

Social Report

Year II – 2022



ALOK
INSTITUTE

Brazil | Africa | India

“Not only do I hope that our donations will benefit individuals and communities, but also that they will help spark other people’s desire to give. It is a sense of citizenship: the world does not change by itself, it needs all of us”.

***Alok A. Peres Petrillo,
Alok Institute Founder and
President***

“Social conscience is essential. Alok Institute is the tool we use to make the world a better place, where being together and being aware of each other are the essence of all. It’s very important to feel that we are part of something bigger than ourselves”.

***Romana Novais, Alok
Institute Co-Founder***



Areas of work, Partnerships, and Numbers

This Social Report 2022 seeks to highlight the main contributions of Alok Institute to transformation and social assistance in Brazil, Africa and India, in the following areas of work:



Entrepreneurship – We contribute to the professional qualification of young people, especially women and black youngsters, aiming to create conditions for entrepreneurship and employability. We encourage the creation of businesses and the access to technology and credit.



Social Gastronomy – We promote access to healthy food, under the idea of nutritional security, conscious consumption, and sustainable production. We contribute to the expansion of a culture of solidarity kitchens.



Human Development – We offer social assistance in health and early childhood development, promoting access to water and housing, and humanitarian assistance in emergency situations. We help to promote the preservation of nature, gender equity, free sexual orientation, religious freedom, and the empowerment of black and indigenous peoples.

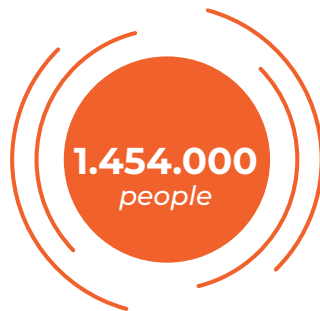


Indigenous Peoples – We work to strengthen their cultural expression, the defense of their rights and sustainable economic processes.

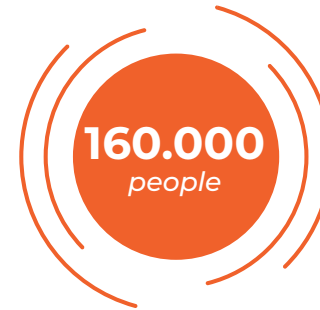
In **Brazil**, we support, technically and financially a variety of non-profit organizations. The actions in 2022 **directly** benefited:



And **indirectly**



In 3 countries in **Africa** and in **India**, we provide technical support for projects that are funded by Garena company, thanks to a partnership between Alok (as an artist) and the Garena's Free Fire game. Alok's financial rights are destined to prospecting, supporting, and monitoring projects in Mozambique, Madagascar, Malawi (Africa) and also in India. In these four countries, the actions benefit more than



*We consider as "direct beneficiaries" people (specific target audience) participating in communities and programs served by the objectives outlined in the supported projects. As "indirect beneficiaries", we quantify other people around the project who were clear and positively impacted and also those people assisted in emergency situations.

*The numbers presented, as well as the photographs, are provided by the organizations implementing the projects.

Brazil of Cocar*

Since its beginning, the Alok Institute has established a commitment to **black people** (in particular **women**), to the health of children, so every boy and girl can fulfil her/his full development, to young people and their capacity to learn and create, as well as to the **fight against hunger and malnutrition**. Our actions aim at reaching a structural impact and also, at the same time, the promotion of solidarity and assistance.

Throughout 2022, we supported projects that benefited all these population groups, but this year we have prioritized actions linked to causes of **native peoples**.

We celebrate, in this sense, the advancement of the indigenous women and the election of two new Congresswomen, and also the historical fact of the creation of the Ministry of Indigenous Peoples for the first time in the Brazilian history, as part of the cabinet of President Lula da Silva.

We are certain that such “occupation of power spaces” will be relevant to the design and development of restorative public policies, after more than 500 years of oppression and discrimination against Indigenous people.

* Head ornament made and used by Indigenous people of feathers with braided or woven head support. Today in Brazil it is a symbol of the strength and the resistance of Indigenous peoples.



These women and other Indigenous leaders will be builders of the future that we hope for: a more diverse Brazil, with social justice and equal opportunities for all. We also consider very positive the fact that the National Exam of Mid-Level School (in Portuguese, ENEM) brought the theme of the Indigenous peoples in questions which were answered by more than 2,4 million students. In their mandatory compositions, part of the national exam, Alok Institute's work with indigenous population was mentioned by several students.

Within the framework of the Institute, actions with **Indigenous Peoples** are a specific area of work but also are a transversal issue. They are also developed under the other programmatic areas of the Institute: **Entrepreneurship, Social Gastronomy** and **Human Development**. These projects aim at promoting quality of life in the Indigenous aldeias (villages) but also to bring the life in the aldeias for other "territories", such as culture and education: cinema, music, and knowledge production at universities. In the indigenous territories, we want to contribute to the debates on living arrangements and priorities for Indigenous communities. For Brazilian society as a whole, we would like to influence in a re-signification process on the collective imagination on the identities and cultures of original peoples.

With the same purpose - mobilizing a new conscience -, we gave visibility to projects supported by the Institute and also to the activities of Alok, as a global

artist. The recordings of documentary and music album with Indigenous musicians to be released internationally in 2023 reached great media impact.

In September, a performance in the rooftop of the UN Building, in New York, gathered Alok and Indigenous artists under the signature of The Future is Ancestral. The live show was part of the Global Citizen events in the week previous to the 2022 UN General Assembly and had enormous international repercussion. Also in New York, from September 21 until October 2nd, four panels in Times Square exhibited images of the performance held in the UN. There were 15,000 insertions, totalling 50 display hours.

In this same period in September, as part of the UN Week of Climate, Alok Institute promoted a debate panel about the role of arts and entertainment industries in the creation of a new way of looking at native peoples. In that occasion, we announced a plan to create the Ancestral Fund of the Future - a philanthropic initiative - that will support indigenous filming productions and the use of technology in health, education, communication and territorial defence in Indigenous aldeias. The initiative will be funded by different organizations: Alok Institute, UN Brazil Global Compact, WeLight and Impact Bank and is expected to be a reality in 2023.

Enjoy the reading!

*Devam Bhaskar
(Geraldinho Vieira)
Executive Director*



Entrepreneurship

People directly benefited:



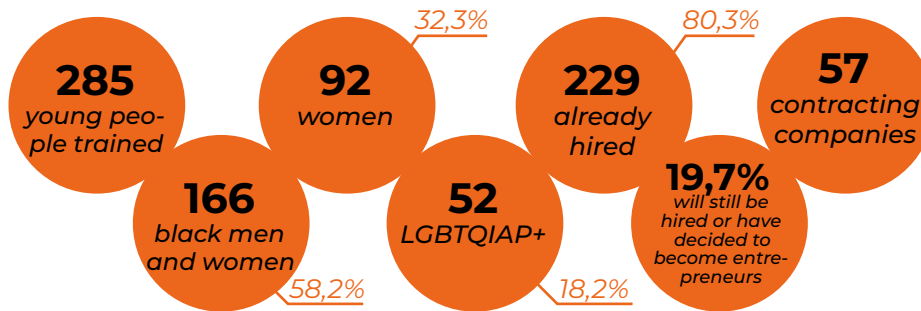
People benefited indirectly:



Project: Recoded Lives through Technology

Partnership: Rede Recode

Training and employability in technology for low-income young people (average age 29) from various cities.



The trained young people who were hired have now an income 5 times greater than the income they had before the training



Project: Black Powers

Partnership: Instituto Feira Preta

Support: Black Princess Brewery.

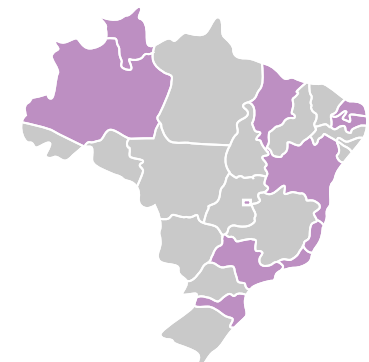
Fostering mentorships and financial capital for ventures in digital creative economy by young black and indigenous women, in several cities



Women's businesses benefited



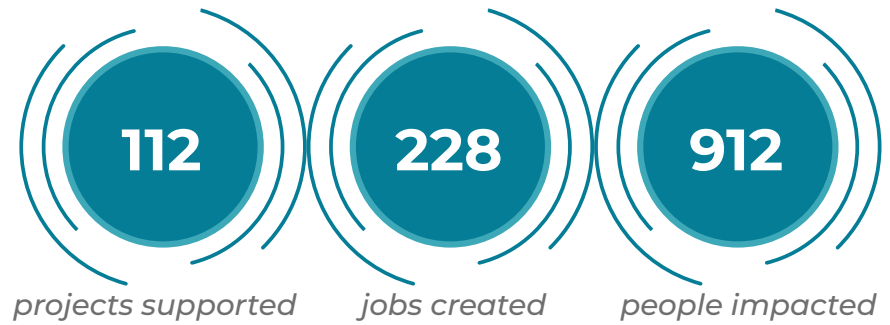
people positively impacted



Project: Entrepreneurial Connection

Partnership: Acreditar

Microcredit fund aimed at strengthening small businesses and enterprise management in the state of Pernambuco (Northeastern Brazil).



in the following sectors:



Project: Papo Reto - Amazon Opportunities

Partnership: Center of Amazon Entrepreneurship

Production of educational videos about the Amazon's resources and opportunities in bioeconomy



23
educational videos that contributed to attract

2.300
students to face-to-face courses



Project: Cerrado Fund

Partnerships: Sintropia Gallery/ Welight/Impact Bank / Terra Booma

Support the inauguration of Galeria Sintropia, a hub to strengthen the cultural expression and businesses of social impact in Chapada dos Veadeiros (Goiás state, Center-West region), feeding a fund for sustainable projects in the Cerrado biome*.



23
local entrepreneurs have a place to show and sell their products

27
concerts performed on stage that gets the name of the Institute Alok, gathering thousands of people



* Cerrado biome is also known as the Brazilian savana and is home of about 5% of all the diversity on the planet.

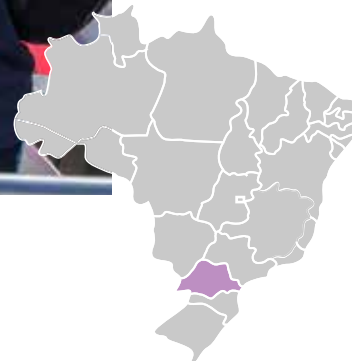
Project: March for Diversity

Partnership: National Alliance LGBTQIAP+

Support LGBTQIAP+ young people meetings in Paraná, strengthening their preparation for the work life and entrepreneurship.



60
people attended
and participated
in workshops



Indigenous Projects



Entrepreneurship

Studio Ayvu Records

Partnership: Brô Mc's

Support for the construction of the first music studio of the Indigenous rap group, Brô MC's, in the indigenous reserve of Francisco Horta Barbosa – Jaguapiru and Bororó aldeias in the city of Dourados, state of Mato Grosso do Sul, Center-West region of Brazil– aldeias Jaguapiru e Bororó (Dourados/MS).



The results of the project will be measured in 2023



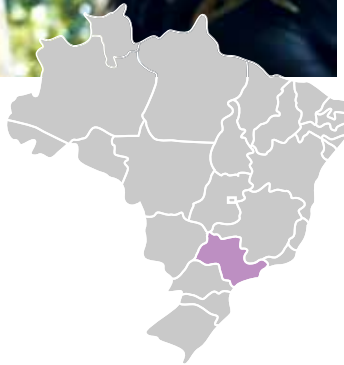
Ravê Kosmophonic Studio

Partnership: MC Owerá

Support for the purchase of a mobile studio for research, experimentation and production of music by MC Owerá – an exponent of native rap and member of the Krukutu indigenous community, MBYA, in the city of Guarani, state of São Paulo



The results of both projects will be measured in 2023



Project: Songs that Heal and Enchant

Partnership: Wyanã Kariri Xocó Native Songs

Creation of the Wyanã Welcoming and Healing Space and Kariri Xocó native songs in the state of Alagoas, Northeast region of Brazil. The space is run by the family of Chief Wyanã Uia-Thê (1970 - 2022).



The results of both projects will be measured in 2023



Project: Seclusion and Healing

**Partnership: Yawanawa
People/ Rasú Yawanawa**

Support for improving infrastructure and building houses for lodging those who seek healing retreats in Aldeia Mutum.





Social Gastronomy

People directly benefited:



Action: The Daily Bread

Partnership: Povo da Rua's (Homeless People) Bakery/ Padre Júlio Lancellotti

The equipment and utensils purchased in 2021 is making it possible for the production and free distribution of around 3,000 loaves of bread and cakes daily in the city of São Paulo.



Action: Fighting hunger

Partnerships: NGOs Mansão do Caminho/ Central Única das Favelas (CUFA) Northeast and Ação da Cidadania

Purchase and distribution of food baskets for 1,600 people in several cities



Indigenous Projects



Social Gastronomy

Project: Field of Abundance

**Partnership: Huwã Karu Center
Yuxibu / Mapu Huni Kui**

Support: Gas Live / Cavagna Group

Support the construction of a restaurant and an agriculture field to serve the indigenous population on the outskirts of the city of Rio Branco, in the state of Acre (Amazon region). The restaurant building will also serve those who seek native practices of healing and wellbeing.



(The results of both projects will be measured in 2023)

Project: Yawanawa Agriculture

**Partnership: Yawanawa Cultural
Association/ Matisini and Júlia Yawanawa**

**Support: Grupo Rezek/
Primavera Máquinas**

Donation of equipment (tractor and its accessories) and consultancy on agricultural practices and use of the land in the aldeia Mutum, in the state of Acre (Amazon region).





Human Development

People benefited directly:



People benefited indirectly:



Health / Social Assistance

Project: A new way of seeing and smiling

Partnership: SAS Brazil

Support: WAAW by Alok

Child medical care in low-income, low human development index communities with face-to-face and online medical consultations, as well as the distribution of eyeglasses for children who need them



2.129
children benefited

3.442
consultations

1.631
ophthalmologic consultations

1.232
dental consultations

1.232
nutrition consultations

333
paediatrics consultations

523
donated glasses

8
cities

6
states

Health

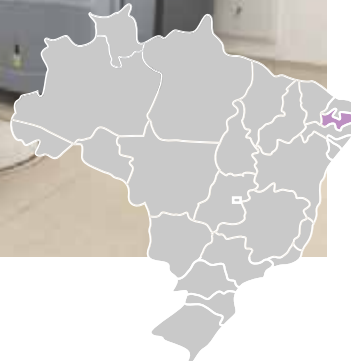
Project: Pediatric Oncology

Partnership: Hospital da FAP in the state of Paraíba (Northeast region)

Donation for the acquisition of equipment for the treatment of childhood cancer.

The hospital is a reference for

148 municipalities



Project: Health with Science and Affection

Partnership: Hospital do Amor in the city of Barretos, state of Sao Paulo

Donation for the acquisition of state-of-the-art equipment for the treatment of approximately

600 patients with intellectual disabilities



Education / Rights

Project: Quilombola* Baby Week

Partnership: Fundação Josué Montello Foundation/UNICEF/Alcântara City Hall

Awareness one-day campaign on early childhood development in quilombola communities in the state of Maranhão (Northeast region). Participants:

300
children

18
adolescents

106
adults

9
communities



Distribution of

270

kits with toys
and books

* Quilombolas settlements were first established by runaway slaves. Nowadays, they are Afro-Brazilian communities formed by descendants of these enslaved people. In Brazil, there are 5,972 quilombola locations.



Art and Citizenship

Project: Preservation Zone of Cultures

Partnership: Círculo Solidário

Arts and citizenship workshops (self-care, circus techniques, healthy food, social media skills, basic notions of photography, graffiti, tips for makeup) in city of Ituberá, state of Bahia (Northeast region) for

357
adolescents,
youth and
adults



Education / Art and Citizenship

Project: Rap New Year

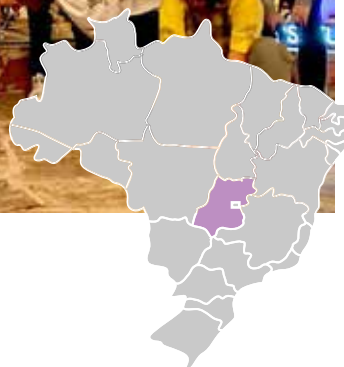
Partnership: Sintropia Gallery/
Made in Chapada

Live performances and “rap battles” to value the voice of the peripheral youth of Alto Paraíso de Goiás, in Chapada dos Veadeiros (state of Goiás, Center-West region of Brazil).



16
artists

250
people in the
audience



Education / Art

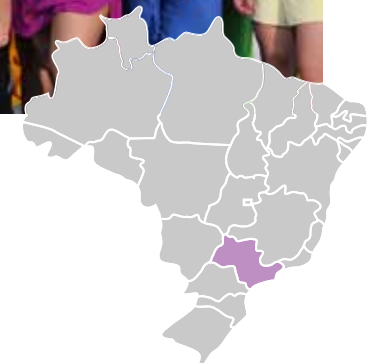
Project: Dance and Citizenship

Partnership: Paraisópolis Ballet

Support for the construction of a ballet room, kitchen, lockers and community garden in the favela of Paraisópolis, in the city of São Paulo, benefiting



200
ballet
students



Education/ Sport

Project: Sport for All

Partnership: Instituto Bem Viver

Support for the improving of the sports halls for children and young people on the outskirts of the city of Goiânia, state of Goiás (Center-West region), benefiting



Indigenous Projects



Human Development

Culture

Project: Screen Territory

Partnership: I Film Festival and Indigenous Culture

Creation and delivery of the Ancestral Lens award for films of the competitive show of the 1st Indigenous Film and Culture Festival, held in Brasília, capital city of Brazil. The festival gathered Indigenous filmmakers from across the country.



30
audiovisual
productions

2.000
people in the
audience



Education / Art

Project: Yawanawa Culture and Spirit

Partnership: Yawanawa Cultural Association/ Tashka and Laura Yawanawa

Workshops to reinforce the connections of the young Yawanawa with their people's culture, in the state of Acre (Amazon region). 200 young people participated in the Week of Art (painting on fabrics, canvas, and murals), the Festival Mariri (music/native songs), and a Native Language workshop.



Education

Project: Ancestry and contemporaneity

Partnership: IX ENEI (National Meeting of Indigenous Students)

Support the IX ENEI, gathering students in colleges and universities in Brazil at Campinas University. Alok attended the meeting together with

2.000
students



Social Participation

Project: Voices and Rights

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

Support for the Caravan *Originárias da Terra*, training indigenous women on political representation and combating gender violence

22
meetings

205
Indigenous
peoples

520
Indigenous
women

An agenda that directly concerns to a population of

448.000
Indigenous
women



Advocacy

Project: Indigenous Network of Communicators

Partnership: APIB – Articulation of Brazilian Indigenous Peoples

Training for indigenous communicators in techniques of communication, design of communication strategies for advocacy, reaching

1 million
Indigenous people

in their agenda of permanent elaboration of strategies of political advocacy.



Culture

Project: Yvyrapytã

Partnerships/ Artists: Mapu Huni Kuî, Povo Yawanawá, Wyanã Kariri Xocó, MC Owerá, Bro MCs, Kretã Kayngang, Célia Xakriabá.

Partners: Loco Records, Sonastério, Controvérsia.

Production: Fernanda Padrão and Elke Mosca.

Recording of 6 albums of indigenous music in a professional studio. The albums, which contain traditional and contemporary music, are to be released and distributed to the main digital platforms in 2023. They aim to increase the access and knowledge of the general public about the musical culture of Indigenous peoples.



Actions in Africa

The Alok Institute offers voluntary and free technical support to actions developed by the organization Brazilian **Fraternity without Borders** in three **African countries**.

These actions were funded by the financial resources transferred directly by the company Garena (Free Fire game), in Singapore, to the organization. The funds are result of a commercial agreement between Garena and the artist Alok.

Projects:

Welcoming Mozambique

Ubuntu Nation - Malawi

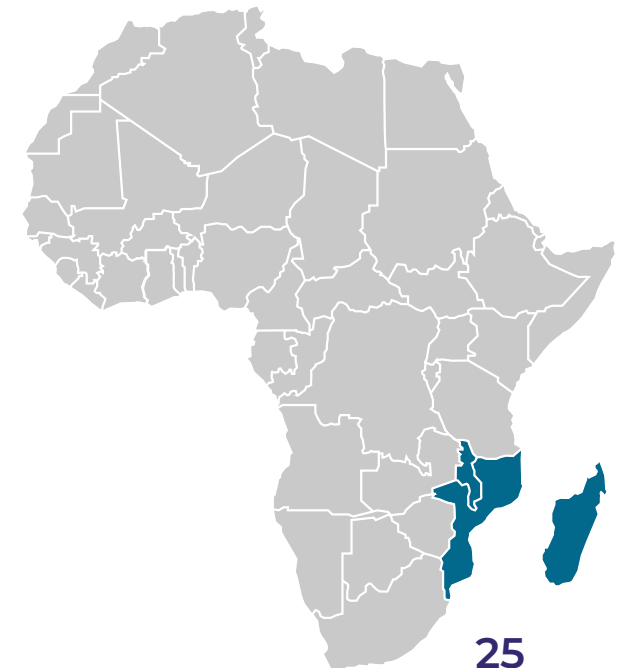
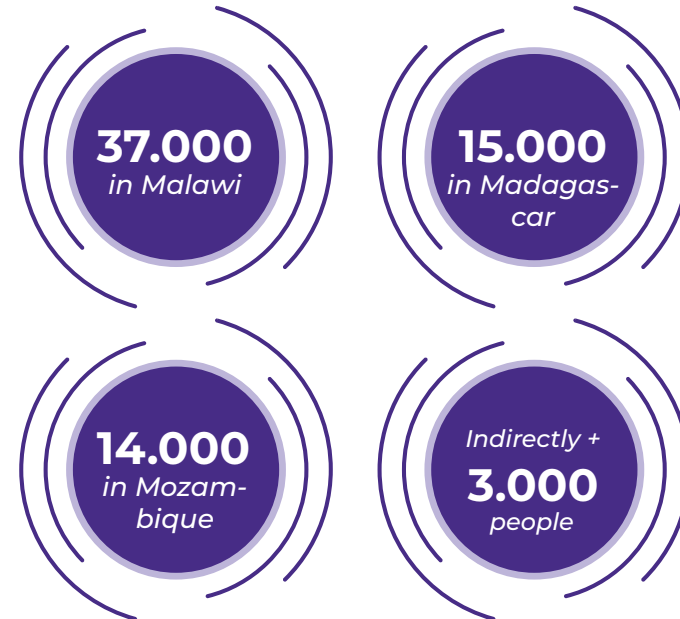
Madagascar Stock

Projects in Malawi, Madagascar and Mozambique in partnership with Brazilian Fraternity Without Borders.

They are long-term projects related to the development of communities.

Around 69,000 people have been benefited by the projects since 2021.

People directly benefited





Entrepreneurship

Skills for forging, production of biochar and soap, handicraft, sewing, carpentry, agriculture, bakery and ecological brick workshops benefit about

400
people



Social Gastronomy

Community gardens, nutritional orientation and food distribution benefit around

44.000
people





Human Development

Activities in the areas of Education, Health, Access to Water, Art and Culture benefit around

21.600
people



** Were built or are under construction: a caravanners' house (for volunteers), a management office, classrooms, cafeterias, kitchens, playgrounds, sports courts and warehouses.*

Actions in India

Alok Institute offers voluntary and free technical support to actions carried out by three different organizations in various parts of India.

These actions are financed by direct onlending of resources from the company Garena (Free Fire game), in Singapore.

These are long-term projects, with systemic impacts, since 2021.

Projects:

Innovation and Impact Partnership: Ashoka India

Child Friendly Villages Partner: Kailash Satyarthi Children's Foundation

Sustainable Villages Partnership: Lokaa Foundation



Human Development

Direct beneficiaries:



Indirect beneficiaries:

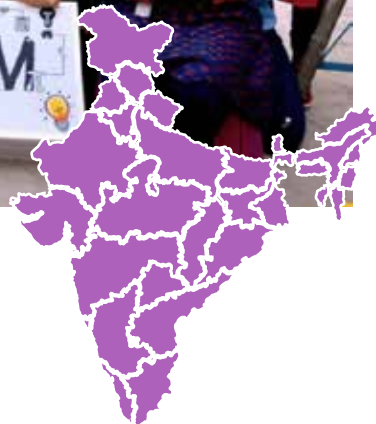


Project: Innovation and Impact

Partnership: Ashoka India

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

84.000
*children, youth
and women*



Education / Housing / Water / Ecology

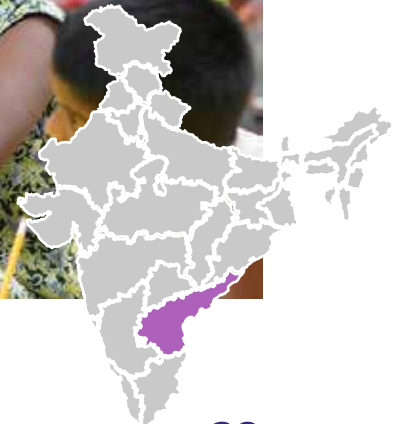
Project: Sustainable Villages

Partnership: Lokaa Foundation

Widespread actions in the rural village of Mokkalachenu in the state of Andhra Pradesh benefit

250
people

with the construction of a school, renovation of houses, sanitation and environmental restoration.



Education / Rights

Project: Child Friendly Villages

**Partner: Kailash Satyarthi/
Children's Foundation**

Children rescued from situations of abuse (child labor) are reintegrated into their families and schools. Children assume a leading role in their education processes and in advocacy activities. The project works with children and families in

20
villages

in the state of Madhya Pradesh, working with

3.500
children

1.300
families

about
34.000
*people mobi-
lized*

for the protection of children's rights.



Communication

The actions of Alok Institute were highlighted in several media articles during the year, in Brazil and abroad.

In its second year of operation, Alok Institute also reached

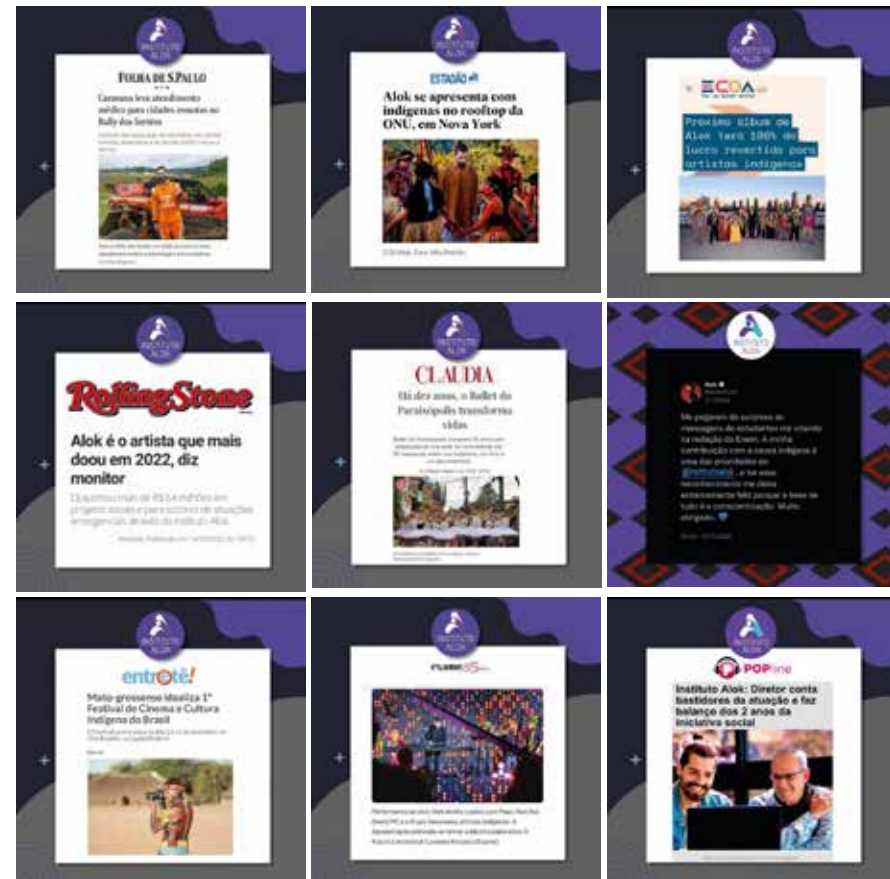


On our Instagram profile, we share data about the projects supported by the Institute and inspiring stories of collective and individual change. We also talk about the actions of partner organizations. We also debate about human development, social and environment protection.

On Alok Institute website, people can navigate through texts and images of our projects and actions in Brazil, Africa, and India in a very friendly way. In Portuguese and English, the site also tells the stories of Alok's social actions even before the Institute was established.



The Institute is also present on LinkedIn, Facebook and Youtube.

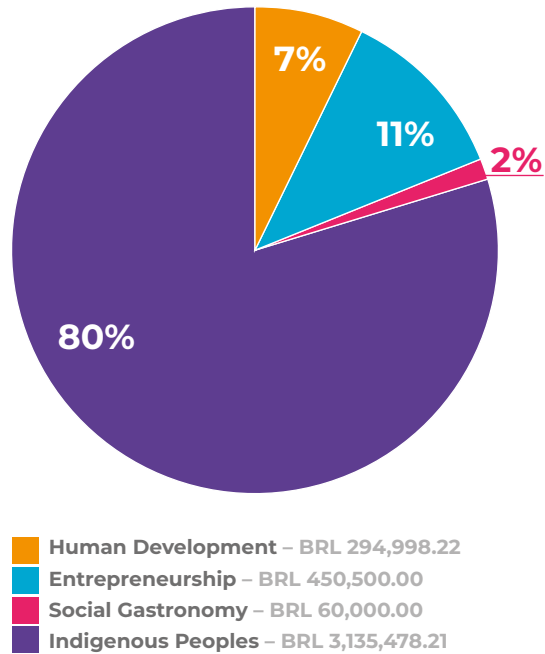


Finance 2022

In 2022, were donated to social actions and invested in projects to mobilize causes:

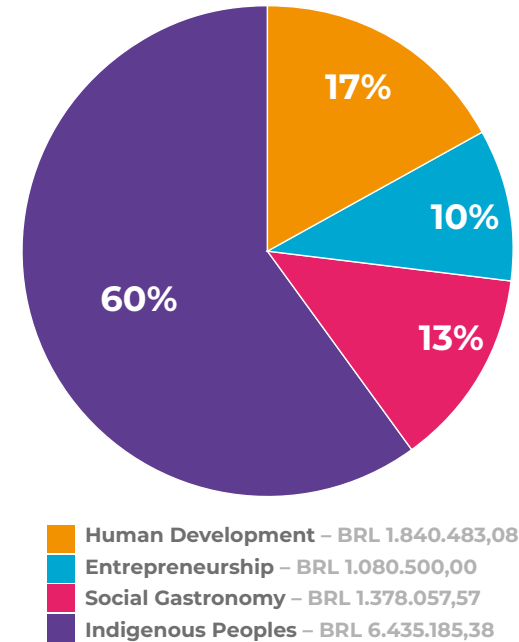
BRL 3.940.976,43

Per Areas of Action



Finance 2020/21 e 2022

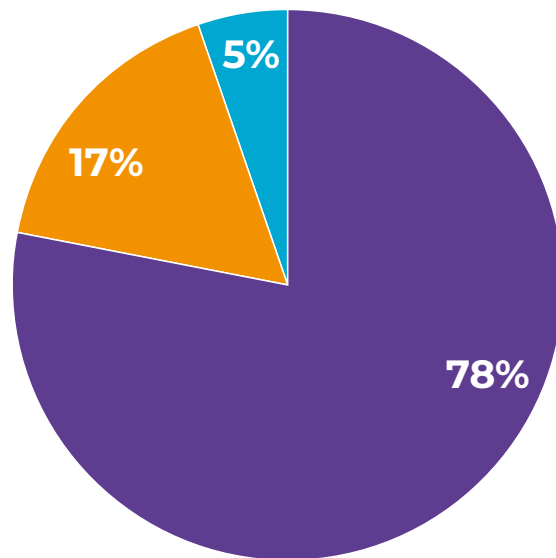
Per Areas of Action



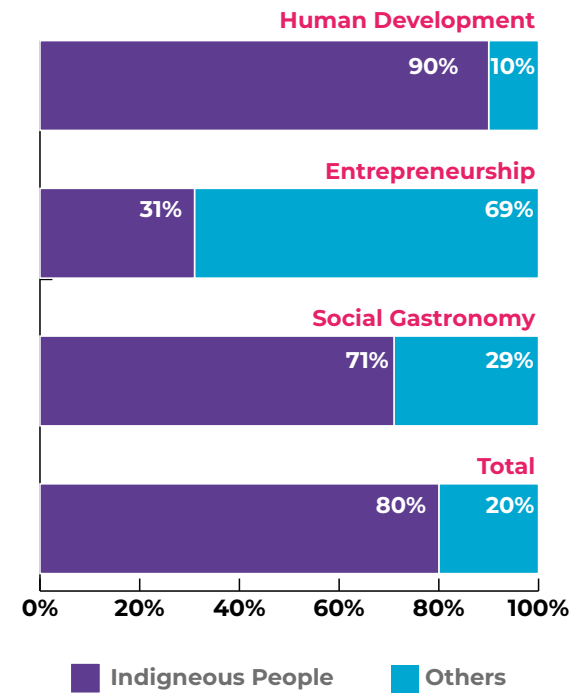
** Sociocultural mobilization actions are initiatives by the Alok Institute itself with the aim of bringing greater awareness, knowledge, empathy and engagement to relevant causes to society. These are actions in which, normally, the artist Alok is involved voluntarily and personally, adding visibility to these causes and reaching new audiences. Examples are: recording a film in the Amazon with indigenous peoples for the international event Global Citizen; making of a documentary recording aspects that value ancestral wisdom and the political struggle of indigenous peoples (launching in 2023); the artist's participation in the IX ENEI - National Meeting of Indigenous Students and performance with indigenous groups at the pre-opening of the Climate Week at the UN - New York, whose recording had a great global impact. The Institute also enabled the recording of six albums (these, without Alok's participation) with traditional and contemporary music from different indigenous groups with the aim of starting to create a public collection of indigenous music recorded in high quality (to be released in 2023).*

The Indigenous Projects are **also oriented by the 3 areas, transversely.**

Thus, we can also observe the donations, **in 2022**, from this angle:



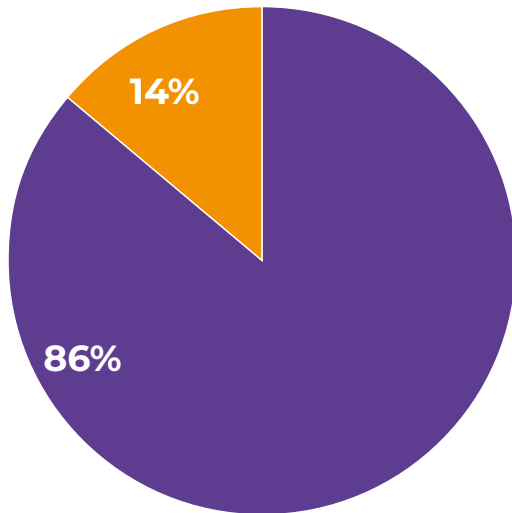
- Human Development – BRL 3,078,649.54
- Entrepreneurship – BRL 656,546.22
- Social Gastronomy – BRL 205,780.67



| | Indigenous People | Others |
|-------------------|-------------------|------------|
| Human Development | 2.783.651,32 | 294.998,22 |
| Entrepreneurship | 206.046,22 | 450.500,00 |
| Social Gastronomy | 145.780,67 | 60.000,00 |
| Total | 3.135.478,21 | 805.498,22 |

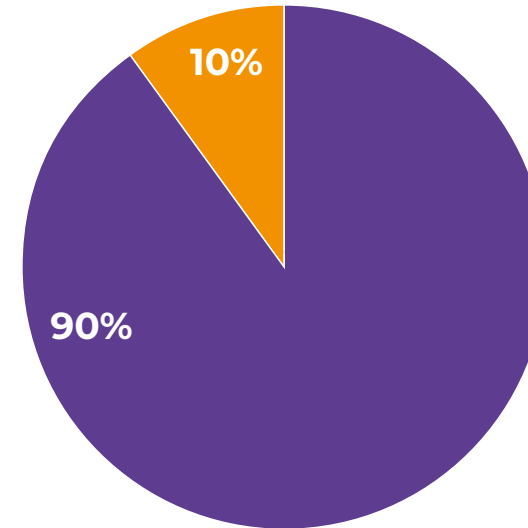
Social Actions, Mobilization
Projects, Operations

Actions X Managment
2022



■ Social Investments – BRL 3,940,976.43
■ Personnel/Service/Operations – BRL 622,995.01

Actions X Managment
2020/21 e 2022



■ Social Investments – BRL 10.734.226,03
■ Personnel/Service/Operations – BRL 1.163.494,64



<https://www.instagram.com/institutoalok/>



<https://www.youtube.com/@institutoalok5249>



<https://www.linkedin.com/company/institutoalok>



<https://twitter.com/AlokInstituto>



<https://www.facebook.com/AlokInstituto>

Who We Are

The Alok Institute is a non-profit association created by the artist Alok for social investment.

It operates mainly in Brazil, but also supports actions in Africa and India.

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

Board Members:

Robson Cunchado do Nascimento Junior
Rafael Rocha de Macedo
Gabriel Machado Lopes

Executive Director

Devam Bhaskar (Geraldinho Vieira)

Team

Communication: Janaina Coe
Junior Editor: Gabriela Alves
Projects: Renata Quintella
Webmaster: Sandro Arakaki
Administration: Vitória Moraes, Tamiris Sobral and
Andréia Dias
Financial: Maria de Fátima Albuquerque
Legal: Lorhayne Guimarães
Press: Melina Tavares Comunicação

Fiscal Council

Anna Ryta Costa
Felipe Caldeira Lobo
Raul Marcilio de Souza