



Community Involvement

Our Social Projects

Universal Leaf Tabacos contributes to the development of the regions in which it operates respecting cultural diversities and trying to correspond to expectations of different groups with ethics, receptivity, partnership, open communication and development of initiatives aiming social changes. This is why Universal Leaf Tabacos keeps permanently social support programs and projects focused on key areas like culture, education, citizenship, environmental preservation and social and human continued development.



Universal Leaf Citizenship Program

Universal Leaf Citizenship Program was launched in 2003 and it is a social management system aiming the establishment of a Community Network for the development of initiatives to improve life quality and social support for needy communities. The holistic view of the program plans social activities based on priorities defined by the association of dwellers. The first edition of the program has been benefiting 700 families of Bairro Menino Deus, in Santa Cruz do Sul, RS.

One of the most important examples of social contribution of this program was the construction of a 740 square-meter gymnasium, called Menino Deus Community Polo, where social projects are developed according to the needs and interests of the community.

In 2006 this program was awarded with "Top Cidadania" Prize, an important award from the Human Resources Brazilian Association (ABRH-RS) to social programs that are considered potential examples to be followed by other communities.





Universal Leaf Citizenship Program

Menino Deus Community Polo Social Projects

Basketball Project: carried out by the University of Santa Cruz do Sul on Tuesdays and Thursdays, it involves 120 children and teenagers from 8 to 16 years old;

IT Classes: conducted by trainees of the University of Santa Cruz do Sul on Tuesdays and Thursdays, it involves 30 children and teenagers from 8 to 16 years old;

Menino Deus Speaks English Project: carried out by Schütz & Kanomata Language School on Thursdays with the help of volunteer service of English teachers. It has 25 participants from 13 to 24 years old;

Indoor Soccer School Project: the dwellers association organizes these activities that take place on Saturdays and Sundays for boys and girls from 7 to 16 years old;

Capoeira Classes: Fundação Gazeta manages these classes on Wednesdays, from 1 to 3 p.m., at the Community Polo gym;

Craft Classes: carried out by Fundação Gazeta on Wednesdays, from 1 to 3 p.m., at room nr. 2 of the Polo;

Community Games Project: managed by the dwellers association of the Bairro Menino Deus, it makes available the Polo building for the people of the community practice everyday sportive activities from 6 to 10 p.m.;

Social Management Project: carried out by Universal Leaf Tabacos and the dwellers association, this project supports technically and also with materials the management and running of the Community Polo, besides establishing new partnerships to develop projects considered necessary by the community.



Universal Leaf Citizenship Program

Menino Deus Community Polo Activities

In 2006 the main focus of this program was on strengthen the involvement of youngsters in their own evolution and in the social development of their community. The projects carried out brought social, cultural, intellectual and professional development for the participants.

Nine social projects were offered in the Community Polo and they benefited around 300 children and teenagers, and around 120 adults, most of them housewives and elderly.



Universal Leaf Citizenship Program

First Job Project

From the urgent needs of the community established by the local leaders some initiatives were planned focusing on the First Job Project.

First formal employment opportunities are being offered by Universal Leaf Tabacos to 250 people from Bairro Menino Deus. Other initiatives from this project are:

- Assistance to obtain the documents necessary for the formal employment;
- Professional behavior training programs;
- Workplace training;
- Support of a social work assistant to ensure individuals are well integrated in their workplaces.



Universal Leaf Citizenship Program

Volunteer Service

Universal Leaf Tabacos is very active in supporting integration, experience exchanges and citizenship efforts from its collaborators, board of directors and the communities in which it operates. So the company grants every employee with one day off per year to dedicate to volunteer service on social projects kept by the company. Besides helping needy communities, these activities improve interpersonal and professional relations and they constitute learning experiences.



***Preservation of the Cultural -
Historic Patrimony***



Casa Textor Project

For Universal Leaf Tabacos, protection and preservation of cultural values and patrimony are ways to keep an identity and to make permanent a nation's culture and so the peoples' memory can be eternized. Having this aim the company restored Casa Textor, a historic precious building from the XIX Century. It was restored according to the conceptual principles of the Letter of Venice, 1964 - official principles guiding the preservation and restoration of ancient buildings. The house was built in 1870 with eclectic architectonic characteristics and presents Portuguese architecture features, which are unusual for this region. The house plan is simple and it was made of irregular sandstones, typical from the region, and also a lot of wood. It has been visited by educators, students, clients, journalists and the community in general.



