



# BALUARTE

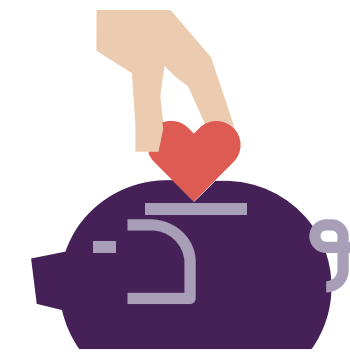
CULTURA



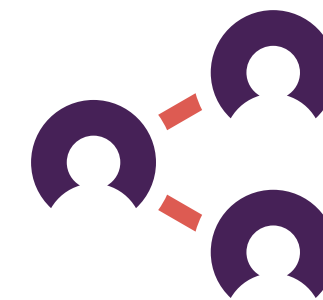
We accelerate the transition  
to a **Culture of Sustainability.**



**Baluarte Cultura** has been working for 18 years towards **reducing inequalities** through multisector partnerships for the implementation of social impact projects in culture and education, consulting for incentivized sponsorships, social impact bonds, and sustainability.



We believe in strengthening a **new economy** that harmonizes profit and purpose.



We encourage shared **responsibility**, social innovation, and collaboration in businesses and organizations.



We accelerate the alignment of companies and social, cultural, and sports projects with the **2030 Agenda for Sustainable Development (UN)**.

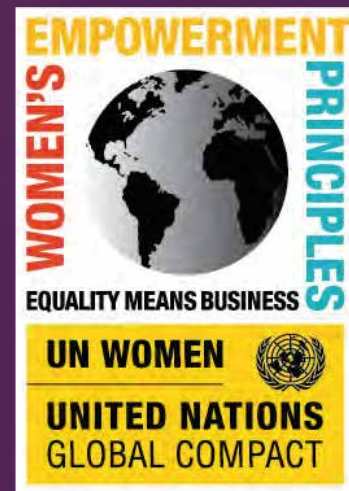
Sustainability occupies a central place in our strategy, and that's why all the actions we develop are in alignment with the **2030 Agenda** and the **Sustainable Development Goals (SDGs)** proposed by the UN Global Compact.

Since 2015, we have been a **certified B Corporation** and are part of the global movement of companies working for a better world.

We are **signatories of the Global Compact**, winners of the 1st SDG Award from the Global Compact Brazil Network (2019), and our work is aligned with the strengthening of 5 Sustainable Development Goals (SDGs):



## OUR COMMITMENTS



We are signatories of the **WEPs (Women's Empowerment Principles)**, an initiative by UN Women and the Global Compact that establishes a commitment to promoting women's empowerment.



Since 2015, we have been a **Certified B Corporation**, part of the global movement of companies striving to be better for the world.



We are also certified with the **Great Place to Work** seal for the third consecutive year, achieving a 92% employee satisfaction rate.

**SEJA ANTIRRACISTA**

We have also signed the Be Antiracist manifesto proposed by ID\_BR, which outlines guidelines for companies to follow in the fight against structural and institutional racism.



Living wage movement



Net zero ambition movement



We have signed the **Business Ambition for 1.5°C** commitment to achieve carbon neutrality by 2050.



And also the **Net Zero 2030**, which advances the goal of building a zero-carbon economy by 20 years.



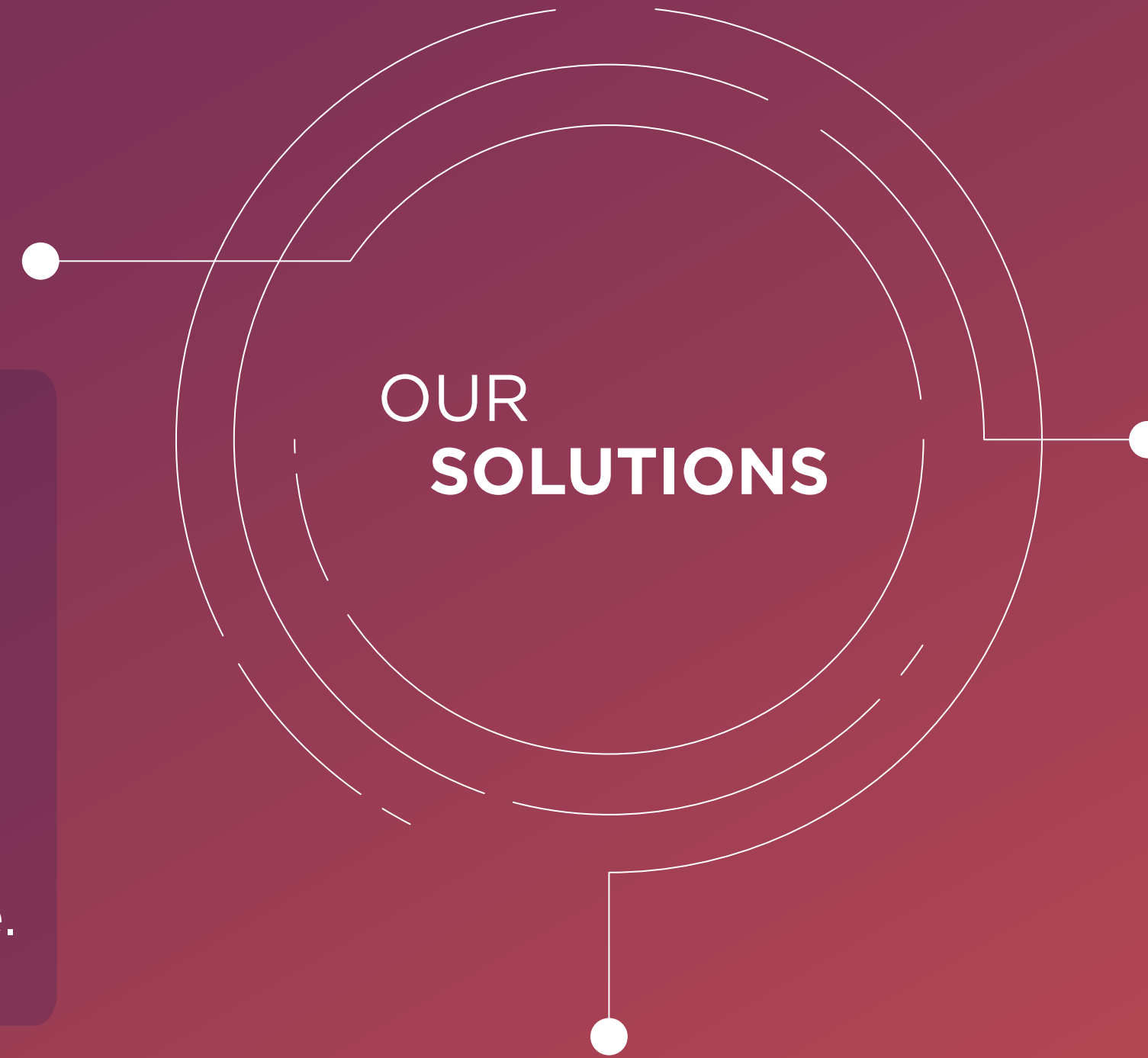
## SPONSORSHIP AND PRIVATE SOCIAL INVESTMENT PLATFORMS

Policy and Guideline Design | Projects Selection | Due Diligence | Incentive Laws | Brand Activation | Business and Benefits Opportunity Mapping (Moneb) | Projects' Integration Program (PinP) | Results Measurement | Data Intelligence.

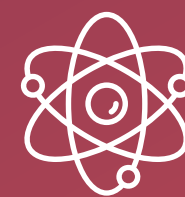


## SUSTAINABILITY PLATFORMS

Sensitivity Map to SDGs | Strategic Sustainability Planning | Cause Design and Management | Volunteer Programs | Alignment and Integration with PR and Corporate Communication | Sustainability Reporting.



OUR  
**SOLUTIONS**



## CULTURE AND EDUCATION PROGRAMS AND PROJECTS

Diagnosis | Modeling | Content Selection | Content Production | Resource Mobilization | Incentive Laws | Executive and Administrative Management | Results Measurement.

**CHALLENGE**

**REPORTING**

**CREATION**

**AGILE  
METHODOLOGIES**

**COLLABORATIVE  
PROCESSES**

**INTEGRATION FOR  
CUSTOMIZATION**

**MEASUREMENT**

**MANAGEMENT**



## **GOVERNANCE**

- Collaboration
- Transparency and Integrity
- Data Intelligence

## **FINANCIAL**

- Potential Increase in Investments
- Operational Security

## **CORPORATE COMMUNICATION**

- Strengthening Reputation and Brand Trust
- Press agenda generation
- Narratives for Reporting (ISO, GRI, COP)

## **EMPLOYEES**

- Sense of Purpose
- Engagement Opportunities

## **COMMUNITY**

- Increase of Positive Impacts
- Alignment with the 2030 Agenda



**18** years  
of operation

**Over 40**  
companies served

Benefiting more than  
**8 million** people



**+R\$200 million**  
mobilized for the Positive Social  
Impact Ecosystem

**In 52**  
cities  
across Brazil



**+100** projects  
and programs

**+40.000** jobs  
created

get to know our  
**main cases**

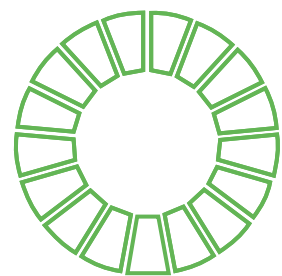




### Challenge

Raising awareness within the company for a culture of sustainability.

### Result




Identification of priority causes related to the sustainability theme through the SDG Sensitivity Matrix.

### Solution

Development of the theme aligned with the Sustainable Development Goals, using the SDG Compass approach through a collaborative and digital process involving different departments and levels.

### Contribution to the SDGs





**Sponsorship and Private Social Investment Platforms**



**Challenge**

Structuring the management of incentivized sponsorships for culture and sports projects to strengthen the brand and enhance the quality of deliverables to society.

**Result**



**Sponsorship management for 10 projects directly benefiting over 1 million people in 13 municipalities across 3 states in Brazil.**

**Contribution to the SDGs**



**Solution**

Implementation of a systematic sponsorship management flow with the following pillars of operation:



**Monitoring project execution; Monitoring the fulfillment of obligations;**



**Mapping opportunities for activations and coordinating their execution;**



**Brand approval oversight; Projects Integration Program (PinP);**



**Support for internal and external communication to generate positive stories;**



**Designing and monitoring performance indicators; Preparing a cycle report with data intelligence.**



TRANSFORMANDO  
ENERGIA EM CULTURA

## Challenge

Combining the management of the 2022 edition of the grants (Bahia, Distrito Federal, and Rio Grande do Norte) with the follow-up on the projects selected in the 2021 edition (Bahia and Rio Grande do Norte)

## Solution

Our work is divided into two main areas:



**Planning, development, and management of the 2022 grant edition for the selection of socio-cultural projects funded through the use of cultural incentive laws in Bahia, Distrito Federal, and Rio Grande do Norte.**

## Result



### 2021 Service Center:

**25 projects served in 51 municipalities**



**Over 70 events held  
13 collaborations established between projects**



### 2022 Grant:

**199 projects submitted and 43 selected**

**69 cities awarded**



**Providing support to projects from Bahia and Rio Grande do Norte that were selected in the 2021 edition, with the goal of strengthening the relationship with proposing organizations and enhancing results and project integration, aimed at maximizing opportunities and expanding positive impacts.**

## Contribution to the SDGs

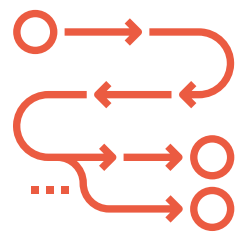


**Sponsorship and Private Social Investment Platforms**

## Challenge

Ensuring transparency and integrity in sponsorship and donation governance.

## Result



**Alignment of workflows within the company's departments.**



**Establishment of parameters for generating responses to requests.**

## Contribution to the SDGs



## Solution

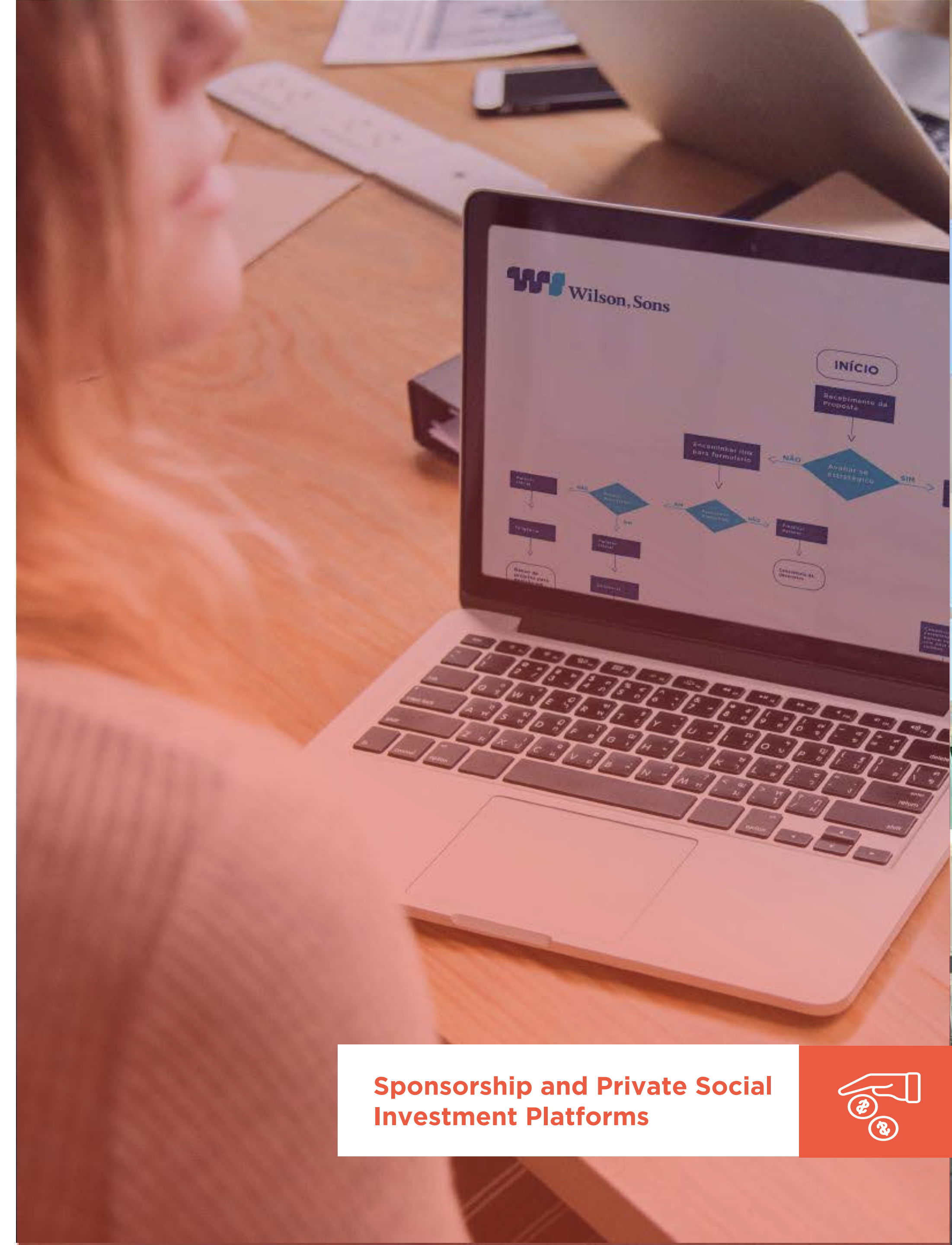
Systematization of processes, implementation of procedures, and Due Diligence management for the sponsorship and Private Social Investment (ISP) platform.



**Achievement of 100% response rate for proposals received.**



**Monitoring and data measurement for process improvement.**





## Sponsorship and Private Social Investment Platforms



### Challenge

Guiding and managing incentivized sponsorship actions in line with the brand's new positioning.

### Solution

Structuring and managing a sponsorship platform aligned with the Sustainable Development Goals (SDGs)

### Result



**Content production for institutional communication actions**



**100% of sponsored actions aligned with brand guidelines.**



**Security in the operation of incentivized projects**



**Monitoring and measurement of results from the sponsorship platform.**

### Contribution to the SDGs



Rio Art Museum, sponsored by Equinor.



## Sponsorship and Private Social Investment Platforms



# HALLIBURTON

### Challenge

Qualify sponsorship actions, expanding and ensuring consistency in the investments

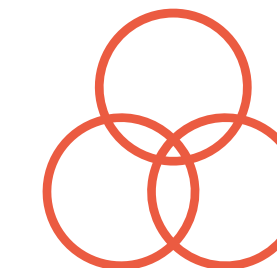
### Solution

Deep dive into the brand attributes to define the purpose of sponsorships and national mapping of opportunities for the use of incentive laws, in addition to the systematic management of sponsorships.

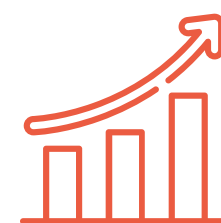
### Result



**Development of Sponsorship Guidelines to guide project selection and goal definition**



**Project Integration Program - PInP**



**Expansion of investments to three times the initial value**



**Measurement of the results of the sponsorship platform**



**100% of sponsored actions aligned with brand guidelines**

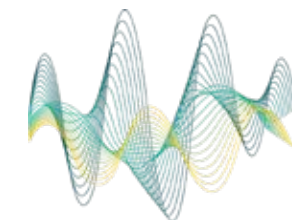
### Contribution to the SDGs







**Cultural and Educational  
Projects and Programs /  
Resident**



**BRASIL TUHU**

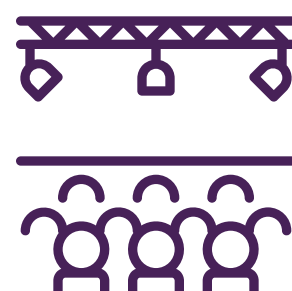
### **Challenge**

To promote the expansion of music education in the Brazilian public elementary school system.

### **Solution**

Co-creation, management, and measurement of results for a multi-platform program with in-person and digital actions for educators and children.

### **Result**



**Over 15 years, more than 400 educational concerts and over 67,000 children benefited.**



**Circulation in over 375 public schools across 13 Brazilian states.**



**Over 1,340 educators trained in musical experiences and over 1.9 million people reached through online content.**

### **Contribution to the SDGs**





## Challenge

To enhance the management and maximize the results of the media and education project in the schools affiliated with NAVE (Rio de Janeiro and Recife).



**Rebranding to 'Mídia\_LAB', with a new operational structure**



**Management improvement with KPI monitoring and results measurement**

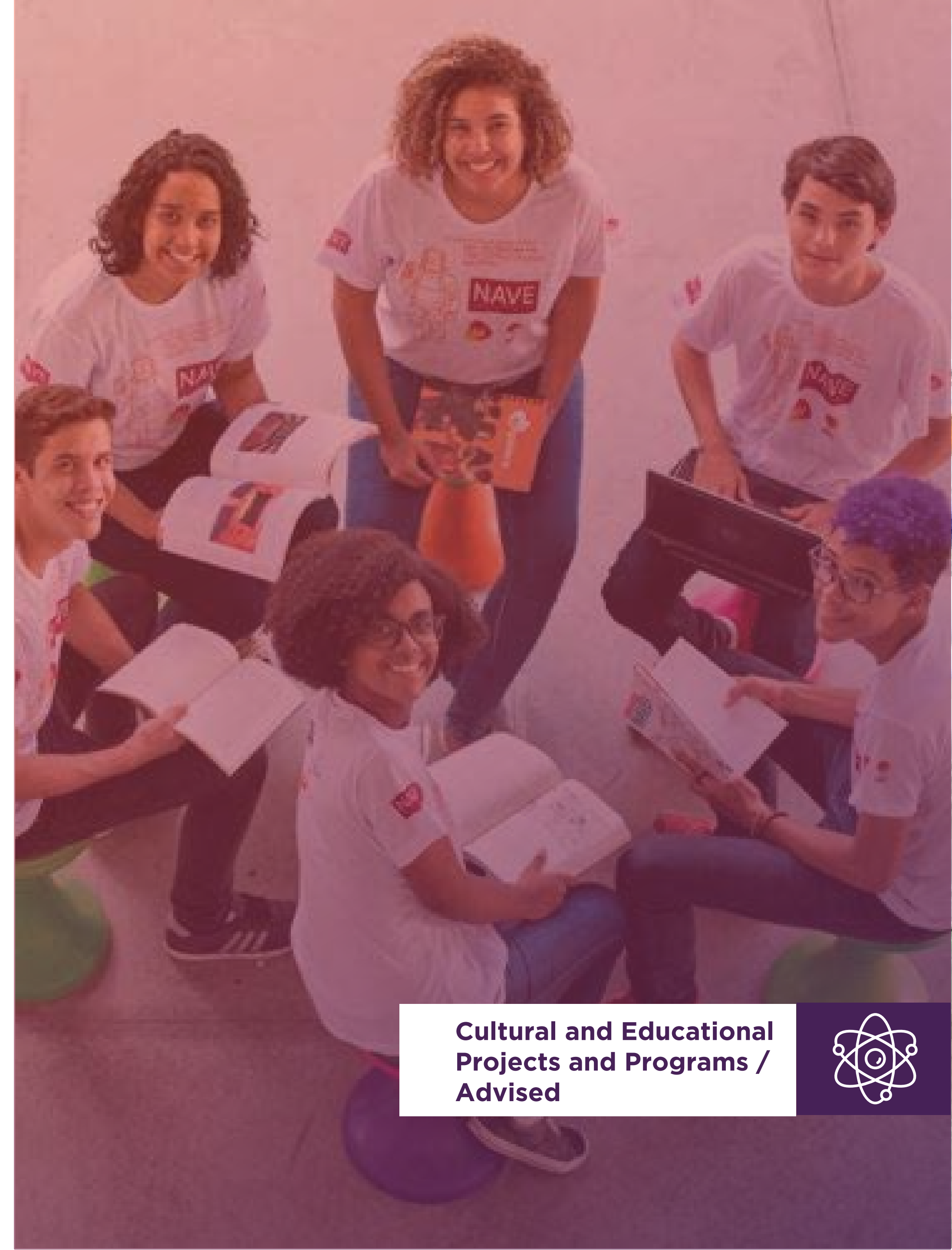
## Solution

Co-creation of a new positioning for the education program, with the participation of the entire school community and partners, as well as the design of a new strategic plan and the implementation of systematic management.

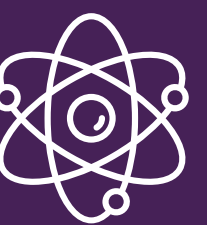


**Content production for student and educator training.**

## Contribution to the SDGs



**Cultural and Educational Projects and Programs / Advised**





amigos  
da arte



## Challenge

Develop data intelligence for the evaluation of the four calls for proposals within the 'Juntos pela Cultura' program, an initiative by the São Paulo State Secretariat of Culture and Creative Economy carried out by Amigos da Arte with the goal of promoting cultural decentralization in the state.

## Result



**Understanding of the performance of the calls for proposals, with segmented data analysis and analytical conclusions in a consolidated report.**



**Recommendations for improvements to optimize the effectiveness of future public calls for proposals."**

## Contribution to the SDGs



**Cultural and Educational  
Projects and Programs /  
Advised**

**Find out who has worked with us**





FUTURO



HALLIBURTON

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TIVIT

CAIXA



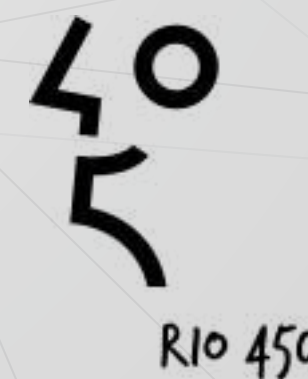
Estácio



Schlumberger



Schlumberger



Shell

olabi



amigos da arte

