



Welcome to the **Oi Futuro** Social Report! We are **Oi**'s creativity and inovation institute for social impact initiatives!

Reflecting on the adaptation and transformation facing the pandemic challenges, this document presents our actions, learnings, and innovations throughout 2020.

To stay close to its different stakeholders, **Oi Futuro** compensated for social isolation with new opportunities brought by going digital. In a year when the continuity and survival of so many initiatives have been put to the test, the institute stimulated the creativity and potential of people in each region of the country, boosting their ideas and original projects to build more diverse and inclusive solutions for our present.

This Social Report represents our tribute to the individual brilliance of each of our beneficiaries and partners - and also the acknowledgement of the strength of our integration.





- **6** MESSAGE FROM PRESIDENT
- 8 MESSAGE FROM OI FUTURO'S BOARD
- 10 WHO WE ARE
- 14 OUR ACTIVITIES
- 16 EDUCATION
- 19 CULTURE
- 25 SOCIAL INNOVATION
- 27 CONTENT AND ENGAGEMENT
- 30 FUTURES VISION
- 32 OUR NETWORK



MESSAGE FROM PRESIDENT

Certainly, 2020 will go down in history as a year of rupture. With the Covid-19 pandemic, we all had our activities and routines changed, and at the heart of this impact was social distance. Paradoxically, in the year we have been more apart, we were also able to realize how people from everywhere in the world are more connected than ever. We were united globally by the same human fragility when faced with the threat of a virus. This historic year has also demonstrated the importance of companies acting in social responsibility initiatives to find collective solutions. Tackling a challenge on the magnitude of a global pandemic, which strongly affected so many simultaneous aspects of our lives, has demanded from governments, organizations, and individuals a cooperative reaction to ensure the preservation of life, the continuity of economic activity, and the provision of vital services to the population. And also to guarantee a well-being improvement in a way that all of us are more suitable to face such tough times.

Oi has been part of the cooperative solutions and has been working on these challenges since day one, and even before that, to ensure that millions of Brazilians are adapting their lifes to the digital universe. Through our voice and data networks, over the past year, people have worked remotely, met family and friends, attended school and college, shopped and worked out, launched new ventures, kept up with the news, had fun, and got emotional. Our networks have made up, as far as possible, for the temporary lack of physical contact. Faced with an unprecedented demand for telecommunications network use, we fulfilled our first, elementary social role: to offer quality and reliable voice and data services when population needed them most.

With Oi Futuro, our institute for social impact initiatives, we resorted to innovation and creativity to tackle the health and economic vulnerability that affected a large portion of society. We sought to develop new content and solutions within the new context to be able to reach and support our different audiences impacted by the pandemic - educators, artists, cultural producers, social entrepreneurs, people who attend our spaces. We have found out how to act effectively in exclusively online environments and created unprecedented projects in the areas of Education, Culture and Social Innovation based on the challenges of social isolation. In this movement, we ended up reaching new territories and audiences all over Brazil. With 20 years of history of private social investment in the country, Oi Futuro has remained close to the people, further expanding the collaborative network that seeks to build new futures. remembering that Oi's purpose is also: to build new futures by spreading the digital life to all.

This Social Report presents in detail, throughout the following chapters, the learnings and the results obtained from the challenging and transformative year of 2020.

Enjoy your reading!

Rodrigo Abreu

President of Oi and of the Oi Futuro Management Board

MESSAGE FROM OI FUTURO'S BOARD

The year 2020 will go down in history as the year in which normal was relativized. It was the year of uncertainty, fear and isolation, but it was also the year of valuing science, art, education and technology, all of which converge and have always been part of 0i Futuro Institute's work.

We had to adapt to the restrictions imposed by the Covid-19 pandemic and social isolation. We sought for other experiences to maintain our sense of presence, changing our plans, habits and the way we had been used to function since our foundation.

During the period in which our physical spaces were closed, we migrated quickly and consistently to the online universe, which soon covered 100% of our projects and programs. In this transition, we investigated and discovered new ways to interact with the public, seeking to compensate for the physical distance with online proximity.

A few months before the World Health Organization (WHO) announced the pandemic, 0i Futuro had the chance to open the doors of Musehum - Communications and Humanities Museum, which replaced its former Museum of Telecommunications after 13 years of activities. With a new conceptual proposal to meet the current expectations of museum audiences, Musehum opened with interactive and immersive attractions that address the history of communication technologies from the perspective of human relations.

After the spaces were closed to the public in March, we launched a virtual tour using 360° technology so the public could continue exploring the Musehum's new features from anywhere around the country and the world.

In July 2020, the Institute went live for the first time with the 0i Futuro Festival, which brought together Brazilian and international guests to reflect on society, science, education, technology and art during and after the pandemic. The idea itself came from a change of plans: with a panel confirmed at SXSW Edu 2020 in Austin, United States, 0i Futuro team had to cancel the trip because of the pandemic scenario but set out to create its innovation and technology event in Brazil.

Virtual 360° Tour at Musehum – Communications and Humanities Museum





ABOUT OI FUTURO

Oi Futuro is Oi's innovation and creativity institute for social impact. We create, promote and support transformative initiatives that encourage innovation and collaboration to enhance personal and collective development.

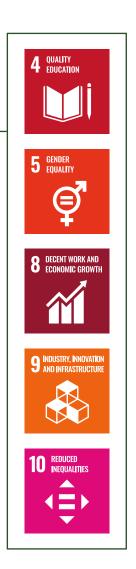
Through the Institute, **Oi** reinforces its commitment to building a more diverse and inclusive society with effective and measurable activities aligned with ESG guidelines and the **United Nations' 17 Sustainable Development Goals (SDGs)**.

We pursue innovation daily in social relations, teaching-learning process and artistic expressions. As a result, we strengthen 0i's connection with contemporary issues, contributing to the company's socially responsible vision and culture.

We operate in the areas of CULTURE, EDUCATION AND SOCIAL INNOVATION, in a laboratory model, in an experimental and flexible way to influence and anticipate trends. We also participate in innovation and creativity networks through partnerships with other organizations to communicate, engage, build scenarios and drive change. With our partners, we seek an environment of connection between people and purposes, knowledge exchange, and expanding our initiatives' impact.

We boost CULTURE and art, recognizing their value as creative thinking and doing that connects with the present while visualizing the future. Art inspires empathy, understanding and cooperation: it brings people together and promotes dialogue. When combined with technology, art opens an infinite field of experimentation and investigation, promoting a plurality of languages and experiences.

In EDUCATION, we invest in new ways of learning and teaching, focused on critical thinking and on solving real problems of a world in constant transformation. We believe in education as a structuring field for training and developing competencies and skills aligned with the demands of the 21st century. We invest in new educational methodologies and the use of technology to improve the quality of teaching and learning in Basic Education, training professionals and active and conscious citizens.



We work for SOCIAL INNOVATION as an organization for collective mediation and development of a fairer and sustainable society, enabling the introduction of new ideas, processes, and technologies to vulnerable territories and audiences. We foster entrepreneurship committed to social impact.

AREAS OF ACTIVITY

CULTURE

We promote the convergence among art, science and technology as a creative catalyst, stimulating co-creation and access to the digital world

EDUCATION

We invest in new ways of learning and teaching and in the use of technologies to improve Basic Education quality

SOCIAL INNOVATION

We drive entrepreneurs and innovative solutions that improve people's quality of life and transform realities

ETHICAL GUIDELINES

Our actions are guided by the guidelines of the Code of Ethics and our Anti-Corruption Policy.
All Institute employees are committed to these norms, ethical standards and the regulatory requirements against corruption, which extend to suppliers, contractors, representatives and partners.

We also have an exclusive channel for communication and whistleblowing on practices that violate our norms, policies or the laws in force.

Learn about our commitments to an ethical performance:



Code of Ethics



Anti-Corruption Policy



WHISTLEBLOWING CHANNEL: 0800 2822088



ouvidoria@oi.net.br



canalconfidencial.com.br/oi

OUR HISTORY





2001

Foundation of Telemar Institute

Oi Futuro was born with the mission of carrying out, supporting and recognizing educational and cultural initiatives that contribute to human development.

Launch of the Telemar Education Project (PTE) "Tonomundo"

2004

Launch of the Oi's Cultural Sponsorships Program,

which promotes access and production of culture in Brazil by selecting projects through open calls





2005

Creation of Oi Futuro's brand

Inauguration of the **Oi Futuro Cultural Center**, which starts operating on the address of the former telephone museum and offers a wide agenda of free events and exhibitions

2006

Inauguration of the first **NAVE** in Recife, at the Cícero Dias Technical School, resulting from a partnership with the Pernambuco State Education Department

2008

Inauguration of **NAVE** Rio, which starts hosting José
Leite Lopes School, a result
of a partnership with the
Education Department of
Rio de Janeiro







2017

Launch of **Labora**, a social innovation lab

2018

Launch of **LabSonica**, a laboratory for musical and sound experimentation

2020

Opening of Musehum Communications and
Humanities Museum, which
replaced the former Museum
of Telecommunications with
interactive and immersive
attractions



THE INSTITUTE'S ACTIVITIES ARE CENTERED ON OUR FOUR MAIN PROGRAMS

UM PASSO NÃO ESTÁ

NAVE

Innovation in Basic Education, teacher training and dissemination actions

OI FUTURO CULTURAL CENTER

Dissemination of art, science, technology and support for cultural projects

MUSEHUM

Preservation and dissemination of the history of communications with technological and immersive experiences

LAB OI FUTURO LABORA + LABSONICA

Social Innovation and Sound Experimentation Lab

WHICH CONVERGE TO A STRATEGIC ACTION INVOLVING THE FOLLOWING AXES

EDUCATION

Offering courses and training opportunities for our diverse audiences

PRODUCTION

Stimulating hands-on experimentation and the execution of projects through mentoring, residencies and accelerations

DISSEMINATION

Sharing solutions and discoveries to strengthen the entire innovation and creativity ecosystem

OUR ACTIVITIES

EDU CATION

WE PROMOTE THE INNOVATION OF PEDAGOGICAL
METHODOLOGIES AND THE PEDAGOGICAL USE OF
TECHNOLOGIES IN BASIC EDUCATION. WE WORK ON
INTEGRAL EDUCATION AND TECHNICAL TRAINING FOR
THE CREATIVE AND DIGITAL ECONOMIES, EMPOWERING
YOUNG PEOPLE FOR THE NEW WORLD OF WORK AND
THE FULL EXERCISE OF CITIZENSHIP, WITH AWARENESS,
AUTONOMY AND LEADERSHIP.

NAVE

The **Advanced Education Center (NAVE)** is a program developed 15 years ago for high school innovation in Brazil. Conceived in partnership with the public authorities, **NAVE** dialogues with the demands and needs of public education networks and seeks scalable solutions to their challenges.

With two high schools integrated into professional education, in Recife and Rio de Janeiro, the program offers Programming and Multimedia technical courses, focused on the production of games, applications, and audiovisual products.

With the suspension of in-person classes due to the pandemic, **NAVE** adapted its activities to digital platforms and resumed classes in a remote environment. In all, more than 850 classes were created, with about 1,300 lessons published, and 4,500 hours/classes offered in 2020. At the end of the school year, 271 students completed the third year of high school, adding up to more than 3,000 students who graduated since 2006. For 83% of the students from the two **NAVE** schools that participated in the survey conducted by **Oi Futuro**, the online class contents were considered good/very good.

During the social isolation period, **NAVE** Recife also supported the Public Health network in the battle against the Covid-19 pandemic, receiving doctors in its technology labs for training or online patient care.

Besides the direct impact on the lives of about a thousand students enrolled in our two schools, **NAVE** provides courses, teacher training, individualized mentoring, and reference resources (such as e-books and video tutorials) free of charge to educators from public schools in several Brazilian states, sharing with other schools the knowledge and learning generated by the program.

NAVE in RJ and PE: public high schools integrated with professional education

Programming and Multimedia Technical Courses

Reference in games as a learning object and methodology

About a thousand students enrolled and 70 educators in 2020

More than 3 thousand young people graduated since 2006

NAVE was selected as a case study at SXSW Edu 2021, one of the largest innovation festivals in the world, which takes place yearly in Austin, Texas (USA)

+ NAVE'S ACTIONS

GERAÇÃO NAVE

Oi and **Oi Futuro** launched the third edition of **Geração NAVE**, a talent program exclusively for students who graduated on the program, which had 10 more young people hired in 2020 as digital residents in the company.

100% ONLINE COURSES
FOR EDUCATORS:
EDUCATIONAL ROBOTICS
AND DIGITAL CULTURE
FOR CREATIVE
EDUCATION

Offering courses for public educators, expanding the reach of **NAVE**. With 1,120 educators enrolled in two online and simultaneous courses launched in 2020, more than 100 educators were certified.

MÍDIA LAB DIGITAL

A platform to support remote and hybrid learning that includes self-training tracks, video tutorials, video cases, and calls for individualized mentoring for public educators.

Creation of two learning tracks, on "Podcast" and "Collaboration and Interaction", for the Educa PE environment, of the Pernambuco State Education Secretariat. In all, 440 educators were certified.

E-NAVE IN MOTION WEB SERIES

Launch of the web series that translates the pedagogical experiences of e-NAVE I and II into an audiovisual format, with practices that encompass all the general competencies of the BNCC, the structuring axes of the New High School, areas of knowledge and curriculum components. The five-episode web series has reached more than 237k views.

2ND EDITION OF THE SPECIAL INNOVATIVE PRACTICES FOR HIGH SCHOOL

Launch of the second special publication developed in partnership with the Center for Reference in Integral Education [CREI]. It presents practices for experimentation, gamification, storytelling and personalization of teaching, among others, which can be adapted and customized to different school realities.

NAVE Rio students (photo taken before the

+ ACTIONS IN EDUCATION

CURRICULUM AND HIGH SCHOOL FRONT

We are part of the Curriculum and High School Front with seven other institutions, providing technical support for the implementation of the National Common Curriculum Base (BNCC) for High School in all states of Brazil. There were four training meetings held by the Front with more than 100 hours of training, involving more than 1,300 educational managers from the 26 states of Brazil and the Federal District. As a result of this collective effort, 16 states have sent their curricular references for approval by their respective State Education Councils, while São Paulo has already approved its curriculum aligned to the BNCC.

#NÃOABANDONEOSEUFUTURO

We also co-signed the campaign #NÃOABANDONEOSEUFUTURO [#DONTABANDONYOURFUTURE] with 27 other institutes, foundations, civil society organizations, and companies. The campaign, which sensitizes young people not to give up education during the pandemic, had six thousand insertions in the TV Globo network, affiliated channels and Canal Futura. Its videoclip on YouTube reached 400k views.

APRENDENDO SEMPRE

In 2020, Oi Futuro participated in the launch of Aprendendo Sempre, a platform aimed at educational managers, teachers, students and families, with free content and solutions to promote teaching and learning experiences during the pandemic. The platform has already had more than 124k hits. Among 393 solutions published on the platform, 37 are from the Institute.

CUL **TURE** OI FUTURO CULTURAL CENTER Oi Futuro Cultural Center is a reference space in Brazil in the intersection between art, science and technology. With its curatorship and focus on new artistic languages, the institution opened in May 2005 and completed, in 2020, 15 years of activities. The building that houses the cultural center stands out in the landscape of the Flamengo neighborhood in Rio de Janeiro, and its architectural project was awarded in a national competition promoted by the Architects Institute of Brazil (IAB RJ). Besides art galleries, a theater and a coffee shop, Oi Futuro Cultural Center has also a museum, the Musehum - Communications and Humanities Museum. Due to the Covid-19 pandemic, Oi Futuro Cultural Center was closed to visitors from March to November and celebrated its anniversary by launching the web series "Oi Futuro Agora", which has recalled great moments of the cultural program, with unpublished testimonials from artists who visited the center, such as Gilberto Gil, Bia Lessa, Renata Sorrah and Arnaldo Oi Futuro Cultural Center, Antunes, among others. Flamengo – Rio de Janeiro 19

We made 28 theater performances for adults and children available on-demand on **Oi Futuro** website, with more than 10k views, and broadcasted the show "Guerra em Iperoig" directly from our theater for the first time, mixing live performance with pre-recorded scenes.

The reopening of the Cultural Center in November was marked by the exhibition "Campo Expandido", by Luiz Zerbini, one of the most important names in Brazilian visual arts, following all sanitary protocols and ensuring safe visitation.

Besides its programming, **Oi Futuro** has supported 12 other festivals in Brazil, which also remodeled this year with innovative use of new technologies and artistic languages to reach and surprise audiences remotely. Among the innovations of the supported festivals is the construction of a virtual community of the **Zona Mundi Festival**, the fantastic experience of the 3D tropical island of the **Amazônia Mapping Festival**, the gamified world of the **Ceará Music Fair**, the unpublished works commissioned by the **Novas Frequências Festival** and the international coordination platform developed by **SIM SP - International Music Week**.

OI'S PROGRAM OF CULTURAL SPONSORSHIPS

The **Oi Futuro Cultural Center** has always expanded its activities beyond its physical limits. Through partnerships with the Culture Departments of seven states, we held the 16th edition of the **Oi Cultural Sponsorship Program**, supporting artistic projects from north to south of the country. In 2020, through state laws of culture incentive, we made possible projects chosen in the public call for proposals opened the previous year.

FESTIVAL LABVERDE (AM)

ZONA MUNDI (BA)

ANIMA CEARÁ (CE)

ACELERAÇÃO MUSICAL LABSONICA (RJ)

FEIRA DA MÚSICA (CE)

FESTIVAL AMAZÔNIA MAPPING (PA)

FESTIVAL MANA (PA)

MULTIPLICIDADE (RJ)

NOVAS FREQUÊNCIAS (RJ)

X FESTINAÇU - O QUE GERMINA NA FRONTEIRA? (RO)

SIM SP (SP)

FEST.AR (SP)

MUSEHUM -Communications and Humanities Museum

Musehum is an evolution of the Telecommunications Museum. After 13 years, its facilities were completely remodeled due to the new conceptual proposal, and it reopened to visitors in January 2020. With a total collection of more than 130 thousand pieces, **Musehum** has about 450 items in the permanent exhibition and is located on the 6th floor of **Oi Futuro Cultural Center**, in Flamengo neighborhood, in Rio de Janeiro.

The institution was born as the Telephone Museum, inaugurated in 1981 in the centenary building on Rua Dois de Dezembro, which used to be the Beira-Mar Telephone Station, one of the main stations in Rio de Janeiro in the early days of Brazilian telephony. In 2007, it was renamed as the Telecommunications Museum, addressing the expansion of the Internet, mobile telephony, and other communication technologies.

Musehum tells the story of the technological development of communications from the human relations perspective, offering a unique experience each visit, with customizable interactive attractions, immersive environments, and hyperreality technologies.

Because of the Covid-19 pandemic, the museum was closed for in-person visitation from March to November 2020. To create new possibilities for public interaction, **Musehum** launched its digital platform, with a 360° Immersive Tour of its physical exhibition and its technical reserve. An online collection was also made available, with more than 3,800 items, including historical photographs, objects, and documents organized in thematic digital tracks, most of them displayed for the first time to the public. Through the platform, which remained available after the reopening of the space, the public can experience a virtual visit to the museum, move around the space and explore most of its attractions and collection.

In November 2020, we included the hybrid modality of people mediation, provided in person by the monitoring team following the health protocols necessary for Covid-19 control. Of the public attending in person, 31% were people in a situation of shelter, social vulnerability and neurodiversity.

Musehum offers an Educational Program

formed by a multidisciplinary team, which assists groups, families, schools, and social institutions, with on-site and remote activities

The modernization of the **Musehum** and its maintenance were supported by sponsorship from 0i and the Ministry of Citizenship of the Federal Government

We launched the series "Dialogues at the Musehum", with live broadcasts addressing social, inclusion and diversity issues

Free Admission

More than 30k visitors in the digital phase

We offered four remote courses on Accessibility, Culture and Cultural Mediation for museologists, specialists and those interested in the field. The courses had more than 700 registered participants and 99 students impacted

Space at 0i Futuro Lab that houses Labora and

LABSONICA

LabSonica is Oi Futuro's laboratory for sound and music experimentation. Created to stimulate creativity and innovation in the field of sound and music, the lab is a meeting point for creators and makers from various areas of action and offers the necessary infrastructure for bands, musicians, producers, sound art researchers, independent record labels, developers, and other talents to create their sound projects and make independent productions possible.

The laboratory has more than 500m² and offers technical support and physical structure for music production and sound art, a recording studio, rehearsal rooms, maker space, DJ and sound design workshops, pocket shows, and a coworking space that facilitates the exchange among professionals.

Between April and December 2020, we held the **LabSonica Music Acceleration**, in partnership with Toca do Bandido studio. The careers of the participating artists were boosted through mentoring, recordings and participation in a major festival. We received 900 applications and selected 21 artists from various regions of Brazil, who recorded EPs.

Apart from workshops, the initiative included the production of performances, staging, digital shows, and sound, music, and audiovisual productions. The activities took place entirely online and the residencies became open to the audience to broaden the reach of the artists' activities.

8.1 THOUSAND LIVE VIEWS

MORE ACTIONS IN CULTURE

PONTES PROGRAM

In the third edition of the program, in partnership with British Council, seven festivals have been selected, from the five regions of the country, with proposals for artistic residencies with British artists from the performing and scenic arts, in the fields of technology and music. With online activities planned for 2021, the residencies will expand their audience reach beyond the host cities of the festivals.

In addition to workshops with English professionals and artists, performances, digital shows, video art, sound and music productions, and audiovisual works were collaboratively developed.

LABSONICA + INSTITUTO GÊNESIS/PUC-RIO

The course "Music & Business:
Entrepreneurship and Innovation" brings together renowned professionals from the music ecosystem, expanding the opportunities in the sector. In 2020, the online version of the course, which is a college extension program, adopted a solidarity policy to broaden accessibility with discounts and full scholarships.

AMPLIFIED SONIC ARTS (ASA)

The 2nd edition of ASA was held, an initiative that promotes the female role in the sound and music chain, through mentoring, training, and workshops to enhance the careers of female professionals.

In 2020, 50 female professionals from the music chain were accelerated.

Among the highlights of this edition's projects are female sound art performances, an artist incubator, and a platform for underground music artists and podcasts.



OUR ACTIVITIES

SOCIAL INNOVATION

WE PROMOTE THE CREATION OF SOCIAL TECHNOLOGIES TO IMPROVE PEOPLE'S QUALITY OF LIFE BY STRENGTHENING CIVIL SOCIETY ORGANIZATIONS AND SOCIAL IMPACT BUSINESSES.

LABORA

Labora is **Oi Futuro's** Social Innovation Lab. It is a venue for connecting and supporting entrepreneurs, businesses, and organizations committed to social impact.

In 2020, we have launched two acceleration cycles in technical partnership with Sebrae Rio and the Ekloos Institute, lasting six and nine months, respectively. During these cycles, the topics of management, marketing, technology, finance, and social impact are addressed with the entrepreneurs.

To inspire an even larger universe of entrepreneurs, we launched the digital book "e-Labora: networked experiences of a social innovation lab", which brings together 14 stories of social impact entrepreneurs and their experiences leading businesses and organizations committed to transforming society. The publication also presents the methodologies and lessons learned at the Labora's acceleration cycles.

Based on the pandemic and the challenges faced by entrepreneurs due to social isolation, the Institute created the **Oi Futuro Mentorships** project to support them in adapting and/or reinventing their businesses. The mentorships were conducted by **Oi Futuro** and **Oi** volunteers, in cost-free online sessions, offering individualized technical support. Throughout the year, the project served more than 200 entrepreneurs from 18 states and the Federal District.

33 organizations accelerated

108 entrepreneurs and social managers directly benefited by the accelerations

Over 4,300 hours of training

Over 1,500 digital book "e-Labora" downloads

Over 2,000 entries for the 0i Futuro Mentorship project

37 volunteer mentors from 0i and 0i Futuro

LABORA + SEBRAE Scale-Up >>> Algorith | Toti | RayPay | T&D Sustentável | Whywaste | beRap | Tecnogueto | CO2mpensados | Nautilus | Loub | Troca | Zahira | Crescere

IMPULSO Scale-Up >>> Tamandua Edu | TecZelt - FazGame | Afroengenharia/Wotec | Bamboleio Livros Infantis | HiFi | Cria Maker | Luz dos Povos Association | Galpão Gamboa Institute | Luar Project Cultural Society | Código Social-Cultural Group| Donana Cultural Center | Rodas de Samba Carioca Network | Podsim | Dagaz Institute | Roda Gigante Group | Ecrã Festival | Pedala Queimados | CineLab Infantil | Casa do Jongo da Serrinha Cultural Asociation Group | Zona Norte Theater

+ SOCIAL INNOVATION ACTIONS

"SOCIAL ENTREPRENEURSHIP IN EDUCATION" SEMINAR

Based on the debates about the structuring axes of the Common National Curricular Base (BNCC), more specifically entrepreneurship, in February we held the Social Entrepreneurship in Education Seminar. The initiative was conceived in conjunction with the Education department of Oi Futuro, the British Council and Porvir. The meeting brought together experts in the fields of education and social innovation to support public and private educators in their search for ways to promote pedagogical practices that encourage young people to become entrepreneurs by solving societal challenges.

GUIDE TO SOCIAL ENTREPRENEURSHIP IN EDUCATION

As an offshoot of the seminar, in September we also launched the "Guide to Social Entrepreneurship in Education", the result of a long work of articulation, systematization, and knowledge sharing. With more than 21 thousand downloads, the guide is structured in six axes: School Community, Territory, Curriculum, Pedagogical Practices, Teacher Training, and Evaluation.

RIO DE IMPACTO 2020 GUIDE

We participated in the launch of the "Rio Impact 2020 Guide" during the "5th Seminar on Social and Environmental Impact Business: Policies, Metrics and Impact Businesses". The Guide presents the Rio de Janeiro ecosystem, highlighting the actions of 16 organizations, among them **Oi Futuro**.

SPREADING THE CULTURE OF INNOVATION AT OI AND OI FUTURO

We have trained 29 executives and employees in Strategic Design, Agile Culture and New Technologies through a partnership with Cesar School, an important innovation center in the country. New methodologies, tools and technologies such as artificial intelligence, blockchain and IoT were themes of the course to inspire reflections, rethink business models and develop an agile mindset.

SIM SP - International Music Week, sponsored by 0i and supported by 0i Futuro

CONTENT AND ENGAGEMENT

OI FUTURO REPORT 2020 When **Oi Futuro** migrated entirely to the online universe, social media became the main tool for connecting the programs and the audience in their homes. More than that, Communication transcended the dissemination boundaries and became an important driver for the transformations the institute went through, proposing new formats and languages such as festivals, live broadcasts, webinars, podcasts, virtual tours and audiovisual series.

In a challenging year for the brand's online presence, **Oi Futuro** reached 3.6 million interactions with its followers on social networks and digital platforms, showing the relevance of its content and messages.

PAPO DE FUTURO

We launched **Papo de Futuro**, a series of 25
webinars covering topics
such as entrepreneurship,
art and education

OI FUTURO FESTIVAL

Following the cancellation of SXSW, we decided to put together our innovation festival, 100% online and free. We called on our network of idealists, futurists, and doers, which became even broader and more powerful, to help us navigate this new present and to conceive together new visions of the world.

What will the post-pandemic world look like? How can we move forward in the face of so many uncertainties? How can we create new futures?

In a two days event, Oi Futuro Festival promoted unprecedented meetings with big Brazilian and foreign names who are a reference in innovation and technology, bringing visions of the future from the perspective of artificial intelligence, virtual reality, diversity, ethics, art, and empathy.

8.9 THOUSAND LIVE VIEWS



2020 **HIGH LIGHTS**













FUTURES VISION

We arrive in 2021 with the year 2020 still echoing in society. Until the issue of global public health is solved once and for all, many challenges lie ahead. Much has been learned from the massive occupation of the digital world by artists, educators, and social entrepreneurs, but there is much to explore.

We are living in a time when thoughts and actions are taking hybrid forms, and the experience of what was done in the virtual environment is starting to meet the possibility of being taken up again in person. Based on what we have learned in this process, we will expand the digitalization of **Oi Futuro**, which was accelerated by the needs of the period of social distance.

The Institute's planning for 2021 focuses on enhancing our main programs: NAVE, Oi Futuro Cultural Center, Musehum and Lab Oi Futuro. We will continue to strengthen each of them as spaces for knowledge, ideas and transforming actions, with a continuous flow of activities beyond their physical spaces.

In the Culture area, we will explore new formats for art enjoyment, providing greater access to contemporary artistic production. We will launch a new edition of **Oi Cultural Incentive Sponsorship Program** in all regions of the country, reinforcing Oi's performance in technology and games.







Impacted Audiences

Our initiatives are aimed at students, educators, education communities and networks, artists, producers, creators, makers, museologists, entrepreneurs, and people interested in social transformation.

2,6 K

graduates from Oi Futuro's free courses 108

entrepreneurs accelerated

249

mentorships held for entrepreneurs and educators

1 K

+ 3,6 MILLION

NAVE students impacted

interactions on social networks

+ 20 K

1,3 MILLION

in-person visitors to Musehum, Cultural Center and Oi Futuro Lab in four months of operation accesses to digital projects

PARTNERSHIPS FOR THE FUTURE

To reduce social distances in our country, **Oi Futuro** believes in the relevance of institutional partnerships for the development of initiatives capable of transforming realities. Through a collaborative partner network, the institute has expanded its reach and impact, reaching new territories and even more diverse audiences.

NAVE is strategically designed to have an impact on public education, so we comanaged the program with the Education Departments of the States of Rio de Janeiro and Pernambuco.

Front, led by the National Council of Education Secretaries (Consed), participating in the implementation of the Common National Curriculum Base (BNCC) in all states of the country.

Throughout the year, several other partners contributed with us in projects to support remote and hybrid education, meeting the demand with content and tools for educators and schools to adapt to the challenges imposed by social isolation. This is the case of the **Always Learning Hub**, built with organizations such as the Roberto Marinho Foundation, Porvir, and the Lemann Foundation.

Through partnerships with the state secretariats of culture, we carry out the **Oi Program of Incentive Cultural Sponsorships**, through which we support artistic projects from all over the country using state incentive laws for culture.

As a result of this network for transformation, **Pontes** and **Arte Sonora Amplificada [ASA]** programs are a partnership with the British Council. **Pontes**, already in its 3rd edition, supports Brazilian festivals. ASA, in its 2nd edition, promotes the insertion of women in the sound and music scene. In 2020, the partnership was expanded and started to engage our Education and Social Innovation areas in the preparation of the first "Guide to Social Entrepreneurship in Education", using the experience accumulated by **NAVE** and **Labora** to include the theme in the new curricula and the daily life of the school community.

The Genesis Institute/PUC-Rio is our partner since 2018 in conducting the course "Music & Business: Entrepreneurship and Innovation". The online version of the course is part of a university extension program that has other supporters such as the Brazilian Union of Composers (UBC), the Musicians Union of Rio de Janeiro (SindMusi) and the Brazilian Music Memory Institute (IMMuB). With Sebrae we launched a call for proposals to strengthen businesses that use technology to scale up social impact solutions.

Get to know the organizations that help us build new futures:





































































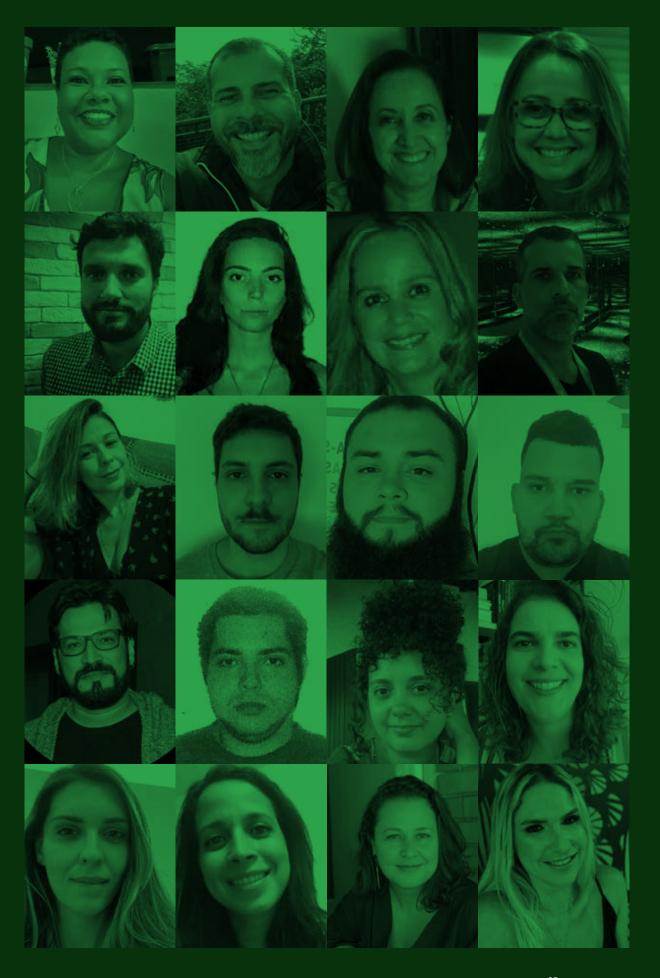




OUR NETWORK

both in the curatorship of projects and with 35 employees, guided by ethical and





CORPORATE GOVERNANCE

