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## Social projects in the Minas Centrais region

Companhia Vale do Rio Doce (CVRD) supports the economic, social and environmental development in the regions where it operates through investments in environment, education, culture and income generation. CVRD's estimated social investment in Minas Gerais state in 2006 totals about 17.4 million reais through the Vale Foundation do Rio Doce (FVRD).

Among the main projects the company undertakes in its several performance areas in Minas Gerais are the Vale Alfabetizar (Worthy Literacy), the Cidade Vale Mais (The City is Worth More), and the Vale Comunidade (Vale Community), which maintain programs such as the "Circuito Mineração" (Mining Circuit) (community integration through visits to the mines), and the "Encontro com Lideranças" (Meeting with Leaderships) (promoting environmental education and integration with local communities).

Learn more about a few of the programs that are being carried out or deployed in São Gonçalo do Rio Abaixo, Barão de Cocais, and in the Minas Centrais Complex region.

### Professional Qualification Program

The purpose of the program is to guarantee professional qualification and increase the employability of the region's young people, in addition to creating a database of professionals who are qualified to attend to the increasing demand for specialized labor in the several CVRD operational areas. The program is aimed at young people aged more than 18 years and who have complete high school educations. The program had 433 openings in 2005, while in 2006, it had 110 openings distributed among the São Gonçalo do Rio Abaixo, Barão de Cocais, Rio Piracicaba, Santa Bárbara, João Monlevade, and Bela Vista de Minas municipalities.

The Professional Qualification program is divided into two stages: theoretical and practical.

### Vale Alfabetizar (or, Worthy Literacy)

Vale collaborates with illiteracy eradication in the places where it has its operations. This is a fundamental commitment of a company that participates in the country's development. The Vale Alfabetizar project, deployed in partnership with the government's Solidary Literacy program, performs in partnership with public authorities and higher education institutions, and seeks reading and writing tutors in the communities who will be in charge of sensitizing future students.

The Vale Alfabetizar, deployed in 2004 in Minas Gerais, has already helped 6,133 students to learn how to read and write all over the state of Minas Gerais, benefiting the São Gonçalo do Rio Abaixo, Barão de Cocais, Santa Bárbara, Sabará, and Rio Piracicaba municipalities.

### Affective-Sexual Education / PEAS Vale

Supporting initiatives that contribute to improving the quality of life in the communities is a Vale Foundation do Rio Doce (FVRD) priority. The Affective-Sexual Education Program/Peas Vale aims at offering sexual, affective, and juvenile

leadership education and at reducing the precocious motherhood rates. Instituted by the Minas Gerais Government and by the Odebrecht Foundation, and deployed by FVRD in seven Minas Gerais municipalities, the program has been very successful and benefited Education and Health professionals, schools, and students. The Itabira and Santa Bárbara City Halls have institutionalized the PEAS Vale as a public health policy in their municipalities.

In total, 38,189 public school adolescents and 1,433 education and health professionals from Minas Gerais municipalities, among which Barão de Cocais, São Gonçalo do Rio Abaixo, and Santa Bárbara, have already been benefited by the program.

### **Vale Ambiente (or Vale Environment)**

The Vale Ambiente program is aimed at promoting educational actions to get the communities directly engaged in solving their social and environmental problems. It offers courses, seminars, and lectures to public education system teachers and community leaders. The Vale Ambiente, a CVRD partnership with several municipal city halls, benefits some 20,000 people in Minas Gerais, among whom teachers, students, and community leaders. The program reaches the Barão de Cocais, Rio Piracicaba, Sabará, Santa Bárbara, Bela Vista de Minas, and São Gonçalo do Rio Abaixo municipalities, among others.

### **Trilheiros (Trackers)**

In January, the Vale Foundation do Rio Doce (FVRD), in partnership with the Futura Channel, recorded the "Trilheiros - Uma aventura em Minas Gerais" ("Trackers - an adventure in Minas Gerais") series. The program is a different type of reality show, which, instead of exploiting participant privacy, shows that the teams' experiences, as well as the local culture, economy, history, customs, and environment. The program was recorded in Santa Bárbara, Barão de Cocais, and Catas Altas and is scheduled to debut next April.

### **Cidade Vale Mais (City Worth More)**

Investing in social capital and in the vision of the future, the Cidade Vale Mais program helps municipalities to discover and develop their potential. The project sets the social actors and the community into motion to plan and carry out social, economic, environmental, and cultural development strategies, generating more quality of life for everyone involved. The entire Barão de Cocais and São Gonçalo do Rio Abaixo populations are benefited by this project.

### **Vale Comunidade (Vale Community) - Mining Circuit**

Visitation project carried out in the Barão de Cocais, Santa Bárbara, and Rio Piracicaba regions aimed at encouraging the approximation between the company and the communities where it has operations. Through it, students and people from the community visit the mine and have the chance to get to know Vale's activities in the company's productive processes better, in addition to getting more information about the projects and environmental monitoring the CVRD carries out. The project is expected to be deployed in São Gonçalo do Rio Abaixo in 2006.

### **Vale Comunidade (or, Vale Community) - Meeting with Leaderships**

The Meeting with Leaderships program brings people from the communities together, forming a direct communication channel with CVRD. This dialog allows the company to get to know each community's reality and specific needs better, in addition to keeping it permanently informed about the activities, social projects being developed, and, particularly, on the environmental control actions and measures Vale has implemented. The program is already being carried out with representatives from the São Gonçalo do Rio Abaixo, Barão and Santa Bárbara communities, involving the Vila do Gongo and Socorro (Barão de Cocais), and Cruz dos Peixotos and André (Santa Bárbara) districts.

### **Vale Comunidade (Vale Community) - Culture and Citizenship Network**

Art and culture are the main tools used to induce the establishment of the Culture Network, which also develops interfaces in the Education, Social Action, Health, and Environment areas. Its purpose is to establish regional dialogue, facilitate artistic and cultural product circulation, transmit information and knowledge, and develop new local, regional, and national partnerships. The goal is to foment the local culture's development and generate income. It has been deployed in Santa Bárbara, Barão de Cocais, São Gonçalo do Rio Abaixo, and Rio Piracicaba.

### More information

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