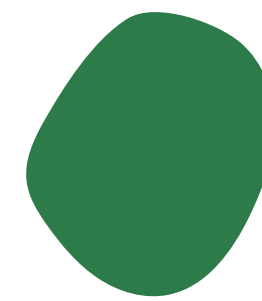


H360

2022

ANNUAL REPORT





Letter from our chairman Fernando Henrique Cardoso

Once again, I am pleased to address Humanitas360's advisors, partners and staff to start this assessment of the Institute's efforts and achievements in the past year. If in recent months the pandemic has lost momentum, its area of turbulence has continued to disrupt the lives of people and organizations. We all had to adapt to the new working and collaboration conditions. An even greater challenge in a country that has suffered repeated shocks of stress caused by the growing political polarization in this election year.

The H360 has been experiencing these external turbulences serenely, while looking inward and reviewing the theoretical foundations of its work. In the past year, the Institute has built solid theories of change for projects such as LAB360 and the social cooperatives of the incarcerated, those recently released from the prison system or in a situation of vulnerability. Intense articulation will soon bring new cooperatives to this ecosystem. And the Tereza brand, spearheading the search for profitability for social cooperatives, has undergone a detailed redesign in its business model.

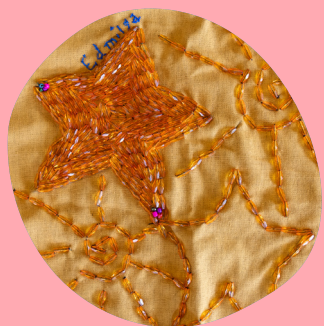
New projects are being born, such as Hello Freedom, a toll-free line created in partnership with SEBRAE-SP, which helps formerly incarcerated people in regularizing their personal documentation and having access to public services, finding work or opening their own business. Showing its power of articulation, Humanitas360 has built, to support this service, a coalition with other organizations that care about who leaves the prison system, such as the Igarapé Institute, Responso and Pro Bono Institute.

I am happy to see an increasingly clear focus and increasing consistency in H360's actions for the incarcerated and formerly incarcerated population, and for those in a situation of vulnerability. This is particularly important in a political context in which prejudice and rights violations of this part of society are openly promoted by public agents. For all this, once again, I repeat that the work of the Humanitas360 Institute is crucial for Brazil and for all Latin America.

Fernando



Letter by cooperative partner Flavia Maria da Silva



My name is Flavia Maria da Silva. I am 43 years old and I would like to share my life story with you, with you. I am honored to be able to share my hope and the experiences I had over the 10 years that I lived and still live in the prison system. At another time in my life, very young, at 16, I was introduced to criminality. I got married and widowed at 17, with a small child to raise alone. With no opportunities and with a very poor family, I took a shortcut into the underworld of drug trafficking. A way of living which then I thought there was no turning back until I found H360.

In 2012, I was arrested and sentenced to 20 years in prison for being a repeat offender. I thought about giving up life, because inside the prison system there is no social reintegration. With no opportunity for change, we are left to the law of survival. We even lost our identities, we became invisible.

Today, I can talk about social inclusion and the fight against crime with authority, because I am the consequence of such a prejudiced society. I met people like the H360 team, who welcomed me and embraced me as a human being, regardless of my mistakes, giving me the opportunity to transform myself into an entrepreneurial woman, into the entrepreneur I am today.

Going further, I am fulfilling a dream, studying Law at a university. I am proof that opportunity and knowledge can transform lives. Today I am proud to be a part and to be the result of such an important and impactful work that H360 does. I wish to find and transform, with this team, other Flávias who unfortunately are still there in the prison system. This chain of good can never be broken. We need to strengthen ourselves more and more, let's embrace this idea and fight day and night the growing number of women incarcerated.

Thank you Humanitas360 Institute for transforming me into a woman of such resilience and for changing my life.

Flavia Maria da Silva.



Letter from the president

Welcome and I am pleased to share with you yet another Humanitas360 annual report!

It has been 7 years since Humanitas360 Institute was recognized as a non-profit organization or 501(c)(3) in the United States.

At that time, my vision was to position H360 in an environment with solid and institutionalized philanthropy. Far from being perfect, but with incentives of various natures, including tax, which facilitate and speed up the injection of financial resources into initiatives of great importance for the development of citizenship and the reparation of historical damages, such as the debate against the war on drugs, structural racism and the deep social inequalities that generate mass incarceration. Institutionalism has been bedrock for the country to go through the madness of its rulers without succumbing to their hidden agendas.

Meanwhile, we were led to believe that Brazil would face its historical wounds and administrative management failures in an investigation fostered by movements of various origins, called “Operação Lava Jato”. However, it turned out to be a work of manipulation engendered by some legal operators, with the support of sectors with an authoritarian bias in society, which served as the basis for the 2018 elections. Again, the hidden agendas rooted in the privileges of a few, despite of the misery and oppression of many, demonstrate that they are enemies of democracy and republican values.

More than ever, philanthropic practice and the promotion of civic capital, with an impact on public policy, has proved to be important in bringing to light the veracity of the field of action, power holders and tensions to be analyzed, experienced and recorded by social technology. Thus, we have been working in these years and very actively in the last, with the return of on-site work, in the post-pandemic and great upheaval moment that we are experiencing pre-majority elections in October 2022.

Articulating philanthropy, fueled by research and providing knowledge, committed to its reason for existence, agape love, committed to reducing ethnographic and social inequalities and disadvantages, is the passion and reason with which I address this annual report.

Patrícia R. W. Marinho

H360 theory of change



Civil society organizations can measure their impact in terms of scale, for example by monitoring the number of people benefited versus the capital invested in each project. Another possibility is to measure the level of influence in broader systems and behaviors. To do so, it is necessary to find out whether the organization's initiatives make a particular problem disappear temporarily or forever, whether they generate local empowerment or dependence on its model, and even create new attitudes, public policies and values.

To maximize the outcome of our efforts, the Humanitas360 Institute has been developing Theories of Change for each project individually. This methodology of planning, participation, adaptive management and evaluation is widely used by non-profit organizations and international development agencies to promote social change. But to be able to articulate visions at the project level in an even broader strategy, we adopted the "Four Impact Levels" framework, created by Ashoka and explained in the following framework.

	LEVEL OF CHANGE	TYPE OF IMPACT OR CHANGE	EXAMPLES OF PROJECTS THAT MAKE THIS KIND OF IMPACT OR CHANGE	H360 PROJECTS THAT FALL INTO THIS LEVEL
INTRICACY ↑	4	PARADIGM SHIFT	Projects and products that generate mentality changes in individuals and favor changes in the behavior of society as a whole.	Social Cooperatives, Cannabis Family & Kids, Weaving Freedom
	3	SYSTEMIC CHANGE	Designs and products that attack the cause of a problem. They favor cultural changes and demand legal changes and the creation of public policies.	Social Cooperatives, Cannabis Family & Kids, Tereza, LAB360, Citizen Engagement Index in the Americas, Weaving Freedom
	2	ESCALATE DIRECT SERVICE	Models that generate greater efficiency and impact on projects, through efficient resource management and/or logistics.	Social Cooperatives, Cannabis Family & Kids, Tereza, LAB360, I'm Free, Now what?, Cannabis Family & Kids Social Cooperatives, Cannabis Family & Kids, Tereza, LAB360, I'm Free, now what?
	1	DIRECT SERVICE	Projects to support populations at risk who need urgent services to improve their quality of life.	



It is important to highlight that this impact scale is not hierarchical. A Paradigm Shift is not necessarily more important than Direct Service. It is essential that impact initiatives take place at each of these levels in line with the complex socio-environmental problems we face. This tool has been an important guide in defining the approaches we adopt in each project, as well as providing a roadmap for articulating our projects into broader programs. It is also fundamental to guide our institutional relationships with other social organizations, public bodies and society in general.

Programs and projects

MATRIX OF PROGRAMS AND PROJECTS

BEHIND AND BEYOND BARS ENTREPRENEURSHIP PROGRAM p.6	SOCIAL COOPERATIVES More info p. 8 TEREZA More info p. 10 LAB360 More info p. 12
INFORMATION AND RESEARCH PROGRAM p. 6	I'M FREE, NOW WHAT? GUIDE TO THOSE RECENTLY RELEASED FROM PRISON More info p. 14 HELLO FREEDOM More info p. 15 CITIZEN ENGAGEMENT INDEX IN THE AMERICAS More info at humanitas360.org WEAVING FREEDOM DOCUMENTARY More info at humanitas360.org
INSTITUTIONAL PARTNERSHIP PROGRAM p. 7	CANNABIS FAMILY & KIDS More info p. 15

The Humanitas360 Institute is a non-profit organization based in the USA (501.c3) and Brazil (CNPJ n.: 20.067.869/0001-60). We work to build fairer and more egalitarian societies in several Latin American countries, with the support of our advisors and collaborators in Colombia, Chile, Uruguay, Mexico, Argentina, Bolivia and Guatemala, as well as our teams in Brazil and the USA.

Our mission is to promote the reduction of violence, active citizenship, climate justice and transparency.

Our work is based on Information and Research, Entrepreneurship Behind and Beyond Bars and Institutional Partnerships programs.

All our efforts are guided by the 2030 Sustainable Development Goals Agenda, adopted in 2015 by 193 members of the United Nations. As a whole, our programs and projects include the following UN Sustainable Development Goals:





PROGRAM: Entrepreneurship Behind and Beyond Bars

Contrary to common sense, arresting more people in conflict with the law only causes insecurity on the streets. Mass incarceration fuels the spiral of violence, as organized crime grows and strengthens to the same extent that the prison population increases. According to data from the National Prison Monitoring Bank of the National Council of Justice (CNJ), Brazil has about 860,000 men and 49,000 women incarcerated .

In relation to women, the data are even more frightening: while the incarcerated population tripled between 2000 and 2019, the total number of women incarcerated grew by more than 700% in the same period, according to data from the National Penitentiary Department (Depen). Even more serious, the figures reveal that 2 out of 3 women arrested are primary defendants, who should not even be serving time. As criminal recidivism rates are estimated above 40%, it is easy to conclude that the growing power of organized crime within prisons and the high rates of violence and crime on the streets are two sides of the same perverse reality.

Experts in the subject are unanimous in pointing out, as antidotes to these evils: (1) a greater participation of society in matters related to prison management and execution of criminal penalties and (2) professional training, job offer and income for the incarcerated and formerly incarcerated. It is based on these principles that we developed the Entrepreneurship Behind and Beyond Bars Program.

Projects developed in this program:

SOCIAL COOPERATIVES PROJECT

[More info p. 8](#)

TEREZA PROJECT

[More info p. 10](#)

LAB360 PROJECT

[More info p. 12](#)

PROGRAM: Information and Research

Acting as a civic-social think-tank, the Humanitas360 Institute develops, in addition to practical actions, a series of research initiatives, knowledge production and communication. The projects of our Information and Research program include data generation and construction of scientific bases for the elaboration of public policies, partnerships between the public and private sectors in the development of research, debates and reflections on topics such as drug policy, mass incarceration, resocialization of the incarcerated and formerly incarcerated and active citizenship, among others. We also create and produce content in various formats and platforms.

Projects developed in this program:

A GUIDE FOR THE FORMERLY INCARCERATED

[More info p. 14](#)

HELLO FREEDOM

[More info p. 15](#)

WEAVING FREEDOM DOCUMENTARY

[Learn more on our website](#)

CITIZEN ENGAGEMENT INDEX IN THE AMERICAS

[Learn more on our website](#)

SCHOLARSHIPS

Support for PhD and Master researches from [Alejandra Izquierdo](#) and [Higor Cauê](#)

PROGRAM: Institutional Partnerships

With a large network of partners among civil society organizations, judiciary, public bodies, legislative and executive authorities, companies, personalities from various sectors and citizens engaged in the construction of fairer and more egalitarian societies, the Humanitas360 Institute works tirelessly to build partnerships and coalitions. This effort spreads throughout several Latin American countries, thanks to the support of our advisors and collaborators in Colombia, Chile, Uruguay, Mexico, Argentina, Bolivia and Guatemala, as well as our teams in Brazil and the USA.

Projects developed in this program:

CANNABIS FAMILY & KIDS PARTNERSHIP

[More info p. 15](#)

NATIONAL JUSTICE COUNCIL

[Learn more on our website](#)

SOCIAL OBSERVATORY WITH ZUMBI DOS PALMARES UNIVERSITY

[Learn more on our website](#)

PARTNER INSTITUTIONS

Dom Cabral Foundation

Partnership signed with Dom Cabral Foundation's "Pra Frente" program, a platform created to train popular entrepreneurs that included in its acceleration program members of the Anahí Social Cooperative.

Zumbi dos Palmares University

Partnership for the joint creation of a Social Observatory dedicated to data collection and monitoring of relevant topics related to the Social Cooperatives project. The final report will be published as a book and ebook.

Dr. Rubem Cunha

Ophthalmological Foundation

Partnership with an institution that provides eye care to the low-income population, through which members of the social cooperatives opened by H360 receive diagnosis and treatments for visual, clinical or surgical problems, in addition to donation of eyeglasses and lenses.

São Paulo's Municipal Secretariat for Economic Development, Labor and Tourism

Partnership with the "Mãos e Mentes Paulistanas" program, which states

the participation of members of the Anahí Social Cooperative in fairs organized by this Secretariat in various parts of the city of São Paulo.

São Paulo Federal University

Partnership aiming the development of teaching, research, extension and professionalization in several areas of activities, through curricular internship opportunities granted by the Humanitas360 Institute to the University's students.

Social Cooperatives

This project addresses the following UN sustainable development goals:



Built based on Law No 9.867, of November 10, 1999, this project aims to train, generate income and socially integrate people deprived of their liberty, those released from the prison system and victims of domestic violence, through social cooperatives that we have created inside and outside prisons. The H360 acts as an incubator and coach for the cooperative members, providing capital, legal, psychosocial and spiritual support to the cooperative members, as well as support in product development, marketing and business management through the Tereza brand (learn more on the following page).

Developed by H360 in 2017, the project currently supports the Cuxá Social Cooperative, formed by incarcerated women in the Pedrinhas Women's Penitentiary (São Luís, MA), the Anahí Social Cooperative, in the city of São Paulo formed by

incarcerated and formerly incarcerated women of several penitentiaries in São Paulo. At the same time, we are creating 5 new cooperatives: 4 in women's prisons in Rio Grande do Sul (in the cities of Guaíba, Lajeado, Torres and Osório) and one in the city of Peruíbe, on the southern coast of São Paulo, formed by women in vulnerable situations, members of the prison system and victims of violence.

All actions of the Social Cooperatives project are developed within the Theory of Change presented in the following chart. This methodology, born in a series of community transformation meetings promoted by the Aspen Institute in the late 1990s, consists of a set of tools that help to explain the short, medium and long-term objectives of any social initiative, as well as clearly defining its impact assessment metrics.

TIMELINE



SOCIAL COOPERATIVES THEORY OF CHANGE

INPUTS	INPUTS	capital investment, physical space, equipment and machinery, raw material, emergency aid, transportation, food stamps and personal hygiene, specialized professionals (social worker, psychologist, lawyer, journalists, programmers, designers), donations from third parties and support from volunteers
	ACTIVITIES	meetings with representatives of public agencies, preparation of technical cooperation agreements, attraction and conversation with cooperative members, training of members, psychosocial and spiritual assistance, contacts with relatives of the cooperative members, legal advice, assemblies of cooperatives, participation in bazaars, fairs and auctions, audiovisual registration, technical support for the cooperatives management, individual and group financial guidance, content production and communication
OUTPUTS	PRODUCTS	number of cooperative members, articles produced by cooperatives, income generated for cooperative members, criminal recidivism data, business plan for each cooperative, survey of individual visits to the cooperative members, fine penalty diagnosis, civil and criminal situation of the cooperative members, online store, labels with cooperative members life stories, website and profiles in social networks, audience reached by communication
OUTCOMES	ACTIVITIES RESULTS	reduction of criminal recidivism, emancipation of criminal organizations, economic autonomy, work opportunity, insertion in society, guarantee of rights, access to public policies, strengthening family and social ties, self-employment, personal transformation
	RESULTS FOR SOCIETY	SDG 1 -No Poverty (target 1.3), SDGs 5 - Gender equality (target 5.1), SDG 8 - Decent work and economic growth (target 8.3), SDG 16: Peace, Justice and Strong Institutions (targets 16.3 and 16.a), decreased violence, improvement in the prison system, social entrepreneurship, economic growth.

IMPACT DATA

For the members of the Anahí Social Cooperative,

207 SOCIAL SERVICES CALLS

84 ACTIVITIES WITH FAMILIES

105 SOCIAL SERVICES TO FORMER COOPERATIVE MEMBERS IN SÃO PAULO

120 LEGAL SERVICES

83 PSYCHOLOGICAL VISITS

For the members of the Cuxá Social Cooperative,

426 SOCIAL SERVICE CALLS

611 ACTIVITIES WITH FAMILIES

47 SOCIAL SERVICES TO FORMER COOPERATIVE MEMBERS IN MARANHÃO

130 LEGAL SERVICES



Tereza

This project addresses the following UN sustainable development goals:



Tereza is a social business created and incubated by H360 that sells articles made by cooperatives of people deprived of their liberty and those released from the prison system. Despite being constituted as a company, it does not aim to profit, but rather to generate a positive socio-environmental impact.

All products made by Tereza are sold with labels featuring the life story of one of the cooperative members. This is crucial because the objectives of our Entrepreneurship Behind and Beyond Bars program are not limited to generating income and vocational training for cooperative members. Ultimately, our main goal is to cause a paradigm shift, transforming society's mentality on the issues of punishment and social integration of people who have been incarcerated.

Exactly for this reason, Tereza products always seek high quality and added value, breaking with what common sense expects from articles produced by the incarcerated and formerly incarcerated. The beauty and

good taste of each piece and its packaging are essential to induce the change of mentality desired in consumers. The high added value also increases profit margins on the time and inputs invested in the production of each item, maximizing the financial return to the cooperative members. That's why some of the Tereza collections were co-created by the social cooperatives partners with some of the most creative and innovative designers and entrepreneurs in Brazil.

The Humanitas360 Institute is responsible not only for the incubation of each cooperative, but also for the social support, legal and spiritual counseling to each cooperative member. Complementing this work, Tereza is responsible for the four "Ps" of the marketing compound: product development, price definition, choice of the best places to sell them and sales promotion through the most diverse channels.

Learn more on www.tereza.org.br



A life story from one of our labels: GEANE MARCIA DA SILVA MARINHO

I had a very painful childhood. My brothers and I lived with an alcoholic father who abused my mother. To make matters worse, I was molested by an uncle when I was eight. As a teenager I was very rebellious, I started smoking marijuana and skipping class. I fell in love with a boy, got pregnant and moved in together. We had two more children, who kept me company while dad was out with his addictions, women and games. Abandoned with small children, I moved back to my mom's house. My two brothers were living in the world of crime and unfortunately died. Unemployed and broke, I became friends with a neighbor, who lived with comfort. I asked her how she made so much money, so she offered me \$800 just to take drugs from one place to another. That's how I started my life of crime. Today, over 40, I am free again, working at the cooperative founded by the Humanitas360 Institute supported by the Tereza brand, bringing me hope for a new beginning.

IMPACT DATA

R\$ 387,000
INVESTED IN COOPERATIVES IN 2022

R\$ 110,000
OF GROSS REVENUE FOR ANAHÍ COOPERATIVE IN 2022

R\$ 54,000
OF GROSS REVENUE FOR CUXÁ COOPERATIVE IN 2022

BUSINESS MODEL CANVAS

This strategic management tool allows the development of new business models, or the improvement of existing businesses, in a practical and clear way. It is a pre-formatted visual map, containing nine blocks that guide the activity of an enterprise. This Tereza Business Model Canvas was co-created by Humanitas360 staff in a series of workshops held in April 2020.

TEREZA'S CANVAS				
KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONS	CUSTOMER SEGMENTS
Humanitas360 Product development experts Social organizations Artists and public figures Public power Transport and logistics companies Digital Marketplaces Fairs and events organizers	Development of products, quality control, opening of points of sale, commercial contact with companies, logistics, improving digital platform, support to the CO-OPs management (HR, finance, internal controls etc.), coaching to cooperative members KEY RESOURCES Working capital, specialized technicians (products dev., mkt), sales team, digital platform	General Public: social impact, purpose, conscious consumption, differentiated design, quality, slow fashion, upcycling, sustainability Social cooperatives: visibility, market access, product improvement, management tools, logistics Companies: ESG agenda (environmental, social and governance), innovation, differentiated design, quality, slow fashion, upcycling	General Public: after sales and customer support via digital platforms & CRM Social Cooperatives: direct contact, round tables and training Companies: sales representatives, and CRM CHANNELS Website, catalog and online store, social networks, messaging apps, physical points of sale, bazaars and events, labels, direct contact	General Public Social Cooperatives Companies
COST STRUCTURE Product development, promotion and advertising, sales, digital platform, logistics and storage, own equipment team, fees and taxes			REVENUE SOURCE Commission or participation in sales, advertising and sale of spaces, NFTs, social cashback, crowdfunding, philanthropic donations	

Lab360

This project addresses the following UN sustainable development goals:



Co-financed by Galo da Manhã Institute, LAB360 provides computers and connectivity infrastructure to prisons, as well as organizing virtual social visits and distance learning so that the incarcerated can make video conferences with family members and continue their studies. The equipment is donated to the penitentiary, as a legacy for the development of education projects, technological training and distance

higher education. Currently implemented in the states of Maranhão, Paraíba and Rio Grande do Norte, with expansion plans for Rio Grande do Sul.

The LAB360 project activities are developed within the Theory of Change presented in the following chart, which explains our short, medium and long-term objectives, in addition to pointing out the methods of assessing its impact.

Partner:



LAB360 THEORY OF CHANGE		
INPUTS	INPUTS	Capital, physical space, computers and peripherals, software, internet connection, institutional partnership.
	ACTIVITIES	Meetings with representatives of public agencies and educational institutions, preparation of technical cooperation agreements and partnership with public and private institutions, training for the incarcerated, psychosocial assistance and contacts with families of the incarcerated, legal advice, distance learning, virtual mediations, technical support, preparation of documentation and reports.
OUTPUTS	PRODUCTS	Number of prison units involved, LAB360 users, number of participants and trainees in the courses (Youth and Adult Education, Vocational and Higher), number of scholarships, number of enem entries, number of virtual social visits, number of guidelines and legal hearings, training for prison guards, number of days reduced from sentences..
OUTCOMES	ACTIVITIES RESULTS	Digital inclusion, educational training, professional training, social reintegration, reduction of crime, improvement of legal care, strengthening of family ties, improvement of participants' self-esteem, participation of society in criminal execution.
	RESULTS FOR SOCIETY	SDG 4 - Quality Education (targets 4.3, 4.4 and 4.5), SDGs 5 - Gender Equality (target 5b), SDGs 10 - Reduction of Inequalities (targets 10.2 and 10.3), SDGs 16 - Peace, Justice and Strong Institutions (target 16.10), SDGs 17 - Partnerships for the goals, improvement of education in the prison system, reduction of violence, improvement in the prison system, social entrepreneurship, economic growth.



IMPACT DATA

30,000 VIRTUAL SOCIAL VISITS MADE

117 PRISONS COVERED

4 HIGHER EDUCATION COURSES AVAILABLE

1.200 INCARCERATED PEOPLE ENROLED IN NATIONAL HIGH SCHOOL EXAMINATION AND OTHER COLLEGE ADMISSION EXAMS

1.400 INCARCERATED PEOPLE INVOLVED IN NATIONAL EXAMINATION FOR CERTIFICATION SKILLS

According to the research done by Maranhão State Department of Penitentiary Administration:

85% OF CUSTODY PROFESSIONALS BELIEVE THE PROJECT IMPROVES THE CLIMATE IN PRISONS

88% OF THOSE ARRESTED SAY THE PROJECT STRENGTHENS THEIR FAMILY TIES

90% BELIEVE THAT THE PROJECT CONTRIBUTES TO THEIR RESOCIALIZATION

I'm free, now what? Guide to those recently released from prison

This project addresses the following UN sustainable development goals:



The guide is a digital publication with a detailed step by step on how to recover documents, civil rights and rebuild life after prison, with special emphasis on graduates who still have a penalty of fine to pay. The publication guides how to resume studies, access public social assistance platforms, take care of health and obtain legal assistance. Launched by the Humanitas360 Institute in partnership with the Responsa Institute and the NGO “Reflexões da Liberdade” (Reflections of Freedom), it has as authors two graduates of the prison system, Karine Vieira and Emerson Ferreira, today social entrepreneurs engaged in the resocialization of other graduates, and Higor Cauê, lawyer and Executive Director of H360.

This e-book, which can be downloaded for free on our website, was created to be shared via mobile messaging applications, facilitating its distribution and extending its reach to graduates from all over Brazil.

Among the highlights, in addition to guidance on how to obtain documents that prove their release from prison, avoiding a new arrest in a possible police raid, brings recommendations for regularization of documents such as ID, CPF and work permit. This task is made difficult by the penalty of a fine, a patrimonial criminal sanction often established together with the prison sentence, which forces the formerly incarcerated to pay an amount in cash to recover their documents. This guide not only explains how the penalty of fine is calculated, but also gives valuable tips to have access to documents even without having paid the fine.

IMPACT DATA

**ONE OF THE 600 MOST
DOWNLOADED EBOOKS ON AMAZON**

**17th MOST DOWNLOADED
EBOOK IN THE SOCIETY
AND CULTURE CATEGORY**

Hello Freedom

This project addresses the following UN sustainable development goal:



A toll-free number that provides all kinds of support for the people recently released from the prison system. Created from a partnership between Humanitas360 Institute and SEBRAE-SP, with the support of the Igarapé, Responsa and Pro Bono Institute, it combines automated system and specially trained attendants to explain to the formerly incarcerated how to regularize their personal documents, have access to the most varied types of public service, how to find a job or even how to open their own business. The contents are based on the “I am Free, now what?” guide for those recently released from the prison system, also counting with Sebrae’s expertise in managing services to the entrepreneurial population via toll-free numbers.

INSTITUTIONAL PARTNERSHIPS PROGRAM

PROJECT HIGHLIGHT

Cannabis family & kids

This project addresses the following UN sustainable development goal:



Project developed in partnership with the Cannabinoid Center of Excellence and the ABC Federal University Medical School. It constitutes a scientific research with more than 200 children with autism spectrum syndrome, seeking to generate scientific evidence on whether or not the therapeutic use of Cannabidiol is effective in these cases. When completed, it will be the largest scientific research ever done in the world on the subject.



Clipping & Social Media

FOLHA DE S. PAULO

Double standards?

Article by Patrícia Villela Marino on a federal bill about the cultivation of medicinal cannabis in Brazil

DRAFT PROJECT

“People within the prison system need life projects. That’s what I’m trying to do today with Humanitas360”

Interview with the H360’s President about her life and the work she developed at the head of the Institute

O ESTADO DE S.PAULO

The business of Cannabis attracts executives and entrepreneurs in Brazil

An overview of commercial and philanthropic initiatives in favor of medical cannabis in Brazil, with references to the work of Patricia Villela Marino

JOURNAL OF RACIAL AND ETHNIC SOCIAL EQUALITY

Connecting the guidelines of cannabis decriminalization and mass incarceration

Article signed by Patrícia Villela Marino in a scientific journal written at the invitation of Zumbi dos Palmares University

BAND MULHER

Among women, about women

Interview with Patrícia Villela Marino about social cooperatives in Maranhão and entrepreneurship as a way to practice citizenship



SECHAT

Articles published by Patrícia Villela Marino on her column, on the portal that disseminates information and knowledge about Cannabis, its properties and functions for medical use

BEFORE DONATING MEDICINES, FAMILIES MUST BE MADE VISIBLE TO THE STATE HOMESCHOOLING IN A HURRY, PRIORITIES IN REVERSE MEDICINAL CANNABIS, ALSO A MATTER OF COMMUNICATION



CNN

Our World with Patricia Villela Marino

Special on the medical use of medical Cannabis featuring an interview with the President of Humanitas360 Institute



GLOBO

Fantástico: Musical honors singer Alcione

Report on the musical highlighting the participation of incarcerated women members of the cooperative created by H360 in Maranhão who participated in the production of the costumes



YOUTUBE H360

YouTube H360

Patrícia Villela Marino received the Afro-Brazilian Civic Merit Medal, in the noble hall of Zumbi dos Palmares University.



YOUTUBE REGENNABIS

The Regenerative Industry awakens Brazil: Time to take Action

Speech given by the President of Humanitas360 Institute, Patricia Villela Marino, at the Regenerative Cannabis Live (Regennabis) event, held at the UN headquarters in New York, on May 5. At the time, Patricia was the only Brazilian representative among the panelists.

SOCIAL MEDIA

This year, the @humanitas360 profile did not sponsor any ads. We are building interaction with our audience organically. One of our profile’s great strengths is engagement – comments, shares – and not just “likes”

INSTAGRAM

Audience on Instagram:

WOMEN 66.6%

MEN 33.4%

Reach on Instagram:

27.146

Followers on Instagram:

9.543

FACEBOOK

Audience on Facebook:

WOMEN 69,2%

MEN 30,8%

Reach on Facebook page:

5.942

Followers on Facebook page:

4.596



Our most impactful post of the year, a reels video published on June 17, reached 6630 people and had 407 likes

Last week Patricia Villela Marino, president of the Humanitas360 Institute and co-founder of CIVI-CO, attended the 6th Public Hearing of the Parliamentary Front for Medical Cannabis and Industrial Hemp, chaired by Mr @sergiovictorbr. The @assembleiasp, by the way, has been one of the pioneers in this discussion that could expand to other legislative houses in the country. We believe that this meeting helps to overcome prejudices and show the potential of this regenerative plant.

Patrícia Villela Marino

CEO & PRESIDENT

**Higor Cauê
de Souza Oliveira**

EXECUTIVE DIRECTOR AND STRATEGIES

Angela de Cassia Almeida

EXECUTIVE SECRETARY

Flavia de Araujo

US OPERATIONS MANAGER

**Eliseu Reis Gonçalves
Junior**

HEAD OF ACCOUNTING

**Lúcia Helena Araújo
dos Santos Ribeiro**

HEAD OF LEGAL DEPARTMENT

**Isabel Cristina Paiva
Reis Gonçalves**

PSYCHOLOGIST

Evani Rodrigues

HEAD OF SOCIAL SERVICES

**Conceição de Maria
Souza Novais**

SOCIAL WORKER

Diego Silveira

VIDEOMAKER & PHOTOGRAPHER

Leonardo Gomes Stralla

ADMINISTRATIVE AND
ACCOUNTING ASSISTANT

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