



Fundação de Rotarianos de São Paulo

Information guide
October 2013

Fundação de Rotarianos de São Paulo

Mission

“To serve with excellence through education, forming ethical, solidary and competent citizens”.

Vision

“To be a national and international reference in Education”.

Values

Ethics - Observe the highest ethical principles and standards showing moral solidity, honesty and integrity.

Social Responsibility - Exercise citizenship by contributing through Education with the development of Society and respect towards environment.

Human Being - Provide fair treatment to everyone, valuing teamwork, stimulating an environment for learning, development, respect, collaboration, and self-esteem.

Management - Value and follow the principles of Transparency, Fairness, Accountability, and Corporate Responsibility.

Quality - Stimulate innovation and creativity, in a planned and integrated manner, focusing on quality and results, providing the company's perennality.

Fundação de Rotarianos de São Paulo

Education: main instrument for the construction of a more humane and pacific society.

This was the dream that, in 1946, inspired a group with 20 members of the Rotary Club de São Paulo and created the *Fundação de Rotarianos de São Paulo* that, until now, preserve this objective, feed the same dream of serving through education, contributing to the intellectual and moral development of the human being, promoting the citizenship and practicing the social responsibility.

The work of all, guided by the presidents that succeeded these 20 pioneers, made the dream come true, due to a hard and bold work, transformed the *Fundação de Rotarianos de São Paulo* in Rotary's biggest work in the educational area.

The commitment with this cause exceeds the barriers of age, socioeconomic condition and physical limitations. Today, by its maintained entities, they shelter children, youngsters and adults, developing specific works, aiming at the most diverse demands of educational development and formation.

Settlement date:

November 29, 1946

Founders:

Abílio Brenha de Fontoura
Adriano Seabra Fonseca
Álvaro Machado
Antônio Augusto Macedo
Antônio Bardella
Antônio de Souza Noschese
Domingos Mormanno
Eurico Branco Ribeiro
Francisco Klinger
Francisco Silva Villela

José Ermírio de Moraes
Kristian Orbeg
Luiz Ferreira Pires
Luiz Lawrie Reid
Marcos Gasparian
Niso Vianna
Oscar Müller Caravellas
Paulo Reis de Magalhães
Pedro Monteiro Pereira Queiroz
Rodolfo Ortenblad

Fundação de Rotarianos de São Paulo

Former Presidents of the Board of Directors

Álvaro Machado - 1946 to 1950
 José Ermírio de Moraes - 1951 to 1955
 Marcos Gasparian - 1955 to 1967
 José Ermírio de Moraes Filho - 1967 to 1997
 Eduardo de Barros Pimentel - 1997 to 2013

Board of Directors

(01/jul/13 - 30/jun/16)
 Nahid Chicani (RCSP)
 President
 Ivo Nascimento (RCSP)
 1st Vice-President
 Chucrallah Salem El Tayar (RCSP - Norte)
 2nd Vice-President
 Rubens Hannun (RCSP - Sul)
 1st Secretary
 Mário Sérgio Mendes Cardoso (RCSP - Oeste)
 2nd Secretary
 João Carlos Correia (RCSP - Santo Amaro)
 1st Treasurer
 Luis Eduardo Schoueri (RCSP - Leste)
 2nd Treasurer

Superior Council

(01/jul/13 - 30/jun/16)
 Carlos Jerônimo da Silva Gueiros
 President
 Antonio José da Costa
 Vice-President
 Samir Nakhle Khoury
 Secretary

Fiscal Council

(01/jul/13 - 30/jun/16)
Permanents:
 Irineu De Mula
 Salvador Strazzeri
 Flávio Farah

Deputies:

Annibal Antunes Júnior
 Alberto Joaquim Alzueta
 Antonio Gava Netto

Council of Presidents

(2013-2014)
 Paulo Eduardo Grimaldi
 President
 Marcos Totoli
 Vice-President
 Francisco Roberto Longo
 Secretary

Maintained Entities

Fundação de Rotarianos de São Paulo



Pedagogic Politic Project

The *Fundação de Rotarianos de São Paulo* developed its Pedagogic Political Project - PPP, which details the objectives, guidelines and actions of the educational process to be developed by its maintained entities.

Ruled in the humanist conception of education, meaning all thoughts and actions must be headed to the development, well-being and dignity of the humanity, apart from religious, ideological or national ideals and values, the PPP reveals the way of thinking and acting of the institutions and express the culture of the institution, at the same time, it contributes to transform it.

The ethics point is shown in the daily relations; the solidarity assume personal and social formation walking together; the competence question refers to the learning concept throughout the life and anywhere, focusing in learning to learn, learning to make, learning to live together and learn to be.

Define as guiding principles of its Educational Action:

- Open mind
- Welcome and educate
- Diversity
- Curricular flexibility
- Contents as ways
- The responsibility over the students learning is from the institution

Some values are put as reflex of this conception and justify the educational practice in all maintained entities. Supported in the institutional Pedagogic Political Project, each maintained elaborated its own PPP, with the premises and guidelines directed to the action of each institution.

International Benchmarking

The International Benchmarking has as premise to know the educational systems from countries that excel by its actions in the education field. These trips, aiming at studying and researching, represent excellent opportunities of experience, information and ideals exchanging in the Education field, with representatives from many international learning systems.

Visits to schools and talking to authorities of the educational system from many countries allow the Foundation managers to think about its realities and gleam possibilities of improvement in the processes, in the quest for quality and for excellence.

Countries visited up to 2012:

- Germany
- Australia
- Canada
- China
- Denmark
- Arab Emirates (Dubai)
- Scotland
- Spain
- United States
- Finland
- France
- Holland
- England
- Ireland
- Italy
- New Zealand
- Sweden
- Switzerland

Colégio Rio Branco

One of the most traditional schools of São Paulo, the *Colégio Rio Branco* renews the commitment of the *Fundação de Rotarianos de São Paulo* for the educational improvement of the Brazilian society, forming individuals prepared to act as agents of society transformation. It has a pedagogical proposal that understands the education as a continuous construction, where the student is motivated to participate of its own learning process and to interact, in a responsible way, in the community, assuming an attitude of commitment with its personal development.

Aware to the demands of the contemporaneous world, Rio Branco consolidates its work in the guidelines from Unesco: “learning to be, learning to know, learning to do and learn to live”.

Board of Directors

Principal

Esther de Almeida P. M. Carvalho

Higienópolis Unit

Higienópolis Unit Principal

Esther de Almeida P. M. Carvalho

Higienópolis Unit Principal Assistant

Maria Olívia V. Montenegro

Infrastructure: classrooms equipped with a multimedia kit, library, auditory, Biology, Science, Physics, Chemistry, Computer labs, multidisciplinary rooms for students of the Elementary School I, technology room applied to education (robotics and audio and video), arts room, music and body expression, exclusive recreational area for Pre-School, multi-purpose sports court, first aid post with individual medical service, external security services from high standards companies, security internal monitoring, restaurant, cafeteria, uniform store and stationery.

Av. Higienópolis, 996 - São Paulo - SP

Total area: 4 621m²

Built area: 16 446m²

Granja Vianna Unit

Granja Vianna Unit Principal

Roberto Alves de Sales

Granja Vianna Unit Principal Assistant

Tatiana Martinez

Infrastructure: classrooms equipped with a multimedia kit, library, auditory, Biology, Science, Physics, Chemistry, Computer and Foreign Languages labs, technology room applied to education (robotics and audio and video), arts room, music and body expression room, exclusive recreational area for Pre-School, multi-purpose sports court, sports gymnasium, kitchen garden, woodland, semi Olympic pool, athletics track, soccer field, parking and school transportation to Alphaville, first aid post with individual medical service, external security services from high standards companies, security internal monitoring, restaurant, cafeteria, uniform store and stationery.

Rod. Raposo Tavares, 7 200 (km 24) - Cotia - SP

Total area: 81 798m²

Built area: 23 726m²

Number of students: Around 3.000 – in both units

Unesco

Colégio Rio Branco integrates the Associate School Project – ASP, from Unesco, an international net of schools that puts in practice the principles preconized by the entity, in order to improve the life conditions in the world and to promote the peace by educational projects.

As a member of the net, the school contributes to institutions from the other member countries, broadcasting its best practices and influencing in the education renovation.

Receiving the certification as an associated school from ASP and obtaining the stamp from Unesco consolidates the commitment of *Colégio Rio Branco* with the questions worked out by the organization, to the world's improvement.

Teachers Formation

The consistency of the pedagogical proposal of *Colégio Rio Branco* is due to the continuous formation of its personnel, who seeks for improvements by the opportunities offered by the school, and also individual initiative that complement their formation. Thus, the staff maintains updated and aligned to the institutional purposes and to the challenges of a quality education.

Differentials

Partial Bilingualism - Since the Pre-School up to the 2nd year of the Elementary School, part of the classes is ministered in English, providing, early, a bigger commitment and familiarity with the language.

Support Center - Tuition to students with difficulties in specific areas.

Conceptual Alignment - a review program, directed to the students on the 1st year of High School, which intends to propose the review of the contents already learned in the Portuguese Language, Mathematics and Study Orientation areas, also encouraging the efforts and the learning and facing challenges will.

Deepening Activities - World-relevant issues are the focus of the debates throughout the year, by lectures with experts from different areas, focused in the students from the High School, allowing them to follow, more safely, important issues in a world every time more globalized.

Structured Education - Program directed to students from the High School, it is a differentiated study system, in which the student is encouraged to be informed, previously, about the theme to be developed in class, bringing its

cooperation to the group, providing a bigger commitment with the proposed topics and an increase in the discussion levels, developing the commitment of the student with its own learning.

Review Program – Directed to the students from the 3rd year of High School, in two models, annual and semiannual, the Review Program aims at helping the student to be prepared to the college entrance examination. Besides reviewing the contents from High School, it supports the student in the organization of its studies and offers help for the activities in the curricular period. Review classes after the normal class period, customized service, with after-class help, mock performance and orientation regarding to the physical activity and nutrition composed the content grid in service of a good global performance.

Challenges - Mathematics, Physics and Chemistry - the challenges provide the opportunity for the students to develop its liking for knowledge and to identify its potential and level of knowledge related to the challenges taken.

Robotics – Robotics approaches the student to the technologic world that rounds its life, in order to understand it, re-create it and transform it. The proposal is the construction of models and inventions, by the Lego-Dacta System.

Monitoring - the project allows the students with better school performance to act with responsibility, discipline, autonomy and leadership in events and in helping their friends. Monitoring means following and leading.

Rio Branco School Theater Group - with this work, the school opens space to students' expression and offers cultural trends to compose its intellectual universe.

Rio Branco School's Choir - with this work, the school provides the group living and artistic talent expression. Composed by children and teenagers, the choir presents in many events, including a presentation at the Carnegie Hall in New York and has already recorded a CD.

Social Responsibility - Projeto Reaja - Reflection, Balance and Action Towards Environmental, is an initiative from High School students, from *Colégio Rio Branco*, which reaches all the community from Rio Branco. It promotes a consciousness-raising of the importance of preserving the environment, preaching, in its essence, the adoption of gestures and habit

changing that leads to an action, ecologically responsible, anywhere, from the classroom until public places in general.

Reaja is showing significant results in the environmental issues, developing talents and rising vocations.

Other activities - Basketball, Football, Futsal, Handball, Volleyball, Gymnastics classes and Sports School, Audio Visual and Communication, Chess, Arts workshop, Outings and Trips to Study the Environment.

Main Events

Rio Branco Award – Award from the *Fundação de Rotarianos de São Paulo* granted to the students from Elementary and High School who stood out due to its application to the studies, sports practices and social actions.

Model United Nations - Model United Nations Project is an annual event, organized by PUC Minas, which promotes the discussions of facts and international reality. It is a natural consequence of the wide access to the information in which the High School student of the *Colégio Rio Branco* is subjected.

Professions Journey – An Annual event, to share professional experiences, to the High School students, by lectures and workshops performed, currently, in the unit of the *Faculdades Integradas Rio Branco*.

Partnerships

- Alumni Idiomas
- Aliança Francesa
- MAM – Museum of Modern art - MAM Partner School
- International Certificate - Cambridge University
- International Certificate of Spanish DELE

Faculdades Integradas Rio Branco

Oriented by the commitment with the excellence in education and by the values that guide its maintainer entity, the *Faculdades Integradas Rio Branco* aims at stimulating the permanent learning of the students. All the actions converge to the objective of preparing the future professionals for the labor market challenges.

Faculdades Integradas Rio Branco is sure that is fulfilling the mission of forming ethic citizens, with critical spirit, able and compromised with the society peace and development. Nowadays with more than a thousand of graduated students, the college mark their presence in the corporate world by the graduated students that are standing out in their careers.

By the growth registered year by year, by the results obtained with so many achievements and, fundamentally, by the support of more than 65 years of expertise in the education area of its maintainer entity, the *Faculdades Integradas Rio Branco*, with 12 years acting in Lapa and, now, offering the Administration course at Granja Vianna, acquired size and reliability in the sector.

The College is marking, competently, the way to fulfill the objective established since its constitution – become a university. The status of College has already been granted. The next stage to be achieved soon will be the University Center. The achievement will come, essentially, from the competence and commitment of its teachers (more than 80% of them with masters and doctorate degrees), of its collaborators and of its students. Ultimately, by the human capital they represent and by the great potential they have to raise the name of the College and assure its perpetuity in the education scenery.

Board of Directors

General Director
Edman Altheman

Academic Director
Alexandre Uehara

Localization

Lapa Unit
Av. José Maria de Faria, 111
Lapa - São Paulo

Granja Vianna Unit
Rod. Raposo Tavares, 7 200 km 24,5
Granja Vianna - Cotia

Infrastructure

Horizontal architectonic conception, modern and airy. It has natural light and high-tech facilities. All the rooms are equipped with multimedia kits and designed to allow more interaction between the teachers and the students. WIFI connection is available all around the Campus.

The course supporting labs are provided with modern equipment, being a distinction in the real experience of the activities developed:

- TV and Radio Studios (digital technology similar to the big communication companies of the country)
- Macintosh e PC advanced Labs.
- Digital and Analogic Photography Studio and Labs
- Computer Labs - latest network and software
- Integrated Communication Center
- Judicial Practice Center
- Special spaces to the seminars, studies and simulations performance, with an international observatory and “ONU Model” room for the simulation of events of the international diplomacy
- Toy library directed to the students from the Pedagogy Course
- Simulated environment of the BM&F and Bovespa

Number of students: around 2500

Graduation - 12 courses

- | | |
|---------------------|---------------------------|
| • Administration | • Pedagogy |
| • Economic Sciences | • Advertising |
| • Law | • Radio and TV |
| • Design | • International Relations |
| • Editorial Design | • Public Relations |
| • Journalism | • Information Systems |

Graduation Courses – Technologic – 4 courses

- Foreign Trade
- Commercial Management
- Marketing
- Audiovisual Production

MBA - 4 courses

- MBA Branding SP
- MBA Branding RIO
- MBA in Marketing
- MBA in Business

Post-Graduation - 6 courses

- Corporative Communication
- Corporate Law
- IT Management
- Sports Journalism and Sports Business
- Institutional and Clinical Psychopedagogy
- Conflict Solution

Some Highlights



- For three consecutive years, 2011, 2012 and 2013, students from the International Relations course at Faculdades Integradas Rio Branco joined the Brazilian commission that represented the country in the G20 Youth Summit, on France, on the United States and on Russia, respectively. The event brings together young leaders from various countries around important issues on the international agenda. The International Relations course of Faculdades Integradas Rio Branco is the Brazilian official selector of the G20 Youth Summit delegation. In 2013, a student from the course was the leader of the delegation and attended the meeting with the then Russian President, Vladimir Putin.
- “Areias Project”: Students from the Design, Advertising, Radio and TV Journalism and Audiovisual courses, teachers and employees of the Faculdades developed a significant historical and visual identity project for the city of Areias, located in the Vale do Paraíba, at São Paulo state.
- A faculty composed mostly of MSc and PhD, one of the highest rates in Brazil, with prominent teachers in the labor market and extensive academic experience.
- The best student from the Publishing course in Brazil, according to Enade, is from Faculdades Integradas Rio Branco.
- Journalism students from Rio Branco made the coverage of Vladimir Herzog Award and produced multimedia content to the website of the entity.

- The journalism course has a significant participation in the most important university exhibitions and contests in Brazil: Estadão/Santander Award, winning the Intercom (Brazilian Congress of Communication Sciences), every year since 2007.
- The journalism students did the coverage of international events such as the G20 Youth Summit, and national events, such as the Rio + 20, in partnership with the UN, with the opportunity to investigate, write, edit and produce in English and Portuguese language, journalistic content of global and contemporary issues.
- The students performed the film project “kyringüé Nhembovy’a - The Guardians of Guarani” - film about the Guarani indigenous culture, developed by students in partnership with the Secretary of Culture. The work was invited to be displayed at the Humanitare Institute - UN.
- International Relations students participate in an exchange program for prestigious institutions such as the University of Hubei (China), Pittsburgh (USA) and Alberta University (Canada).
- Through the Integrated Communications Agency, the students from the Public Relations course, supervised by the faculty, work with partners companies from Fiesp to develop consultancy work, besides the production of the Wall Newspaper, House Organ and News Online.
- In the project “Meetings with Customers”, the Public Relations students worked with real companies and conduct institutional profile studies, market analysis, surveys, diagnosis and proposed actions.
- Papers from the Public Relations students won several important awards in the area, including the Association of Public Relations.
- Students from the Administration course participate in the EMI RB - Intelligent Enterprise Model and Students in Free Enterprise (SIFE) - Administration courses programs.
- The Law course is innovative in offering Online Legal Practice, so it received several awards in recognition of its quality and innovation.
- The Pedagogy course is a pioneer in the inclusion of Brazilian Sign Language (Libras) in all semesters.
- The Radio and TV course shows practical activities as: Videographic Journey - experimental activity and Rio Branco Web Radio.
- PUB Rio Branco - guided by teachers, the students from Advertising course performed various works for companies and NGOs.

- Faculdades Integradas Rio Branco offers the “scientific initiation program” aimed at academic research students, in order to improve the student qualifications.
- The Information Systems course is rated by Enade as the best in the city of São Paulo.
- The undergraduate technology course, at Faculdades Integradas Rio Branco, focus on the development of professional practices and fast qualification aimed to the labor market and have grown substantially in recent years.

Partnership and Agreements

- Partnership with the Associação das Association of Universities of Portuguese Language (AULP)
- Partnership with FIESP - Federation of Industries of the State of São Paulo State that establishes a partnership to techno educational cooperation
- Agreement with the National University of the Center of the Buenos Aires Province
- Agreement with Cape Verde Consulate
- Agreement with the ADVB – Brazilian Association of Marketing and Sales Managers
- Partnership with the Empreender Endeavor company
- Agreement with the Universities: Brunel, Pittsburg, Alberta-Canada
- NIBS – Network of International Business Schools
- Achievement of the stamp ABMES as Socially Responsible Institute 2008/2009/2010
- Confúcio Institute – to perform the group activities, including the mandarin course.
- Partnerships with the Endeavor, international entity, with no profit, that acts helping the entrepreneurships in developing countries.

Some Events

Social Responsibility

A Different Day

Solidarity in the integration community and the citizenship performance, mobilizing, also, other Rio Branco institutions that participate of the action.

Solidary initiation rituals

A different way of welcoming the freshmen of the *Faculdades Rio Branco*. Besides the presentation of academic projects, the freshmen are invited to participate in projects related to their areas of study, by the interaction with educators and the local community. As part of the prank, contests and social activities are performed. The objective of the solidary initiation rituals is to encourage, even more, the development of actions in the community, resulting in a healthy exchange that benefits everybody.

Ação Lapa

Faculdades Integradas Rio Branco idealized the social responsibility movement called “Ação Lapa”, which gathers all the leaderships from the region of the Municipal District Offices: Barra Funda, Jaguará, Jaguaré, Lapa, Perdizes and Vila Leopoldina, to the development of projects for the benefit of the community.

I International Seminar of Comparative Legislation about the Third Sector

Faculdades Integradas Rio Branco hosted the I International Seminar of Comparative Legislation about the Third Sector, promoted by the *Fundação de Rotarianos de São Paulo*, OAB-SP (Brazilian Bar Association), CEBRAF (Confederation of Brazilian Foundations), APF (São Paulo Foundation Association) and AFP (Association of Fundraising Professionals). Experts from Brazil, Scotland, Canada and United States, in the Law field and of the caption of resources, communicated their ideas and experiences linked to the management in third Sector institutions. The I International Seminar of Comparative Legislation about the Third Sector brought effective contributions to make viable the acting of non-governmental institutions, which has a social function increasingly important.

Branding International Seminar

Gathering renowned experts in the Branding and Design areas, *the Faculdades Integradas Rio Branco* promoted the Seminário Internacional de Branding. The meeting, which proposes a deep reflection about the importance of the Branding and the Design in the current in today’s world.

Rio Branco Meeting of Professions

The meeting, which gathers, annually, around 1000 students from private schools of São Paulo, aims at helping students in the profession choice and presents the *Faculdades Integradas Rio Branco* to future university students – a moment to know the everyday of many professions by workshops and lectures and offer the execution of an aptitude research of the professional profile to the students.

Ensino a Distância Rio Branco

Fundação de Rotarianos de São Paulo extended its activities in the educational area, with the *Ensino a Distância Rio Branco*. A new institution, responsible for taking the education and the quality, already consolidated in the classroom course, in a Distance model (EAD).

The courses of the *Ensino a Distância Rio Branco* are performed by Internet, by a virtual learning environment (Moodle). The methodology of the courses is based on the knowledge construction, by the material oriented to its learning. All the instructional design of the courses is thought to ease the learning process. The student has a fundamental role in this process, once the execution of the course depend of the involvement and dedication.

The classes happen in a defined period in the course schedule, there is no specific day or time for the access, but it does have a deadline to conclude the classes and activities. The student may organize the best moment for its studies.

During the period of the course, the student counts on the help of the teacher and the technical team, being oriented in the clarification of the doubts, not only in techniques but also with the content.

Rio Branco Distance learning develops and offers courses of University Extension and Professional Development for multiple publics, using what is latest in educational technology. It brings as proposal a union of the education, technology and study mode of study without attending, where the student, anywhere in Brazil or abroad, will be able to have access to Rio Branco study quality, in the areas of Finance and Management, Communication, Education&Technology and Exclusive Programs.

Coordinator

Wagner Tadeu Mendes

Localization

Lapa Unit

Av. José Maria de Faria, 111

Lapa - São Paulo

Courses offered

Communication

- Enhance the use of the Portuguese language
- Sports Journalism

Management and Finance

- Small Business Administration
- Costs and Price Formation
- Project Management
- Management and Marketing Planning
- Introduction to Accounting
- Applied Mathematical Finance
- Strategic Planning
- Financial Planning

Internal Programs

- Introduction to Moodle CRB
- Introduction to Moodle 2
- Pedagogical Practices with Moodle

Centro de Educação para Surdos Rio Branco

With a project carefully created to insert and socialize the deaf in a society largely composed of hearing people, in which the oral communication is the main form of interpersonal relationship, *Centro de Educação para Surdos Rio Branco* dedicates to the development of these children, striving in the basic education designed for the minority deaf, aiming at its full society integration.

This interaction reaches, today, children since its first months of life, who are served by the Development Stimulation Program, providing the acquisition of the language by the Libras – Brazilian Sign Language.

One of the main axis of the *Centro de Educação para Surdos Rio Branco* is the use of Libras – Brazilian Sign Language applied for the study and in the communication, integrating students, teachers, collaborators and the family itself.

With its work, which goes beyond the classroom, the *Centro de Educação para Surdos Rio Branco* strongly acts for the deaf identity construction. It exerts, today, an important role in this community, and it is recognized as one of the reference center for the education for deaf area and posture and behavior mastermind for the deaf community.

Socioeducational Unit Director

Sabine Antonialli Arena Vergamini

Localization

Rod. Raposo Tavares, 7 200 (km 24) - Cotia - SP

School Formation

From Pre-School to Elementary School, the *Centro de Educação para Surdos Rio Branco* has advanced proposals, pedagogic resources and technical. Nowadays it serves deaf children in the Granja Vianna and Higienópolis Units of the *Colégio Rio Branco*.

Development Stimulation Program (PED)

It reaches the range from 0 to 3 years, providing the contact of the child with adults, users of the Libras – Brazilian Sign Language, motivating the communication, providing the development of the language compatible to the age and favoring the future school learning.

The work is developed in the “Development Stimulation Environment”, a space that simulates a house adapted to the deaf needs, providing the children and their families educational and living activities. Visual signs and low walls are some of the differentials.

Education Continuity Program

For the students that conclude the 5th year of the Elementary School, the school promotes and guides the inclusion in regular classrooms of the *Colégio Rio Branco* and partner schools.

With a deaf identity consolidated, the students, in groups, are included in regular classrooms of the institutions and are followed by translators and interpreters of Libras – Brazilian Sign Language and Portuguese language duly qualified and paid by the *Fundação de Rotarianos de São Paulo*.

Aiming at consolidating the inclusion in all its dimensions, the *Centro de Educação para Surdos Rio Branco* keeps in contact regularly with the students and the Team of the institutions involved in the program.

This support extends to the other entities maintained by the *Fundação de Rotarianos de São Paulo*. *Faculdades Integradas Rio Branco* and *Centro Profissionalizante Rio Branco*, also, receive deaf students.

The education continuity program, not only provide benefits to the deaf students, but also provide to the hearing people the opportunity of living with the diversity, by experience exchanging of the culture interchange - a real citizenship exercise.

Events and Scientific Productions

International Congress on the Education of the Deaf

It gathered the main studios on the field and professionals of the area from Brazil and countries. Regarding to the deaf culture and identity, bilingual education for deaf, from the language acquisition and sign language interpreter role valorization, were the focus of the Congresses.

The papers presented were reunited in a book called *Deaf Education – practices and perspectives II* and that was released during the event.

Deaf Day

Commemorative annual event of the Deaf Day, for 12 years, deaf associations from the whole country, deaf community representatives from many Brazilian states, students from many schools, guests and the community.

The event, which is part of the deaf community commemorative calendar, aims at valuing this community expression and encouraging the interchange of cultural and artistic expressions. The *Centro de Educação para Surdos Rio Branco* is the creator and the pioneer of this meeting.

Audiovisual Production

Considering the current technologic scenario and expanding the work performed in the deaf education, the Center has been producing audiovisual material, made available for free in the school website, breaking the space and time barriers and benefiting the whole deaf community.

Libras – Brazilian Sign Language Course

To broaden the deafness universe comprehension and enable the learning of Libras – Brazilian Sign Language by all the collaborators from the FRSP, the *Centro de Educação para Surdos Rio Branco* developed a pilot project for distance learning of Libras – Brazilian Sign Language.

Partnership

Museum of Modern Art – MAM - The objective of this partnership is to work out curricular and artistic contents in a long term and to extend the relationship among the school, students, teachers and the museum.

Partnership with SESI - it integrates deaf students from the 6th year, in its units from Cotia and Osasco. In order to receive the deaf community, the professionals from SESI had training courses with the professionals from the *Centro de Educação para Surdos* who approached issues about the deaf identity and culture, aspects of the Libras – Brazilian Sign Language and a history of the Center evolution.

Participation in a congress in Australia

Representatives from the *Centro de Educação para Surdos Rio Branco* have participated of the 4th World Congress on Mental Health and Deafness, held in Brisbane, Australia.

The congress, which had as main topic “A life to be lived”, had the participation of deaf and hearing people professionals from many countries, which reported their researches and experiences in the mental health and deafness field.

The audiologist of the school exposed about the work performed with families, at the *Centro de Educação para Surdos Rio Branco*, and the positive effects in the psychoemotional development of the children.

In order to deepen the knowledge about deaf education, they visited deaf schools, reference center for the deafness area and participated of the Deaf Festival, in the Queensland and Victoria States.

Participation in the Deaf Forum in Venezuela

The deaf teacher from the Centro de Educação para Surdos Rio Branco, Alexandre Melendes, gave a lecture on the “I Deaf Forum” held in Mérida, Venezuela. Among various institutions working with deaf people in Brazil, the Center was selected because it is considered an example in the development of bilingual education. The forum aimed to discuss the concepts of language and the importance of thinking about language and educational policies that enable bilingual education for the deaf.

Centro de Educação para Surdos Rio Branco and the Community

Video Production in **Libras – Brazilian Sign Language for the Federal Revenue Office**: Serving, for the second year in a row to a request from the Federal Revenue Office, in São Paulo, the school produced, for free, a video in Libras – Brazilian Sign Language, to clarify the doubts of deaf taxpayers concerning to the Income Tax Statement in 2011. The media was presented in the duty hours of the office headquarters and in seven Taxpayer Service Center, located in the São Paulo city.

Participation in the **II Festival of School's Vídeos**, in which the CES, with the documentary *Sinais do Amor* (Signs of love), produced in 2012, was awarded with the 1st place in the teachers category.

Active participation in the **National Network for Early Childhood** – which is formed by a group of organizations of the civil society, the government, the private sector, other networks and multilateral organizations that acts in the promotion of the early childhood (<http://primeirainfancia.org.br/>).

Workshops in **Deafness and Accessibility** for collaborators in Granja Vianna, Higienópolis and Lapa units, aiming at providing to the participants the learning of the basic vocabulary of Libras – Brazilian Sign Language, as well as notions about deafness and inclusion.

Partnership with **TV Cultura** for filming the students using the Libras – Brazilian Sign Language to be presented in the TV program Quintal da Cultura.

Aiming to promote joint and complementary actions to the inclusion of deaf people in society, Fundação de Rotarianos de São Paulo, through Centro de Educação para Surdos Rio Branco, has partnered with the **Adhara Institute**, located in Cotia, São Paulo.

Centro Profissionalizante Rio Branco

A maintained entity of the *Fundação de Rotarianos de São Paulo*, offers, for more than 60 years, free professional training to youngsters of public schools, with academic excellence, quality in the rendering of services and social commitment, gathering trustworthiness in the market and becoming reference in the field it acts.

It capacitates youngsters for the labor market, offering the opportunity of the first job, besides the social commitment to the country; it allows the development of a generation of new professionals that acts in the organizations in a productive and participative way, according to its values, mission and vision. It serves, yet, the demands of the organizations in the formation of professionals technically trained, responsible, dynamic and committed.

The work of the *Centro Profissionalizante Rio Branco* is guided in the conception that any youngster is bearer of a talent, which emerge and develop when he/she lives in a favorable environment. The differential of Cepro is the development of behavioral competences that, with encouragement and potential valued of each youngster, promotes the strengthening of the self-esteem, making them a transforming agent in their community.

Cepro offers a different program of professional training based on the Youth Apprenticeship Law - 10 097/2000 Youth Apprenticeship Law. In six months of previous training, the young apprentices have 400 hours of class to develop their abilities for their lives, administrative and service notions, to learn how to use the computer and to reinforce the knowledge in Portuguese Language and mathematics.

Recognized by the Ministry of Labor and Employment (MTE) in 2010 and 2011, granted with the stamp of Learning Partners, and by the City Council of the Rights of the Child and Adolescent of São Paulo, Cotia, Carapicuíba and Vargem Grande Paulista, Cepro has over the years, giving its contribution to the cause of raising the social condition of youngsters by the access to the first job; its participation in many federal, state and municipal forums, as certifying institution of professional learning, has been contributing to the Youth Apprenticeship Law is effectively implemented in companies and the professional teaching is recognized as a right for all and a society duty.

After the previous training, the youngsters will perform practical activities in partner companies, with the duration of six hours a day. Once a week, they will return to the classroom to participate in the concomitant training, which will provide them specific content about the job in the company that has selected them.

Socioeducational Unit Director

Susana Maria Aguerre Hughes de Salles Penteadó

Localization

Granja Vianna Unit

Rod. Raposo Tavares, 7 200 (km 24)

Granja Vianna - Cotia

Lapa Unit

Av. José Maria de Faria, 111

Lapa - São Paulo

Certifying Institution of the Law 10 097/2000 – Youth Apprentice Law

Cepro trains youngsters and offers to the companies two possibilities of partnership: hiring and management of Personnel Department by *Fundação de Rotarianos de São Paulo* or hiring and management by the own company. In both models, Cepro performs a theoretical activity concomitant and the follow up of the youngster in the company, in the school and in the family.

Differential of the Learning Program – Cepro

- Offers six months of previous training, developing the behavioral contents.
- The focus of the formation is to strengthen the self-esteem of the youngsters encouraging them to prepare a life project to achieve their personal and professional ideals.
- Posture, attitude and commitment are treated by dynamics and experience, aiming at preparing the youngsters to live in the labor's world.

Professional Learning Program to Deaf and Physically impaired people

A partnership of Cepro with Selur – Syndicate of Urban Cleaning Companies of the State of São Paulo and Rotary Club, offers a professional qualification program for deaf and physically impaired people, ministered in *Faculdades Integradas Rio Branco*.

The social inclusion movement allows among other things, the increasing participation of physically impaired people.

In order to guarantee that the inclusion of physically impaired people happens in the labor market, one of the actions adopted by the Brazilian government was the proclamation of the law 8213/91, known as Affirmative Action Law, that establishes the reservation of positions for Physically impaired people (abled) or rehabilitated that are recipient of the social security.

In order to meet the legislation and to promote the inclusion in the labor market, with quality, *Centro Profissionalizante Rio Branco*, in partnership with Syndicate of Urban Cleaning Companies of the State of São Paulo (SELUR) and Rotary Club, offers a program of professional training for deaf and physically impaired people from 16 years old on, in order to improve its competences in the labor's world.

The Previous Training Program offered to the youngsters, was adapted in a way to meet the deaf population (ministered in Libras – Brazilian Sign Language), and the population of physically impaired or reduced mobility people. They are 400 hours in 5 modules: abilities for life, administrative and service notions, computer, Portuguese Language (for deaf students the communication is worked out) and mathematics.

Cepro aims to empower this population in programs that develop administrative and market competences and, mainly, behavioral competences based in ethical values, interpersonal abilities, entrepreneurship and strengthening of the self-esteem.

Deaf and accessibility workshop

The market, every day more competitive, demands from companies an ethical and transparent posture, not only with the collaborators, but also with the society. In this context, the institutions need to be prepared to include and

integrate physically impaired people, in a cozy, fair and socially responsible environment. Thus, the *Centro Profissionalizante Rio Branco* and *Centro de Educação para Surdos Rio Branco* joins together to coordinate the Deaf and Accessibility Workshop, which will be held sponsored by the Syndicate of Urban Cleaning Companies of the State of São Paulo (Selur), with the main objective of becoming possible the communication between the company and the deaf individual.

Learning Partners Stamp

For the second year in a row, the *Centro Profissionalizante Rio Branco* had its activities recognized by the Ministry of Labor and Employment (MTE), that honored it with the “Learning Partners Stamp”, concerning to the year of 2011. The stamp was granted to companies and entities that acted during the year of 2011 in consonance with the MTE in the development of actions that included the formation, qualification, preparation and insertion of adolescents, youngsters and physically impaired people and people in a risky situation in the labor market. The concession is the recognition for the work of the 95 qualifier entities and companies in Brazil, which adapt themselves to the Ordinance nº 656, creator of the stamp.

ANAMATRA 2009 Award

The Professional Learning Program for deaf and physically impaired people, known as developed in partnership with the Syndicate of Urban Cleaning Companies of ANAMATRA the State of São Paulo (Selur) and Rotary Club de Cotia, achieved the 1st place in the Human Rights Award from ANAMATRA - National Association of Magistrates of Labor Justice, in the Institution category.

The Cepro director, Susana Penteado, received from the hands of the Minister Paulo Vanuchi, the award that represent the commitment of the entities with the execution of the human rights in the country.

The solemnity of the award happened in Brasília and it was attended by the Minister of the Special Office for Human Rights, Paulo Vanuchi, by the Ministers of the Labor Superior Court, Antonio de Barros Levenhagen and Horácio de Senna Pires, by the Labor attorney-general, Otavio Brito Lopes, by the ministers of the Supreme Court, João Otávio Noronha, and by the President of the Regional Court of Labor of the 10th Region, Mário Caron.

Partner Companies

- 2º Cartório de Notas – Osasco - SP
- 24 X 7 Cultural
- 4b Supermercados
- 100% Vídeo
- Abril Gráfica
- Adedo Telesserviços Ltda
- Adezan S/A
- AESCON-SP
- Associação dos Arquitetos, Engenheiros e Técnicos de Cotia - AETEC
- Astrazeneca do Brasil Ltda.
- Blau Farmacêutica
- Cardif – Grupo BNP Paribas
- Casa da Cultura Francesa Aliança Francesa
- Cirúrgica Fernandes
- Costa Fortuna Fundações e Construção Ltda
- Danisco Brasil Ltda.
- Druck
- Envia Service
- Eu não disse?!
- Entrelinhas Comunicação Empresarial
- FDB Infraestrutura e Comércio Ltda.
- Fundação de Rotarianos de São Paulo
- Fundação Escola de Comércio Álvares Penteado
- Galucci Associados
- Gran Clinic – Centro de Excelência Médica Granja Viana
- Hanesbrands Brasil Têxtil Ltda.
- Henkel LTDA
- Hochtief do Brasil
- Hotel Rancho Silvestre Ltda.
- Impakto Sistemas de Limpeza e Descartáveis Ltda.
- Incomepe
- Incluir Recrutamento e Seleção
- Intermed Equipamento Médico Hospitalar Ltda
- It Beach
- Jedal
- JBS S/A
- Kim Pães - Kim Neto Ind. e Com. de Panificação Ltda.
- Kolling Consultoria
- Lavanderia Santiago
- Livraria da Vila
- LocLav Aluguel de Equipamentos
- Luxury
- Multivisão Indústria e Comércio Ltda.
- Nobel Mega Store
- Piter Pan Ind. E Com.
- Qualicable TV Indústria e Comércio Ltda
- RPM Logística
- Schraiber Homeopatia
- SESCON
- Siemens Ltda.
- Siemens Soluções e Serviços
- Sika S.A.
- Solda & Cia
- Tork Industria e Comércio
- Tup Tecnologia em Usinagem de Precisão
- Uni.Business
- Verissimo Logística Ltda ME
- Wurth do Brasil Peças de Fixação Ltda
- Yokogawa

Testimonials from the partner companies representatives

Fundação Escola de Comércio Álvares Penteado – Fecap

Fabiana K. Rangel – Human Resources

“Nowadays, we have seven apprentices from Cepro. The selection process was efficiently performed, according to the profile of each area. They were very well evaluated by the managers and I believe they like working with us. The content ministered in the preparatory course formed the professional posture that helped them to achieve positive results at Fecap”

Kim Neto Ind. e Com. de Panif. Ltda

Marta Ferreira Oliveira – Administrative Manager (Overview)

“For the administrative routine following, it is an excellent help, because the enter in the structure with no vices, ready to be molded, trained giving great support in the secondary activity and, even, activities that demand more attention and responsibility”

Maria Rose – responsible for the Personnel Department

“It is rewarding to observe the individual development in each adolescent. I have never worked with apprentices, but the experience I am having is very good, because the apprentice likes to absorb all the information they receive. This is good, because you can model them in order to make them excellent professionals in the future. Well, I learn a lot with the apprentice; his name is Eder Sugmoto.”

Bida – responsible for the Sales Department

“The experience is very good; it is like teaching your child to walk, speak and eat. It is like I educate him/her on my way, no vice, no manias. It is to know the future depends on them and that we are contributing to that.”

Envia Service LTDA.

Elisabete Cunha

“In first place, I would like to thank you for the service promptly delivered you have performed to Envia Service, concerning to the Apprentice Program from Cepro, always when we contact you. In second place, I would like to congratulate you for

the really important work you perform with poor adolescents of our community, preparing them, in all aspects, for the first job. We know the challenges that you face, today, to perform this transformation work, because that is what you do - transform these adolescents into citizens able to learn, serve, sum, live together, all in all, share the development of our country, by the services that you deliver. For us, entrepreneurs from Cotia, it is a source of pride and satisfaction, to know we can count on you and, mainly, following the development and the engagement of these apprentices. Once more, congratulations for your work!"

■ **Fundação de Rotarianos de São Paulo**

Av. Higienópolis, 996 São Paulo – SP
01238-910
phone: 55 11 3829-2900
www.frsp.org

Presidency

Eduardo de Barros Pimentel
diretoria@frsp.org
Phone: 55 11 3829-2900
Extension: 2872 / 2873

Superintendence

Marco Antonio de Bonna Rossi
superintendencia@frsp.org
Phone: 55 11 3879-3100
Extension: 3171

Marketing

Célia Dugaich
mkt@frsp.org
Phone: 55 11 3879-3100
Extension: 3154

■ **Faculdades Integradas Rio Branco**

www.riobrancofac.edu.br
Phone: 55 11 3879-3100

General Director

Edman Altheman
diretoriageral@riobrancofac.edu.br
Extension: 3128

Academic Director

Alexandre Uehara
diretoria-academica@riobrancofac.edu.br
Extension: 3129

■ **Distance learning**

www.riobrancoead.edu.br
Phone: 55 11 3879-5417

Coordinator

Wagner Tadeu Mendes
atendimento@riobrancoead.edu.br

■ **Colégio Rio Branco**

www.crb.g12.br

Principal

Esther de Almeida Pimentel Mendes Carvalho
diretoriageralcrb@crb.g12.br
Phone: 55 11 3829-2900
Extension: 2927

Higienópolis Unit

Principal
Esther de Almeida Pimentel Mendes Carvalho
diretoriaunidadehig@crb.g12.br
Phone: 55 11 3829-2900
Extension: 2927

Granja Vianna Unit

Principal
Roberto Sales
diretoriaunidadegv@crb.g12.br
Phone: 55 11 4613-8500
Extension: 8471

■ **Centro de Educação para Surdos Rio Branco**

www.ces.org.br
Phone: 55 11 4613-8500

Director

Sabine Antonialli Arena Vergamini
ces@ces.org.br
Extension: 8478

■ **Centro Profissionalizante Rio Branco**

www.cepro.org.br
Phone: 55 11 4613-8500

Director

Susana Maria Aguerre Hughes de Salles Penteadó
cepro@cepro.org.br
Extension: 8480

