE DISCUSSED WITH AN INDEPENDENT OVERSIGHT TEAM AND THEN PASSED ON TO THE ENTERPRISE'S SENIOR LEADERSHIP.

FOR THIS YEAR, A PUBLIC CONSULTATION IS SCHEDULED TO GATHER INFORMATION ON THE NEEDS OF THE MATINHOS POPULATION, AS WELL AS THE DELIVERY OF THE FINAL REPORT CONTAINING THE DOCUMENT TO BE PRESENTED TO THE MUNICIPAL GOVERNMENT.

THIS PUBLIC CONSULTATION PROCESS IS FUNDAMENTAL TO ENSURE THAT THE VOICES AND NEEDS OF THE COMMUNITY ARE HEARD AND CONSIDERED IN THE DEVELOPMENT OF SOCIAL POLICIES AND PROGRAMS. THE DELIVERY OF THE FINAL REPORT TO THE MUNICIPAL GOVERNMENT IS AN IMPORTANT STEP TO INFORM AND INFLUENCE LOCAL GOVERNMENT DECISIONS AND ACTIONS, AIMING TO MEET THE DEMANDS AND PROMOTE THE WELL-BEING OF MATINHOS CITIZENS.

RISKS

THE LACK OF AN UPDATED SOCIAL ACTION PLAN REPRESENTS A RISK TO THE PROGRAM, AS IT MAY RESULT IN AN INADEQUATE ASSESSMENT OF THE POPULATION'S NEEDS. WITHOUT A PLAN REFLECTING CHANGES IN DEMOGRAPHICS, SOCIAL TRENDS, AND COMMUNITY PRIORITIES, THERE IS A DANGER OF UNDERESTIMATING OR IGNORING THE RESIDENTS' REAL NEEDS. THIS, IN TURN, CAN LEAD TO PROPOSING INADEQUATE OR INEFFECTIVE SOLUTIONS BY THE PROGRAM.

ENVIRONMENTAL EDUCATION PROGRAM (PEA)

MATERIAL THEME



IMPROVEMENT AND AWARENESS



NATURAL AND CULTURAL HERITAGE

ODS



INDICATORS

NUMBER OF ACTIVITIES CARRIED OUT AND EVALUATION WITH THE DEGREE OF SATISFACTION OF PARTICIPANTS IN ENVIRONMENTAL EDUCATION ACTIVITIES;

WHAT HAVE WE DONE

PROJECTS OF THIS MAGNITUDE INEVITABLY BRING ENVIRONMENTAL IMPACTS, EVEN IF THEY ARE MINIMIZED TO THE LOWEST POSSIBLE EXTENT. AN EXTENSIVE ENVIRONMENTAL EDUCATION PROGRAM WAS DEVELOPED, ENCOMPASSING A WIDE VARIETY OF SOCIAL SECTORS AND IMPLEMENTING VARIOUS FRONTS OF ACTION TO PROMOTE AWARENESS AND PRACTICAL ACTIONS FOR ENVIRONMENTAL PRESERVATION THROUGHOUT THE COMMUNITY, AS WELL AS HERITAGE EDUCATION ACTIVITIES.

METHOD

THIS TOPIC FOLLOWED THE GRI 404 STANDARD. TRAINING AND EDUCATION WERE CONSIDERED MEANS FOR THE ENTERPRISE TO MEET THE PROGRAM, AS THESE ARE CRUCIAL POINTS TO ADDRESS THE INCREASED ENVIRONMENTAL IMPACTS CAUSED BY THE PROJECT.

GOALS

- IMPLEMENTATION OF AT LEAST TWO PROJECTS (ONE FOR ENVIRONMENTAL EDUCATION AND ONE FOR HERITAGE EDUCATION).
- CONDUCTING ENVIRONMENTAL EDUCATION ACTIVITIES WITH THE COMMUNITY AROUND THE PROJECT AND WITH THE WORKERS.

OVER THE PAST YEAR, THE ENVIRONMENTAL EDUCATION AND TOURISM PROGRAM (PEAT) DEDICATED A TOTAL OF 720 MINUTES TO ITS ACTIVITIES, WITH 240 MINUTES FOCUSED ON HERITAGE EDUCATION, PODCAST PRODUCTION, AND 120 MINUTES ON EVENTS INVOLVING LOCAL FISHERMEN. IN 2023, THE PROGRAM FOCUSES MAINLY ON DISSEMINATING ENVIRONMENTAL EDUCATION, ESPECIALLY ON THE CONSTRUCTION SITE, WHERE WORKERS ARE INSTRUCTED ON ENVIRONMENTAL AND SUSTAINABILITY ISSUES. THIS APPROACH AIMS TO PROMOTE BROADER ENVIRONMENTAL AWARENESS AMONG THOSE INVOLVED IN THE PROJECT.

ADDITIONALLY, THE PROGRAM HAS ALREADY CONDUCTED ITS FIRST ACTIVITY WITH LOCAL FISHERMEN, AIMING TO ESTABLISH GUIDELINES FOR FUTURE INITIATIVES WITH THIS GROUP. THESE INITIAL INTERACTIONS ARE CRUCIAL TO UNDERSTANDING THE FISHERMEN'S NEEDS AND CONCERNS, ENABLING THE ADAPTATION OF THE PROGRAM'S ACTIVITIES TO BETTER SERVE THIS SPECIFIC AUDIENCE. SEVERAL OTHER ACTIVITIES ARE UNDERWAY, INCLUDING THE DEVELOPMENT OF EDUCATIONAL MATERIALS, SUCH AS BOOKLETS ON COASTAL REINFORCEMENT, AND THE PRODUCTION OF PODCASTS ADDRESSING HERITAGE EDUCATION THEMES, TO DISSEMINATE KNOWLEDGE AND RAISE AWARENESS ABOUT THE REGION'S CULTURAL HERITAGE.

THESE INITIATIVES DEMONSTRATE THE PROGRAM'S COMMITMENT TO PROMOTING ENVIRONMENTAL EDUCATION AND SUSTAINABLE TOURISM IN MATINHOS.

THE REPORTS PREPARED BY THE TEAM OF SPECIALISTS WERE DISCUSSED WITH AN INDEPENDENT OVERSIGHT TEAM AND THEN PASSED ON TO THE ENTERPRISE'S SENIOR LEADERSHIP.

FOR THIS YEAR, THE CONTINUITY OF THE ACTIVITIES THAT HAVE BEEN CARRIED OUT SINCE 2022 IS PLANNED.

**MORE THAN 720 MINUTES
OF ENVIRONMENTAL
TRAINING WERE DEVELOPED
WITH WORKERS.**

RISKS

DESPITE THE EFFORTS OF THE ENVIRONMENTAL EDUCATION PROGRAM, A SERIOUS OBSTACLE HAS BEEN THE LACK OF ACCESS TO THE MATINHOS DEPARTMENT OF EDUCATION AND THE PROHIBITION AGAINST PRESENTING ENVIRONMENTAL EDUCATION PROJECTS TO THE DIRECTORS OF MUNICIPAL SCHOOLS. THIS RESTRICTION HAS SIGNIFICANTLY HINDERED THE EFFECTIVE IMPLEMENTATION OF THE PLANNED ACTIVITIES. THE ABSENCE OF COMMUNICATION AND COLLABORATION WITH THE DEPARTMENT OF EDUCATION COMPLICATES THE INTEGRATION OF ENVIRONMENTAL EDUCATION PROJECTS INTO THE SCHOOL CURRICULUM AND THE SENSITIZATION OF SCHOOL DIRECTORS TO THE IMPORTANCE OF THESE INITIATIVES.