



SOCIAL REPORT

YEAR III - 2023



ALOK INSTITUTE



“2023 was a year of good harvests: the projects supported by the Institute in the areas of microcredit, health and training of indigenous young people in technology, the pre-launch at the UN of the documentary and album O Futuro Ancestral, in addition to the construction of new homes and reform of the school that serves children and young people in Vila Esperança, are examples that reaffirm my spirit on the path of social investment and solidarity.”

ALOK A.P. PETRILLO
DJ, music producer and
Alok Institute President



“2023 was a year of excellent impacts for the Institute’s donations. I feel especially gratified by the advances in our support in the area of Health: projects related to women’s health and the strengthening of hospitals dedicated to caring for children were (and will continue being) a priority that obviously does not exclude other audiences and areas of activity. We are happy to contribute to full lives and well-being.”

ROMANA NOVAIS
MD
Alok Institute Co-founder

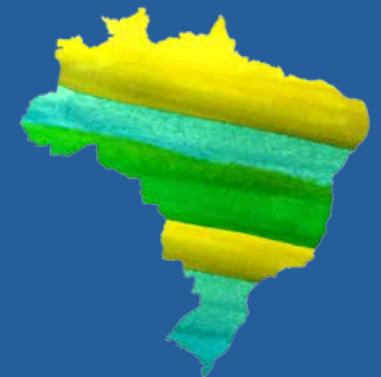
INSPIRING POSITIVE ATTITUDES

This Social Report seeks to portray the main contributions of Instituto Alok , in 2023, to Brazilian society - which we want to achieve in creating full life opportunities for everyone.

We are a non-profit association created in December 2020 by the artist Alok (President) for social investment and to inspire positive attitudes of solidarity and a culture of donation. We offer social assistance, build systemic transformations and participate in collective dynamics to promote and defend rights.

Children, young people, women, black and indigenous populations are priorities for the Alok Institute . In a transversal way, these groups are favored in the actions supported in the four areas of activity that guide the Institute's work.

BRAZIL



AREAS OF EXPERTISE



Human development

Contribute to access to full living conditions, especially in the health and education of women, children and adolescents, and support the preservation of nature, gender equality, freedom of sexual orientation, religious freedom and the empowerment of the black population and indigenous peoples.



Entrepreneurship

Supporting young people and, especially, women in their qualifications for entrepreneurship and professional work, encouraging the creation of businesses and access to technology training and credit.



Social Gastronomy

Promoting access to healthy food in a context of nutritional security, creating greater awareness about conscious consumption and favoring sustainable production.



Indigenous peoples

Strengthen the defense of their rights and the integrity of their territories, recognizing and celebrating their cultural diversity, strengthening sustainable economic processes and supporting socio-environmental actions in the villages.

HOW WE ACT

In **Brazil**, we provide **technical assistance** to social organizations during the processes of formulating and monitoring specific projects, always aligning goals to better fulfill our common purpose and the good use of **financial donations**.

For the execution of projects and assistance in collective emergency situations, donations are made from **own resources** and/or the fruits of mobilization of partnerships with other institutions and/or private companies that come together for the same purpose (see chapter Management Financial section on pages 51 and 52).

The supported organizations and projects, as well as the cases of solidarity actions, are selected by the Institute itself, but occasionally through public notices or through the analysis of proposals received (for which there is a communication channel through the Institute's website).

For projects in Africa and India, artist Alok makes personal donations to social organizations. The Alok Institute establishes an **exchange, monitoring** and **learning relationship** with these entities.

Good reading!

But first, we invite you to watch: [INSPIRING POSITIVE ATTITUDES | Alok Institute](#)

YEAR III – 2023

SUPPORTED PROJECTS

Since the birth of the Institute (December 2020), we have supported 66 projects in Brazil, 46 of which have been completed and 20 are underway.

Entrepreneurship

6

Social Gastronomy

8

Human development

28

Indigenous People

24

From **2020** to **2023** the social actions with which we are associated achieved

directly around **76,000** people.

In 2023, projects supported in Brazil **directly** impacted

around **12,000** people.

We can say that in 2023 the actions benefited **directly** and **indirectly**

around **65,000** people

** The numbers presented in this Social Report are provided by the supported organizations. Some, due to the nature of the activities, are approximations. Such numbers contain a dose of relativity: each year we seek to be more precise and judicious.*

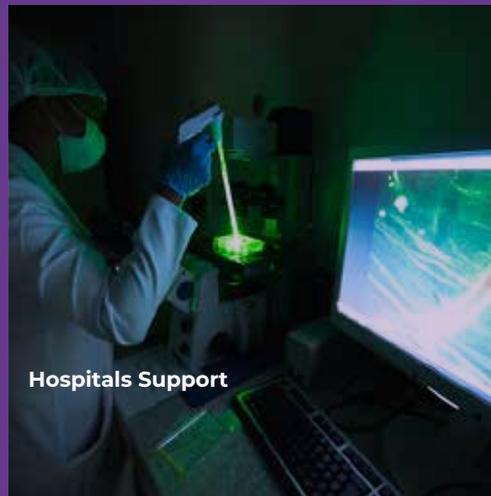
**The photographs used here are also provided by the organizations executing the projects.*

HUMAN DEVELOPMENT

(HEALTH, INFRASTRUCTURE, EDUCATION AND CULTURE)



Light in Health



Hospitals Support



Caring for Those Who Care



6th RAÍZES MEETING
- Raizeiros, Midwives,
Benzedeiras and Shamans

HEALTH

LIGHT IN HEALTH

Partnerships: SAS Brasil, Gaslive and Fotona

We created alliances to carry out the Light in Health project, aimed at women's health, with **1,597** medical appointments carried out for cervical exams, colposcopy, pap smears , in addition to offering new treatments such as tele colposcopy and laser therapy for urinary incontinence. **635** women were assisted.

97

Laser therapies for urinary incontinence performed

1.012

Cervical cancer screening tests

54

Laser dental surgical procedures

434

Vital sign measurements

The project, carried out by SAS Brasil in partnership with the companies Fotona and Gaslive , took place in Complexo do Alemão (**Rio de Janeiro, RJ**).

HOSPITALS SUPPORT

Partnerships: Hospital de Amor, Hospital Padre Tiago na Providência de Deus

In 2023, we contributed to the acquisition of the Ultrafine Gastrovideoscope device, to serve

40 patients/ month

children under 1 year of age to aid in the treatment of tumor and scar lesions of the esophagus. In 2021, we donated to Hospital de Amor (**Barretos, SP**) to purchase high-tech equipment to treat around 600 patients with intellectual disabilities.

In Jataí (GO), the Hospital Padre Tiago na Providência de Deus carries out around 8,300 chemotherapy sessions and more than 1,000 oncological surgeries annually. In 2023, we made a donation for the construction of a new building for facilities in the Radiotherapy sector, increasing the number of surgical rooms and

150 new beds for hospitalizations.



CARING FOR THOSE WHO CARE

Partnership: SAS Brazil

We support SAS Brazil in providing telepsychology services

528^{tr} women

in the Maternal and Child Care Line, focusing on postpartum depression and bereavement, in the cities of Acaraú, Cruz (CE) and Rio de Janeiro (RJ). The Cuidando de Quem Cuida project also carried out a screening of more than

1.000 women

who were assisted in the Luz na Saúde project carried out in **Complexo do Alemão (RJ)** so that they also received telepsychology care.

6TH RAÍZES MEETING - RAIZEIROS, MIDWIVES, BENZEDEIRAS AND SHAMANS

Partnership: Três Luas Ethnobotany and Cultural Productions

We support the holding of the event RAÍZES – 6th Meeting of Raizeiros, Midwives, Benzeadeiras and Shamans that brought together, in **Chapada dos Veadeiros (GO)**,

89 indigenous masters,

kalungas and quilombolas of traditional knowledge from various locations in Brazil. During the event, approximately

3.000

people participated in the activities.

** Through the event's social networks, 6,000 people were engaged.*





Vila Hope



Amigos do Bem

INFRASTRUCTURE

VILA HOPE

Partners: Portraits of Hope, Fraternity without Borders, Fundación Avina and Água Ama.

In 2023, we supported the Vila Hope Educational Center, a project carried out by the organization Retratos de Esperança in the community of Rio do Vigário - **Canudos (BA)** which serves around

80 children, teenagers and young people

in extracurricular activities, training courses, workshops and tutoring. That same year, we also financed the construction of

4 houses

and Alok visited for the second time the community that in 2019 he named Vila Esperança.

Today, the project allows 60 families to receive 40 liters of water per day and several already have masonry houses.

Veja a linha do tempo de nosso apoio:

2019

2 houses + 1 library

6 houses + access to water

2021

2022

Book Portraits of Hope

4 houses + remodeling of the educational center + equipment

2023

In 2019, therefore before the birth of the Institute, Alok financed with personal resources the construction of

2 houses and **1** library

In 2021, the Alok Institute supported the construction of more

6 houses

and helped mobilize resources for water access infrastructure. The organization Retratos de Esperança moved forward with the construction of another 22 houses and a community kitchen where 250 meals are served every day.

Discover the project in the video: [Vila Esperança - Retratos da Esperança, Canudos - BA](#)



AMIGOS DO BEM

Partnership: WAAW by Alok and Friends of Good

WAAW by Alok - line of sound equipment - in partnership with the Alok Institute, became part of the support network for the Amigos do Bem project, a coalition of donors and volunteers who have been carrying out social transformation in the Brazilian hinterland for 20 years, serving more than 150 THOUSAND people with actions in education, health, entrepreneurship, access to housing and water.

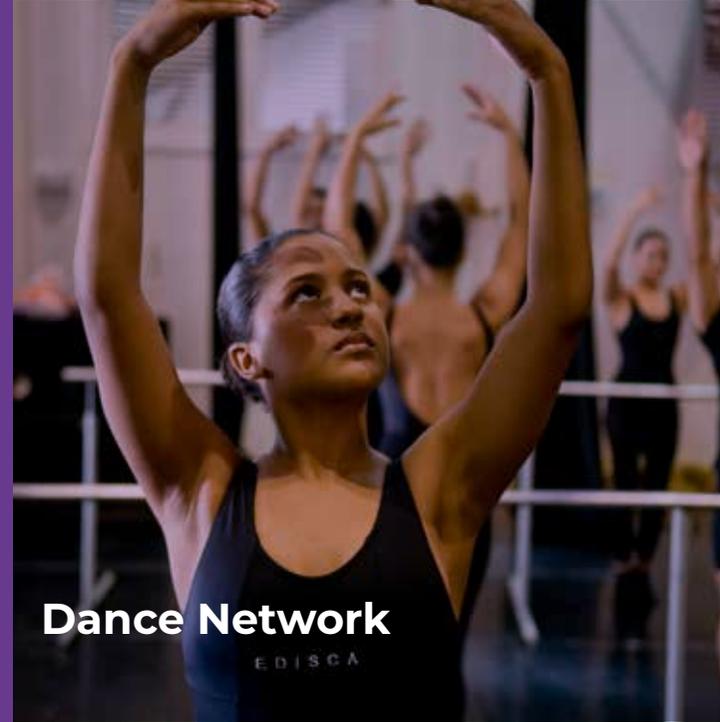
The project – created by Alcione Albanesi (photo) – began in 1993, with a small group of friends and today is one of the largest social projects in the country.

**Alok's partnership with WAAW by Alok began in 2022 with the project "A new way of seeing and smiling" which served more than 2 thousand children through an action carried out by SAS Brasil. Percentage of equipment sales are donated to social projects.*





CT Ancestral Base



Dance Network

EDUCATION

CT ANCESTRAL BASE

Partnership: Instituto Vini. Jr

A partnership was established with the Vini Junior Institute to carry out the CT Base Ancestral project, which will serve

145 children for **2** years

in public schools in two quilombola communities: Escola Municipal Professora Lydia Sherman (Búzios, RJ) and Escola Municipal Altina Ana da Conceição (Ituberá, BA). Base Educational Technology Centers (CT Base) will be implemented (2024 and 2025) offering training to teachers, student access to an educational application, ongoing support and Anti-Racist Education workshops.

** Achievements to be measured from 2024 onwards.*

DANCE NETWORK

Partnership: EDISCA

We support the EDISCA Organization - School of Development and Social Integration for Children and Adolescents in Fortaleza (CE). The donation was made for institutional strengthening and management improvement. EDISCA transforms the lives of

250 children, teenagers and youngsters

who find themselves in circumstances of social vulnerability, through education, art and social assistance.





Pretas & Pretos Band



Rap New Year

C U L T U R E

PRETAS & PRETOS BAND

Partnership: Anelo Institute

We support the Pretas & Pretos band, formed by

20 musicians

who bring the theme of black culture into their repertoire. In 2023, the band performed for

2.900 people in **12** concerts

which took place in **Campinas (SP)** and **São Paulo (SP)**. The partnership with the Anelo Institute aims to democratize access to music and culture, in addition to bringing reflection on sociocultural issues related to identity, diversity and the fight against racial discrimination.

RAP NEW YEAR

Partnership: Sintropia Gallery

For the second year in a row, we supported the “Rap New Year” event, a battle of poetry and music that takes place on the stage named after the Alok Institute at Espaço Sintropia, in the small city of Alto Paraíso de Goiás - GO. The event was attended by

20 artists

and excited a very participative audience of around

400 people

Rap is a relevant cultural expression in **Chapada dos Veadeiros (Mid-West region)**. Winners receive a trophy and cash prize.



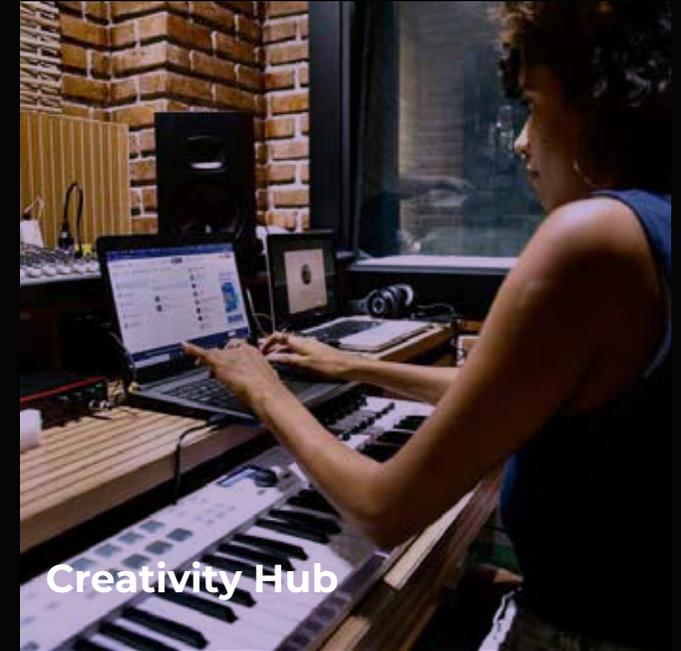
ENTREPRENEURSHIP



Entrepreneurial Connection



Papo Reto
Amazonian Businesses



Creativity Hub

ENTREPRENEURIAL CONNECTION

Partnership: Acreditar

Support for the Microcredit Fund aimed at strengthening small businesses and managing enterprises, in the **Zona da Mata of Pernambuco**, in partnership with Crédito began in **2021** and we reached the end of **2023** with approximately

600

people benefited

297

small businesses supported

329

jobs created and strengthened

in the areas of:

Commerce - 48.39%

Rural Activities - 25.81%

Production/Crafts - 14.52%

Service - 11.29%

Among the people benefited

75,27%

are women

58,06%

of people are between ages
18 to 40

In 2023, they were:

101

small businesses supported in the areas of:

- **59.09%** trade,
- **13.64%** production/crafts,
- **18.18%** rural activities.
- **9.09%** service

Among the people benefited, **78.79%** are women and **54.55%** are aged between 18 and 40.

132

jobs were created.



PAPO RETO

AMAZONIAN BUSINESSES

Partnership: Amazon Entrepreneurship Center

We have strengthened the production of educational videos about the riches of the Amazon as potential for sustainable business (bioeconomy), since 2021. The videos are created and edited by the Amazon Entrepreneurship Center with the aim of awakening young filmmakers and entrepreneurs to the opportunities in the region. This communication project - with

7

videos made in 2023

32

videos between 2021/2022

contributed to the mobilization of

3.800

young people

who signed up for face-to-face courses on entrepreneurship at the **Amazon** Entrepreneurship Center.

CREATIVITY HUB

Partnership: Feira Preta Institute

Support for two Casas Preta Hub (São Paulo - SP and Cachoeira - BA) that work as accelerators and incubators of black entrepreneurship in the creative economy began in 2021 and we reached the end of 2023 with the following indicators:

At Casa Preta Hub in Cachoeira (BA)

65%

of the creators are women

55%

are between ages 15 and 24

In 2023, there were

55

activities made

1.070

people impacted

Our support specifically contributed to the construction of a music studio for recordings, podcasts and rehearsals.

At Casa Preta Hub in São Paulo (SP),

75%

of the creators are women

60%

are between ages 15 and 24

In 2023, there were

58

activities made

2.000

people impacted in 2023

Casas Preta Hub are projects of the Feira Preta Institute.

SOCIAL GASTRONOMY



Everyday Bread



Fruits of Hope



Solidarity Concerts

EVERYDAY BREAD

Partnership: Pastoral do Povo da Rua

In 2021, we supported the purchase of equipment and utensils to start the activities of Padaria Escola Dom Paulo E. Arns, which feeds and trains homeless and socially vulnerable people. Since then, we have sought to support the project – coordinated by Father Julio Lancellotti – by publicizing its fundraising campaigns and, in 2023, we directly mobilized the donation of

1.500 kg of flour

The bakery located at Casa do Povo da Rua, in **São Paulo - SP**, produced around

800 breads a day

feeding around **400** people.



FRUITS OF HOPE

Partnership: Portraits of Hope

We financed the acquisition of a

land measuring **4.356m²**

in the quilombola community of Povoado do Saco (**Jacobina, Chapada Diamantina – BA**), to guarantee food security for

105 people

and income generation for

35 families

The project carried out by the organization Retratos de Esperança aims to develop sustainable food production practices by encouraging hydroponic gardens and nurseries of fruit tree seedlings suitable for the semi-arid region.



SOLIDARITY CONCERTS

Partnerships: FAS, IPESQ, Projeto Axé

In 2023, some of Alok 's shows in Brazil mobilized donations for social assistance actions, coordinated by the Alok Institute

In **Manaus (AM)**, we made a donation to FAS (Fundação Amazônia Sustentável) and Aliança Amazônia Clima, the value of which corresponded to the artist's fee for a show in the city. The resources were used to acquire and distribute

330

basic food baskets, drinking water and personal hygiene products

for the riverside population who lived through the drama of the drought.

In **Belo Horizonte (MG)** and **Salvador (BA)** promotions were carried out encouraging donations during ticket purchases:

In Belo Horizonte, donations were made

340 kg

 of food

to IPESQ – Instituto Assistencial Professor Joaquim Amorim Neto, an entity that promotes multidisciplinary treatment for

52

 children with microcephaly.

In Salvador, they donated

800 kg

 of food

of food to Projeto Axé, a social organization that works with art education serving

1.500

children and young people in social vulnerability.

** Solidarity Shows continue in 2024.*



“Taking the ancestral wisdom of the forest to the world is part not only of my artistic goals, but of my principles as a citizen. Since I had contact with the culture of original peoples, I understood the importance of preserving and disseminating their knowledge and deconstructing concepts, beliefs and narratives that contaminate the vision that adults and young people in my country, and around the world, have about the indigenous people. The future can be technological and sustainable, but for that to happen we need to listen to the voice of the forest and co-create solutions together with these voices.”

Alok , president of the Alok Institute.

INDIGENOUS PEOPLES



THE FUTURE IS ANCESTRAL

A special program developed by the Alok Institute , The Future is Ancestral aims to: (a) awaken a new perception about the culture of Brazilian indigenous peoples, thus mobilizing attention and solidarity for their rights and their importance for the preservation of natural resources; (b) support indigenous communities in their infrastructure, education and food security needs.

Counting on the decisive engagement of Alok (President of the Institute) for its greatest impact, the program is made up of several axes (or specific projects), such as:

1. Musical album: The Future is Ancestral

Musical Album The Future is Ancestral - a co-creation between Alok and indigenous leaders and artists from 7 ethnicities (Yawanawa , Huni Kuin, Kariri Xocó , Guarani, Guarani Mbya , Kaingang and Xakriabá) with launch scheduled for the first half of 2024 and pre-launches carried out during Climate Week (UN – NY) in 2022 and 2023.

2. Documentary: The Future is Ancestral

Partnership: Maria Farinha Filmes

The documentary is about recording musical creation among the indigenous groups involved in the process (Yawanawa , Huni Kuin, Kariri Xocó , Guarani , Guarani Mbya , first half of 2024.

3. Som Nativo Collection:

Partnerships: Loco Records, Altafonte , Indigenous Groups

contemporary music from Brazilian indigenous peoples, with the aim of giving visibility to the beauty of the musical culture of the original peoples of Brazil .

- The project is recognized by **UNESCO** as a relevant action for the International Decade of Indigenous Languages (2022-2032).



som nativo
collection



2022-2032 | INTERNATIONAL DECADE OF
Indigenous Languages

4. Ancestors of the Future Fund:

Partnerships: UN Global Compact – Brazil and WeLight

Philanthropic fund created in partnership with the UN Global Compact – Brazil and WeLight.Co aims to support projects using technology for well-being in indigenous communities; cinema, music and games produced by the original people of Brazil; and, the training of young indigenous people in the field of technology. The Ancestors of the Future Fund is a call to companies, individuals and other social institutions to co-create a sustainable future. The program was launched at an event at the UN / New York, in the context of Climate Week (2022), where the importance of cultural expression and the entertainment industry in reframing the collective imagination about indigenous peoples was highlighted.

The Fund involves:

I – production of music, cinema and digital communication to expand the knowledge of the non-indigenous population about the beauty of the culture of original peoples and their agendas of resistance and struggle;

II – support for good living in villages inhabited by indigenous peoples of Brazil (housing, water, agriculture, education of children and young people)

III – encouraging entrepreneurship among indigenous peoples in the arts, technology, gastronomy, fashion, etc.;

IV – carry out and/or take part in mobilization actions for the promotion and defense of rights, often relying on Alok 's personal and voluntary participation/engagement (without any material gains).

** The Recode Pro Aldeia project (see Entrepreneurship) is supported by the Ancestors of the Future Fund.*

5. Culture, education, ecology, food security, entrepreneurship and rights

All other projects with Indigenous Populations mentioned below in this report also make up the The Future is Ancestral program.

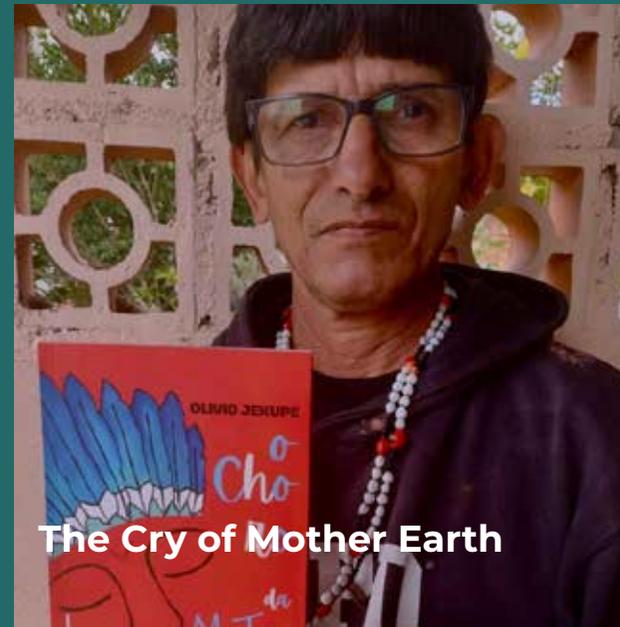


INDIGENOUS PEOPLES/ HUMAN DEVELOPMENT

(EDUCATION, CULTURE AND RIGHTS)



Indigenous Presence
in Universities



The Cry of Mother Earth

EDUCATION

INDIGENOUS PRESENCE IN UNIVERSITIES

Partnership: National Meeting of Indigenous Students - X ENEI

For the second consecutive year, we supported ENEI – National Meeting of Indigenous Students, whose tenth edition was attended by around

800 students

in the Potiguara mansion in **Aldeia Jaragua (Rio Tinto, PB)**.

The Meeting became a reference for reflection and collective mobilization in the context of Higher Education and Intercultural Education, promoting the creation of networks and alliances on the most diverse fronts.

** The IX ENEI took place in 2022 in Campinas (SP) with the presence of*

2.000 indigenous students.

THE CRY OF MOTHER EARTH

Partnerships: Jekupe Editora

Made by: Olívio Jekupe

We supported the publication of the book *O Choro da Mãe Terra*, by indigenous writer Olívio Jekupe. With circulation of

3.000 copies.

The book seeks to contribute to elementary and secondary school teachers so that they can teach students a reinterpretation of the history of indigenous peoples. The work has a preface by the president of the Institute, Alok.





Brazil is Indigenous Land Festival



V FIFEP



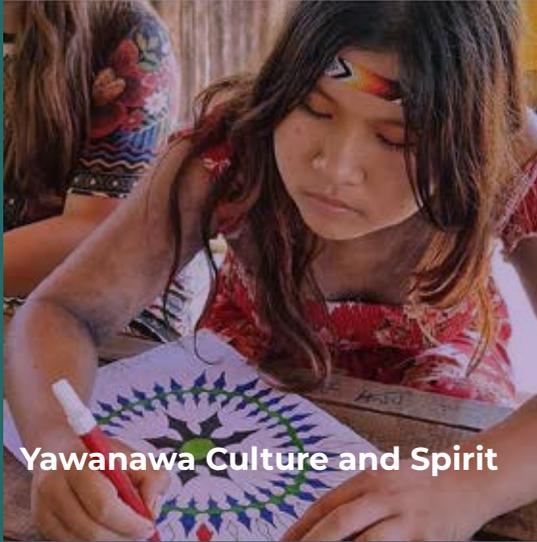
Resistance and Diversity



Songs that Heal and Enchant



Urban Encounters with Ancestry



Yawanawa Culture and Spirit

CULTURE

BRAZIL IS INDIGENOUS LAND FESTIVAL

Partnership: Indigenous Media

We strengthened the Brazil is Indigenous Land festival, which took place in Brasília (DF) with the presence of

20

artists from the six
Brazilian biomes

35

speakers

87

exhibitors

10.000

Around **10.000** people participated in the festival. The event promoted an intercultural dialogue for the appreciation and preservation of indigenous culture and the creation of fundamental partnerships between people through art, music, socio-biodiversity and communication.

V FIFEP

Partnership: Research Group on Visual and Image Anthropology and Puninha Produções.

We support the holding of the 5th Edition of the Pará International Ethnographic Film Festival (FIFEP), which took place in **Belém (PA)**, with

300

registered films

52

films shown

Around

1.500

people

participated in the Festival among workshops, debates and spectators. The event – produced by Alessandro Campos – has a history of creating networks, connections and activism around issues such as the preservation of life in the Amazon and the celebration of human cultural diversity in its intimate relationship with the environment.



RESISTANCE AND DIVERSITY

Partnership: Motci - 1st Tibira Exhibition of Itinerant Indigenous Cinema

Motci event - 1st Tibira Exhibition of Itinerant Indigenous Cinema, which featured the screening of 13 films

for **1.600** spectators

in **Rio de Janeiro (RJ)**, highlighting the importance of indigenous peoples for the preservation and maintenance of the environment, encompassing their struggle and resistance to the advance of mining and land grabbing in ancestral territories and their effects on the health of populations. Alok and other personalities were honored for their work in alliance with the original peoples.

SONGS THAT HEAL AND ENCHANT

Partnerships: Wyanã Cantos Nativos

In 2023, the cultural space Wyanã Cantos Nativos Kariri was opened Xocó (Alagoas), run by the family of Cacique Wyanã Uia-Thê (1970-2022) with the objective of cultural preservation of the Kariri people Xocó .

Supported the work: Ilumina Engenharia (Eng. Hipólito Martinez Andion), Docol and architect Natália Lages



URBAN ENCOUNTERS WITH ANCESTRY

Partnerships: Wyanã Cantos Nativos

We support the holding of ritualistic practices and cultural events by the Wyanã Cantos Nativos Group, so that the non-indigenous population of São Paulo deepens their knowledge and experiences with the Kariri culture Xocó . In 2023, around

80 people

participated in the ceremonies. The project also encourages the growth of the Group's presentations in public and private schools, in dialogue with children and teenagers. In 2023 there were

10 schools visited and around
200 children participated in the activities.

YAWANAWA CULTURE AND SPIRIT

Yawanawa Sociocultural Association

Since 2021, we have been working together with the Yawanawa Sociocultural Association to value initiatives that strengthen the cultural and spiritual manifestations of the villages. Workshops were held on Songs, Yawanawa Language , Vine Basketry, Traditional Clothing, Cultural Exchange with other indigenous peoples.

Yawanawa Art Week in 2023 were reproduced by the company Sheep.Inc, the first carbon negative clothing brand, based in London, to produce a limited number of 100% Merino wool blankets ultrathin. The income is reverted to approx.

130 young people from the Yawanawa people.



R I G H T S



Voices and Rights



Free Land Camp (ATL)



Emergency Relief

VOICES AND RIGHTS

Partnership: ANMIGA - National Articulation of Indigenous Women Warriors of Ancestry

From 2021 to 2023, we contributed institutional support resources to ANMIGA - National Articulation of Indigenous Women Warriors of Ancestrality - which has several other partners to carry out mobilization and training activities for indigenous women on political representation and combating gender-based violence .

Together, we collaborated to carry out 22 Earth Origin Caravans,

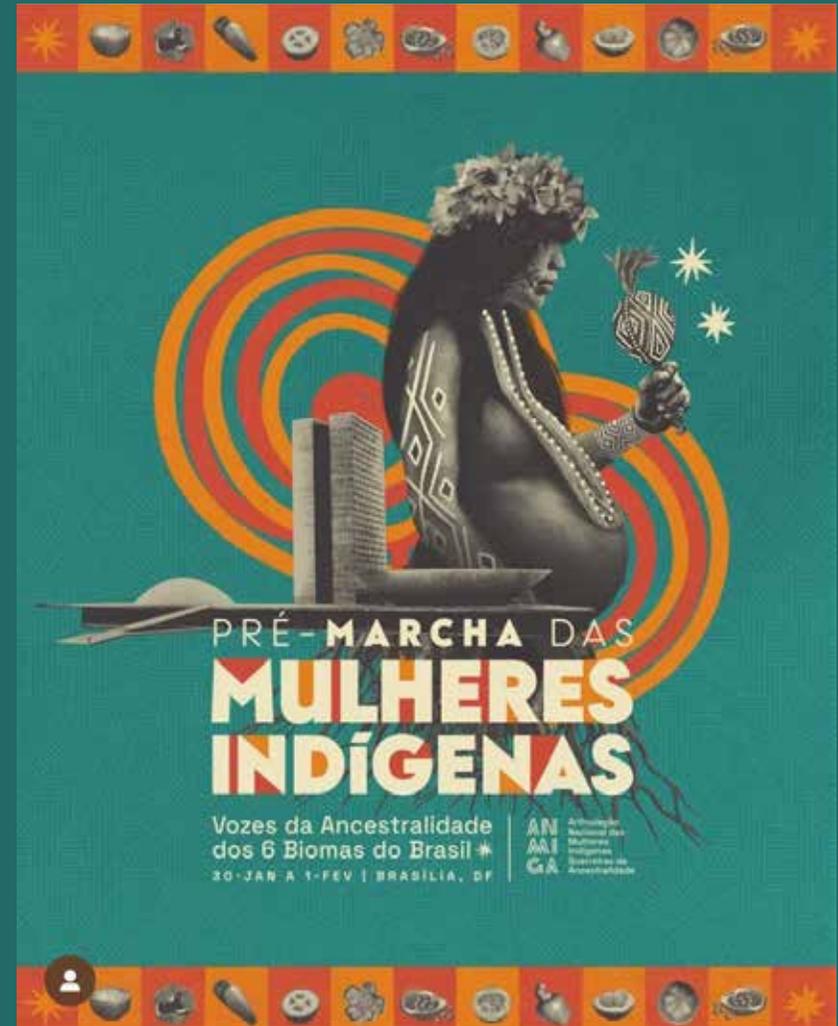
gathered **520** women
of **205** ethnicities.

In 2023, our support also included the participation of indigenous women at COP 28 (Dubai) and the production of the series “A Mãe do Brasil é Indígena”, by

6 videos

with the main indigenous leaders from all Brazilian biomes (on our YouTube channel / <https://bit.ly/videosanmiga>).

Born in 2021, ANMIGA stands out in the social movement for holding the annual Indigenous Women’s March, but in its mission it carries out meetings, studies, training and advocacy actions on an “indigenous women’s agenda” around specific agendas and agendas. common to original peoples.



FREE LAND CAMP (ATL)

Partnerships: Indigenous Media

We support the presence of the Mídia Indígena collective at the 19th Free Land Camp 2023 (Brasília-DF), where a space was created aimed at communication activities for groups of young people from different ethnicities. The Terra Livre Camp is the largest indigenous mobilization in Brazil. In 2023, around

7.000 indigenous people were present.

Alok Institute also promoted a special show by Alok, who participated in the ceremony in honor of the Terra Livre Camp.



EMERGENCY RELIEF

Food Safety

Throughout 2023, we support the dissemination and mobilization of resources for solidarity campaigns in circumstances of natural disasters. Financial donations made to the entities below benefited approximately

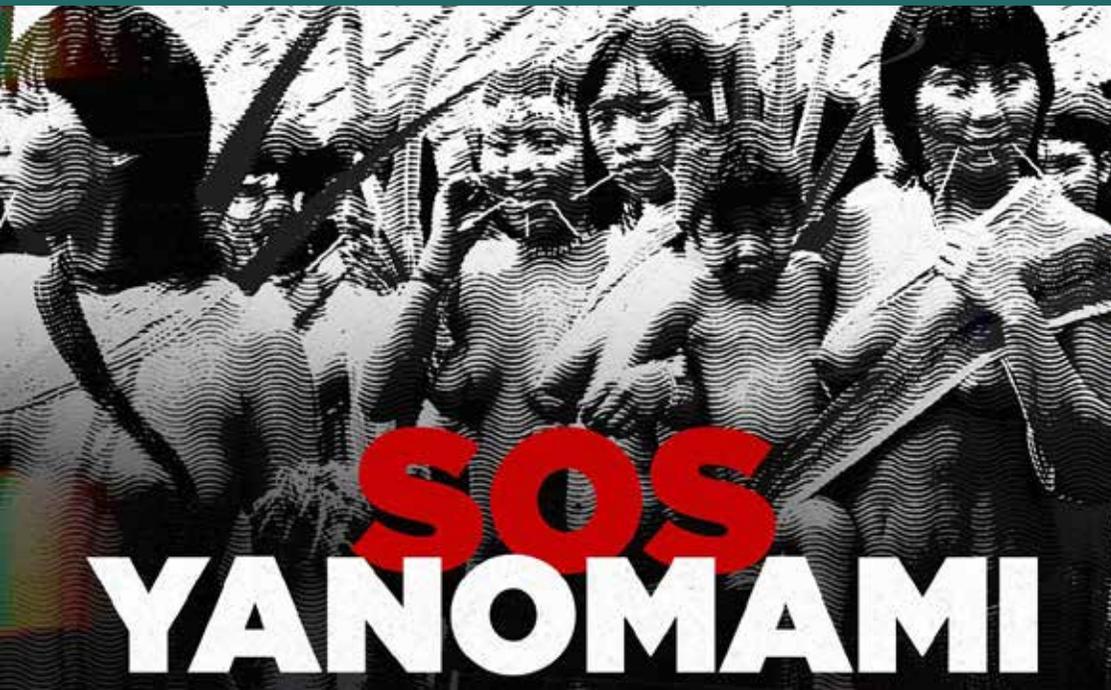
600

indigenous people

SOS YANOMAMI

Partnership: Citizenship Action Against Hunger

Donation to purchase food for the Yanomami people with the aim of helping to combat malnutrition.



SOS NORTH COAST

Partnership: Instituto Uka and Daniel Munduruku

Donation to purchase food, mineral water, clothes and warm clothing to help indigenous people who were victims of the floods that occurred on the **North Coast of São Paulo**.

SOS ACRE

Partnership: Centro Huwã Karu Yuxibu (Field of Plenty)

Donation for the purchase of basic food baskets for indigenous families who were victims of the floods in Acre.



INDIGENOUS PEOPLES/ ENTREPRENEURSHIP



Recode Pro Aldeia



Ravê Kosmophononic Studio



AYVU Records Studio

RECODE PRO ALDEIA

**Partnerships: Recode Network ,
Ancestrals of the Future Fund (Inst.
Alok , UN Global Compact - Brazil and
WeLight), Osklen and Instituto E**

We support the technology training project (full stack programming) for indigenous people from all over Brazil, Recode Pro Aldeia serves

63 students of **39** ethnicities
in **19** brazilian states

The training is intensive, with the aim of ensuring that participants become capable of entrepreneurship, creating cultural and environmental solutions for ethnic issues and also for entering the job market. Among the young people selected:

63.49% men, **34.92%** women, **28.57%** have completed high school, **20.63%** have completed a bachelor's degree. Among the highest numbers of approved students are the states of: **40.32%** of Amazonas, **8.06%** of Pará and **6.45%** of Roraima.

The project had support from Indigenous Media and communicator and DJ Erick Terena.

RAVÊ KOSMOPHONIC STUDIO

Partnership: MC Owerá

In 2022 and 2023, we contributed to the viability of Ravê – Estúdio Kosmofônico Móvel MBYA – Guarani, a mobile music studio for the solo and ongoing research, experimentation and musical production of MC Owerá , exponent of native rap and member of the Krukutu indigenous community , located in the extreme south of São Paulo. Sound equipment (table and microphones) was purchased, as well as a computer, HD and technical consultancy.

The artist now makes it possible to create music experiments inside and outside the village. The expansion of Owerá 's work also generates new sources of income for the artist.



AYVÚ RECORDS STUDIO

Partnership: Ancestral Fund of the Future, Bro MC's

In 2022, we support the construction of AYVÚ Records – a music studio within an indigenous village in the Francisco Horta Barbosa Indigenous Reserve – **Jaguapiru and Bororó villages** in the city of **Dourados (MS)**. The purpose is to provide the Brô group with MC's the possibility of creating and producing their own songs with autonomy and adequate structure for capturing voices and instruments.

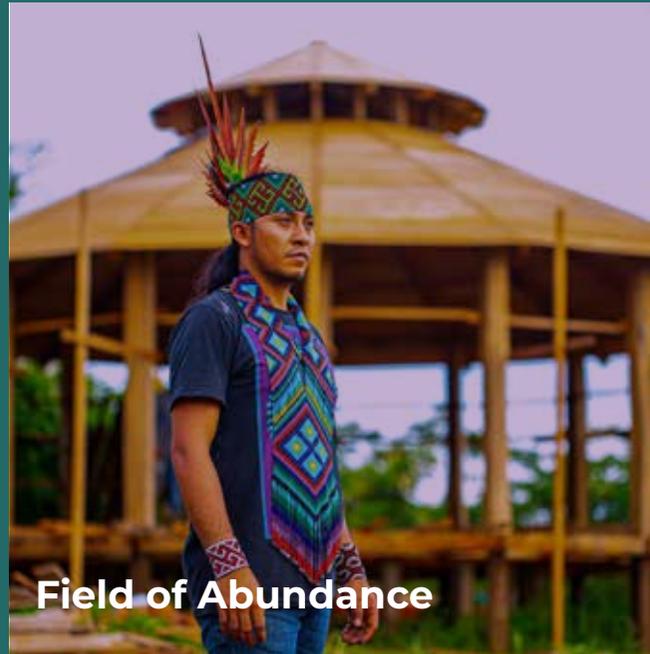
During 2023, the project grew and will be completed in 2024. In addition to rehearsals and recordings, the Ayuvú Records studio will be used for music workshops for young people in the village. Its opening is scheduled for the second half of 2024.



INDIGENOUS PEOPLE/ SOCIAL GASTRONOMY



Preservation of Araucarias



Field of Abundance



Yawanawa Agriculture

PRESERVATION OF ARAUCARIA

Partnership: Zág Institute and Equatorial Prize (PNUD – UN)

Support to the Xokleng people through the Zág Institute for the creation and planting of

2.500 seedlings of Araucaria

contributing to your reforestation project in an area of

14.000 acres

of Mata de Araucária in the **Figueira village** in **José Boiteux (SC)**. The tree provides the fruit known as Pinhão, the fundamental basis of the Xokleng people’s diet. With the project, approximately

2.500 people

between indigenous people and local communities. Support also includes the traditional Pinhão harvest festival. The partnership between the Alok and Zág institutes takes place in the context of the important Equatorial Prize (UNDP – UN).

FIELD OF ABUNDANCE

Partnerships: Centro Huwã Karu Yuxibu, Mapu Huni Kuin, Gáslive, Cavagna Group

A partnership initiated in 2021 with the spiritual leader Mapu Huni Kuin, the Campo da Fartura project consists of the construction of a restaurant with the aim of preserving and disseminating the culinary culture of the Huni Kuî people - AC and serving the indigenous population that moves from villages and are socially vulnerable near the capital **Rio Branco**.

In this sense, in 2023 the construction is nearing completion and 5,000 fruit and timber seedlings were planted, creating a true field of abundance that is always expanding. The restaurant will open in March 2024. Centro Huwã Karu Yuxibu carries out healing and personal transformation activities and rituals and has already served around

80 people.



YAWANAWA AGRICULTURE

**Yawanawa Cultural Association ,
RZK Group - Rezek and Primavera
Machinery.**

To face the challenge of intense work preparing the soil for subsistence agriculture, the Yawanawa people of **Mutum vil- lage (Acre)** received a tractor, implements and technical consultancy.

The use of the equipment - donated by the RZK Group - Rezek and Primavera Máquinas, through the mobilization of the Alok Institute - benefits a population of at least

130 indigenous people.

Other projects unite the Alok Institute with the Yawanawa people .



PROMOTION AND DEFENSE OF RIGHTS



- Alok was invited to speak at the National Congress, during the opening of **Terra Livre Camp** (ATL), the most traditional Brazilian civil society event, and performed a show for the thousands of indigenous participants at the Esplanada dos Ministérios (Brasília).
- Alok Institute, represented by its founder and President Alok Achkar Peres Petrillo, became part of the **Human Rights Observatory of the Judiciary**, at the invitation of Minister Luís Roberto Barroso, President of the National Council of Justice. The Observatory is an advisory body to the Presidency of the CNJ and its objective is to provide subsidies for the adoption of initiatives that promote human and fundamental rights within the scope of judicial services. Observatory members perform activities without remuneration and can suggest priorities in thematic areas.
- The Superior Labor Court honored Alok for his social work, through its President, Minister Lélío Bentes e Conselheiros, with the **Order of Merit of the Labor Judiciary in the Grand Official grade**. The ceremony was attended by young students and the Institute's co-founder, Romana Novais.
- The Better World Fund and the Amazônia Alliance Fund awarded Alok and the Alok Institute the **Best Achievement Award**, during the Cannes Film Festival (France), for their work with the indigenous cause

- The Legislative Assembly of the State of Goiás awards Alok the **Honor of Merit Pedro Ludovico Teixeira commendation**.
- It was announced by the governor of Goiás that Alok will sponsor the **Oncological Complex of Goiás (Cora)**. The children's wing will be named after the artist and President of the Institute.
- Alok pre-launched the album *O Futuro é Ancestral* at the **UN – New York**, with a show by indigenous artists and a screening of the trailer for the documentary of the same name made by producer Maria Farinha Filmes. The President of the Institute also participated in a panel organized by the UN Global Compact - Brazil and Instituto Alok on the place of music in indigenous life, in the preservation of language and in dialogue with nature.
- Medical doctor and co-founder of the Alok Institute, Romana Novais acted as a protagonist alongside the Alok Institute in conjunction with partners SAS Brasil, GasLive and Laser Fotona of the **Light in Health Project**, guaranteeing the right to health, which took place in Complexo do Alemão, in Rio de Janeiro. (RJ)
- Romana also participated in a live broadcast produced by the organization **Prematuridade**, raising awareness about the Prematurity Day campaign.



EXCHANGES



AFRICA

MOZAMBIQUE MALAWI MADAGASCAR

Partnership: Fraternity without Borders

Since 2021, the Alok Institute has maintained a learning exchange with the Brazilian humanitarian organization Fraternidade sem Fronteiras, through monitoring and advising (voluntary and free) of the processes and results of the Fraternity's actions in Mozambique, Malawi and Madagascar (Africa). The projects were financially supported with resources donated directly from Alok and include:

- construction of schools, daycare centers, cafeteria, kitchen, support house for caravanners, teaching space, playground and health clinic.
- training workshops (bakery, sewing, carpentry, forging, soap, biochar , ecological bricks, handicrafts)
- artesian well drilling, solar panel installation.
- food security, acquisition of land for planting, agricultural production.

In the three countries, between the years 2021/2023, they benefited

26.000 people.

Ubuntu Nation Project (Malawi): 2,000 people

Acolher Moçambique Project: 14,000 people

Madagascar Action Project: 10,000 people



I N D I A



Since 2021, we have maintained learning exchanges with organizations based in India – Ashoka Changemakers , Kailash Satyarthi Children’s Foundation and Lokaa Foundation. The exchange does not include financial donations from the Institute, but directly from Alok . The Institute monitored and advised (voluntarily and free of charge) the results of social actions. In the three supported projects, between the years 2021/2023, they benefited

89.950 people, of which:

IMPACT AND INNOVATION PROJECT

Partnership: Ashoka Changemakers

Actions in education, professional training, personal development and advocacy benefited

84.000 children, women and young people

in areas such as: social protection and inclusion, education, entrepreneurship, income generation, food chain and social gastronomy.

CHILD FRIENDLY VILLAGES PROJECT

Partnership: Kailash Satyarthi Children’s Foundation (KSCF)

Created by activist and Nobel Peace Prize winner Mr. Kailash Satyarthi (photo above), KSCF fights to eradicate child labor and provide access to children’s rights through functional protection mechanisms.

20 villages in Madhya Pradesh benefited,
serving more than **5.700** children

and technical training was given to government agents in

110 villages in several districts

SUSTAINABLE VILLAGES PROJECT

Partnership: Lokaa Foundation

Extensive infrastructure actions (housing, sanitation, water, schools and reforestation) were carried out in the rural village of Mokkalachenu , in the state of Andhra Pradesh, benefiting

55 families, or **250** people

COMMUNICATION

On social media, we share data about the projects supported by the Institute and their inspiring stories of collective and personal transformation. Our content is present on **Instagram, Youtube, LinkedIn, Threads, Facebook, TikTok** and **X**.

INSTAGRAM

151,000 followers.
120,000 accounts reached/month
300,000 impressions/month
10,000 accounts engaged/month

YOUTUBE

85,928 views
5,957.1 viewing hours
1,043 subscribers
709,455 impressions

WEB SITE

New users in 2023: **13,000**
Visit/month: **2,000**
Users: **16,000**

VIDEO SERIES

On Instagram and our YouTube channel, we show Special Series. They were recorded in 2023::

- **Causes and Cases** - 7 videos with interviews by the Instituto Alok team with the leaders of some projects supported by the Institute. The videos had around 32 thousand views and 1380 likes on Instagram.
- **Voices and Rights** – 6 videos about the indigenous women’s agenda. Production: ANMIGA - National Articulation of Indigenous Women Warriors of Ancestry. The videos had more than 23 thousand views and around 3 thousand likes on Instagram and 188 views on YouTube.
- **Pretas Potências** – 15 videos that show the advancement of black women’s ventures in the creative economy. Production: Instituto Alok and Instituto Feira Preta. The videos had more than 65 thousand views and around 3 thousand likes on Instagram.

Papo Reto - 7 videos (totaling 32 recorded since 2021) about the riches of the Amazon as potential for sustainable business. Production: Amazon Entrepreneurship Center.



A MÃE DO BRASIL É
INDÍGENA | Brulina Baniwa...



A MÃE DO BRASIL É
INDÍGENA | Eliana Karajá - ...



A MÃE DO BRASIL É
INDÍGENA | Silvinha Xukuru ...



A MÃE DO BRASIL É
INDÍGENA | Sueli Kainqana - ...



Entrevista Arlindo Baré - IX
Encontro Nacional dos...



Mapu Huni Kuin - Centro
Huwā Karu Yuxibu | Causas ...



Adriana Mallet - SAS BRASIL
| Causas & Casos | Instituto...



Pe. Julio Lancellotti -
Pastoral do Povo da Rua |...

PRESS

Alok 's actions were highlighted in several reports and articles during the year, in Brazil and abroad, generating a large volume of spontaneous media.

* Some examples follow, but other articles can be seen at <https://institutoalok.org/imprensa/>

- One of the main articles in 2023 was an interview with Alok and a report on the ABC News program (ABC channel, USA) about the work of the artist and the Institute Alok for valuing music and indigenous languages, in a context of protecting and healing the Earth. <https://www.instagram.com/p/CyeFbApubGf/>



The Director of the Institute, Devam Bhaskar (Geraldinho Vieira) was interviewed by various media about how the Institute operates:

- Devam Bhaskar published an article in Folha de S. Paulo about the Institute's partnership with Nobel Prize winner Kailash Satyarthi, India.

Papo de Resposta - Folha:

[Kailash Satyarthi: A global march for active compassion - 02/08/2023](#)



- He also published an interview with Kailash about combating child labor and global poverty, in **Correio Braziliense**.

["We must not lose the path of compassion", says Nobel Peace Prize winner](#)



• Podcast “Impact at the Crossroads:

<https://open.spotify.com/episode/7KpAs9GzKp8eeTOldP-Jrnu?si=06948b98ab614bc1>



Popline:

Instituto Alok : Director tells behind the scenes of the work and takes stock of the 2 years of the social initiative | POPline



Music Non Stop:

Instituto Alok distributed 15 million reais in donations in Brazil, Africa and India. “He’s Alok ’s third child ,” says his uncle, the project’s executive director.



Quem:

Romana Novais gets to know the social project created by the Alok Institute



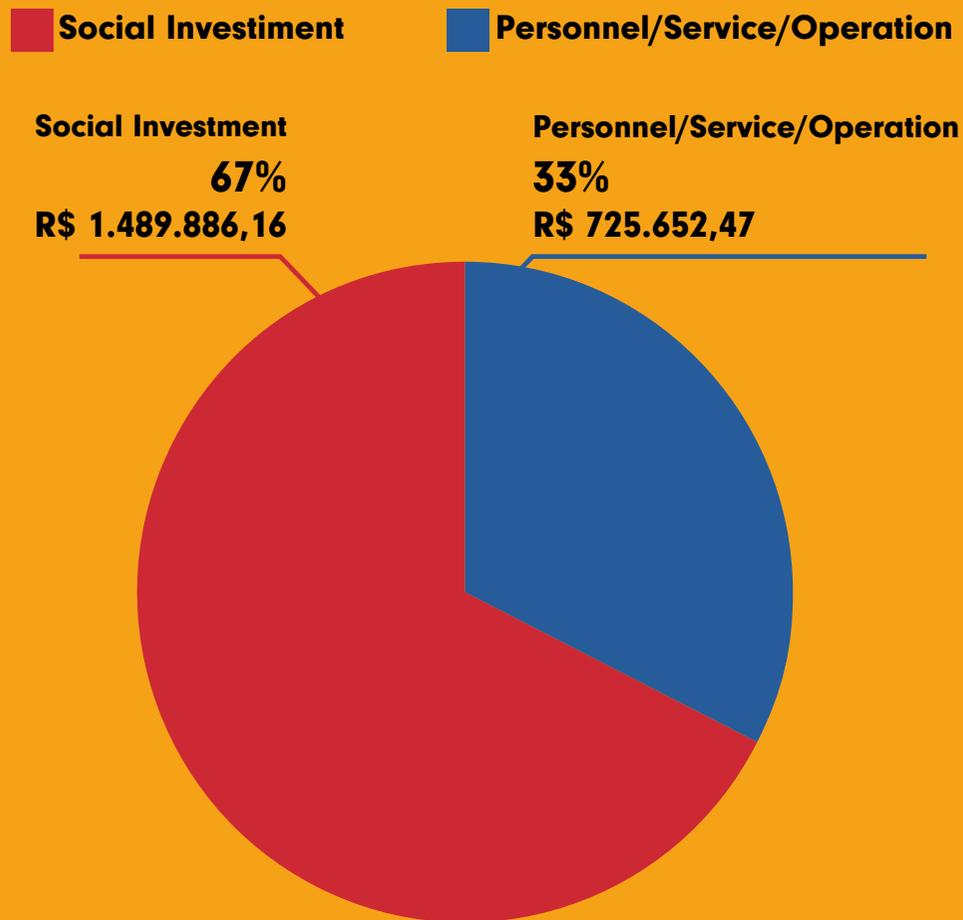
Valor Econômico:

Alok : “Indigenous people never had the opportunity to tell their story ; it was always told by others.”



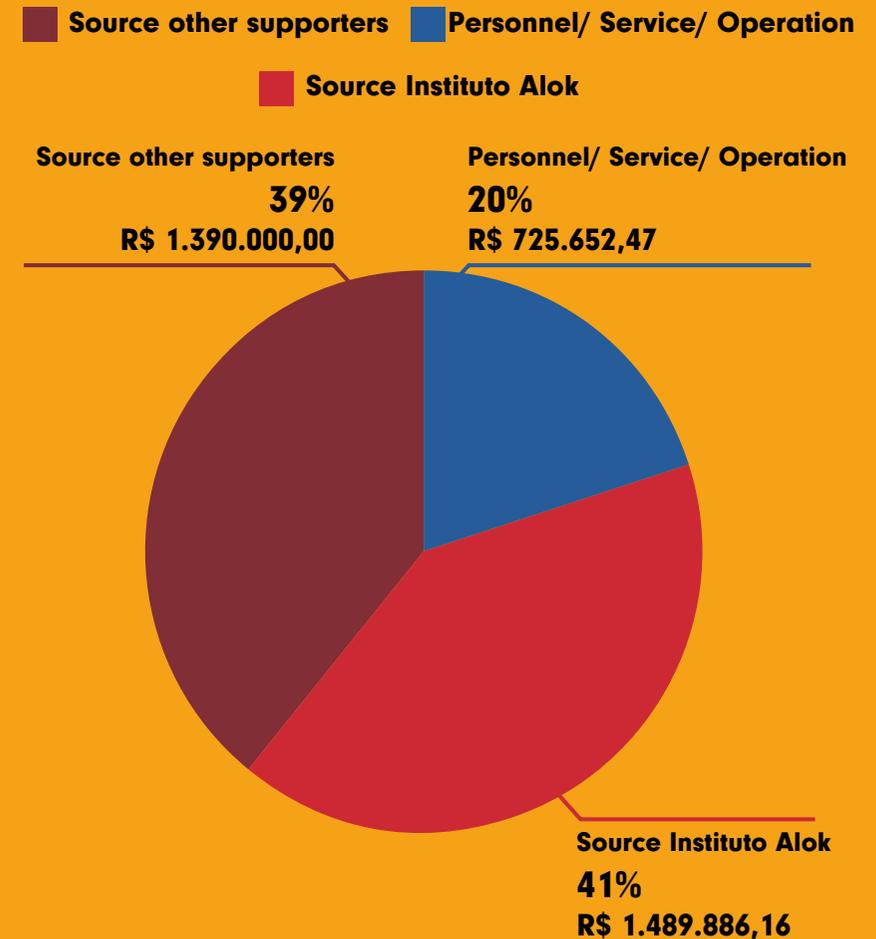
FINANCIAL MANAGEMENT

SOCIAL INVESTMENTS X OPERATING COSTS 2023 (I)



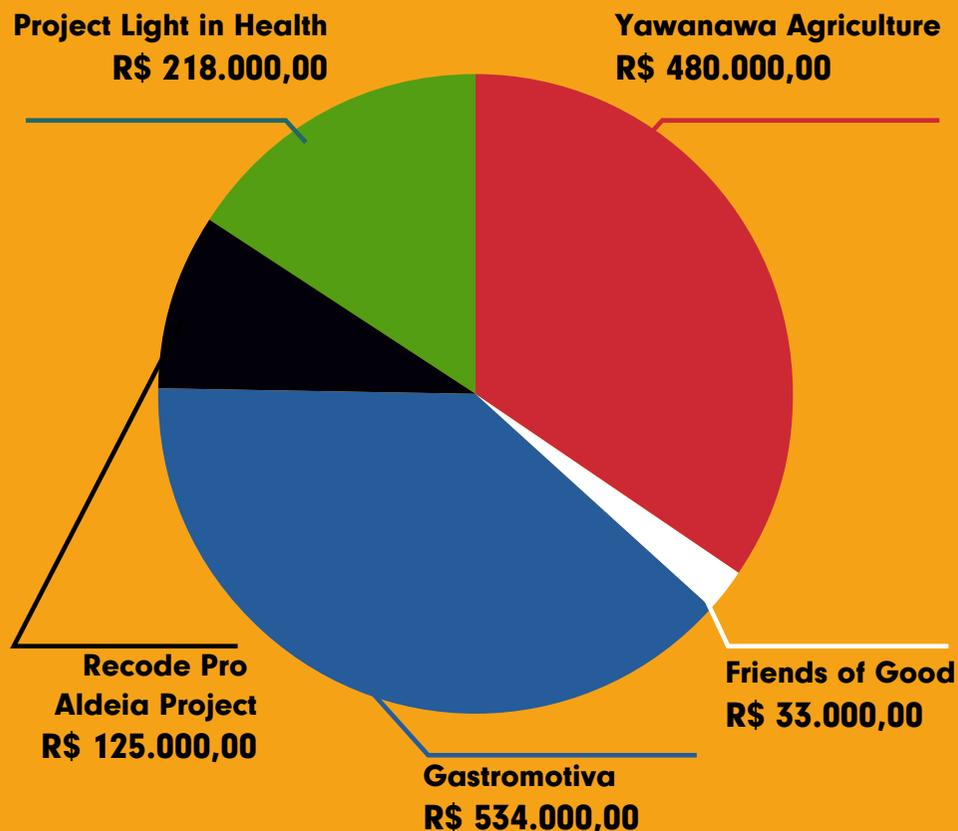
SOCIAL INVESTMENT X OPERATING COSTS 2023 (II)

The operating cost is now 20%, considering Instituto Alok's own resources and those raised from other organizations/ companies that contributed resources (in money and/or equipment) directly to project executors



INVESTMENTS WITH OTHERS FINANCE PARTNERS

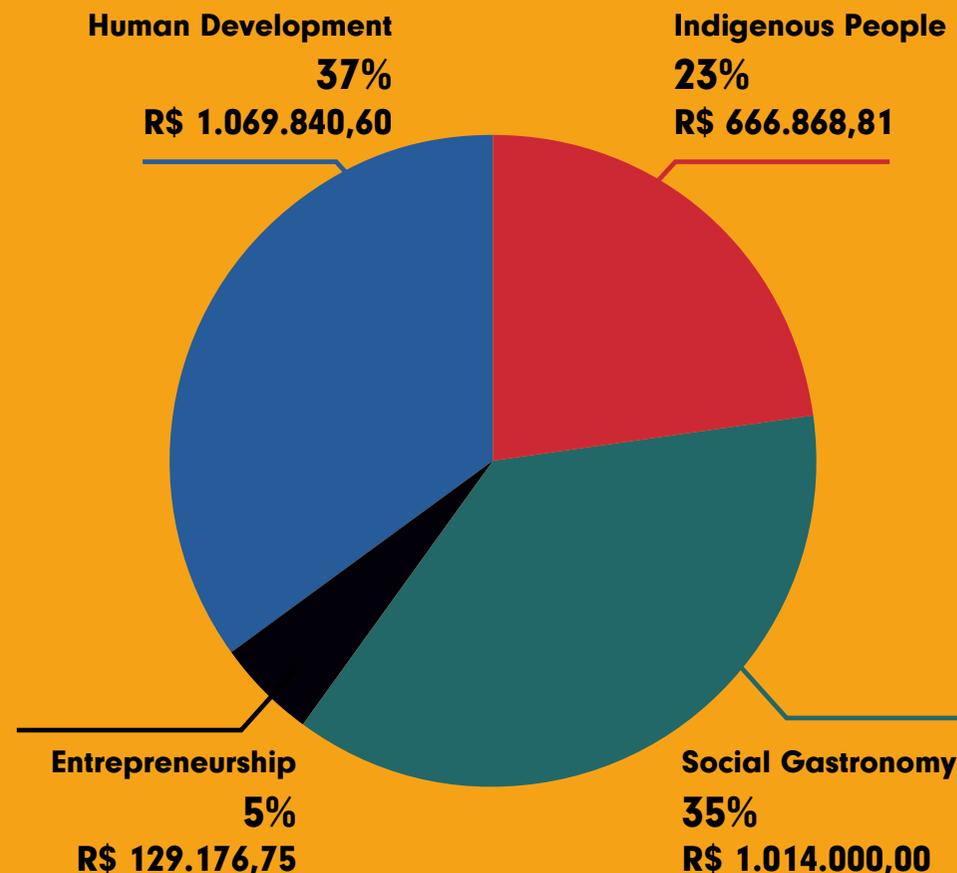
In this graph, we see in detail the projects that received financial resources from other sources, but raised by Instituto Alok (R\$ 1,390,000.00)



AREAS OF WORK

SOCIAL INVESTMENTS IN 4 AREAS OF ACTIVITY 2023

In this graph, in addition to resources from the Alok Institute, resources raised from other organizations/companies that contributed resources (in cash and/or equipment) directly to project executors are considered.



STRATEGIC ALLIANCES



SUPPORTERS



CONSULTANTS

O Instituto Alok é auditado pela KPMG, tem apoio contábil da Planning e assessoria jurídica da BMA



SUPPORTED INSTITUTIONS



WHO WE ARE

Founders

Alok Achkar Peres Petrillo

Romana Novais de Souza A. Petrillo

Board of Directors (and founders)

President:

Alok Achkar Peres Petrillo

Vice President:

Fábio Correa Soares

Advisors:

Robson Cunha do Nascimento Junior

Rafael Rocha de Macedo

Gabriel Machado Lopes

Administrative Headquarters Goiânia – GO (Brasil)

Executive Director

Devam Bhaskar (Geraldinho Vieira)

Team

Communication: Janaina Coe

Junior Editor: Gabriela Alves

Projects: Renata Quintella

Webmaster: Sandro Arakaki

Administration: Tamiris Sobral e Andréia Dias

Financial: Maria de Fátima Albuquerque

Law: Lorhayne Guimarães

Press: Agência Melina Tavares Comunicação

Fiscal Council

Anna Ryta Costa

Felipe Caldeira Lobo

Raul Marcilio de Souza



ALOK INSTITUTE