

Li-
feMa-
keover



Li-
feMa-
keover

Stone Jungle

SAOPAULO

IN ALLEYS AND CORNERS,
THE STONE JUNGLE STILL
BREATHE.



and wish you





S T A L L E D
C O N S T R U -
C T I O N

Projects

PRESENT AT
PEOPLE'S DAILY LIVES,
STALLED CONSTRUCTION
PROJECTS,
PUBLIC AND PRIVATE,
EXIST EVERYWHERE
IN BRAZIL.

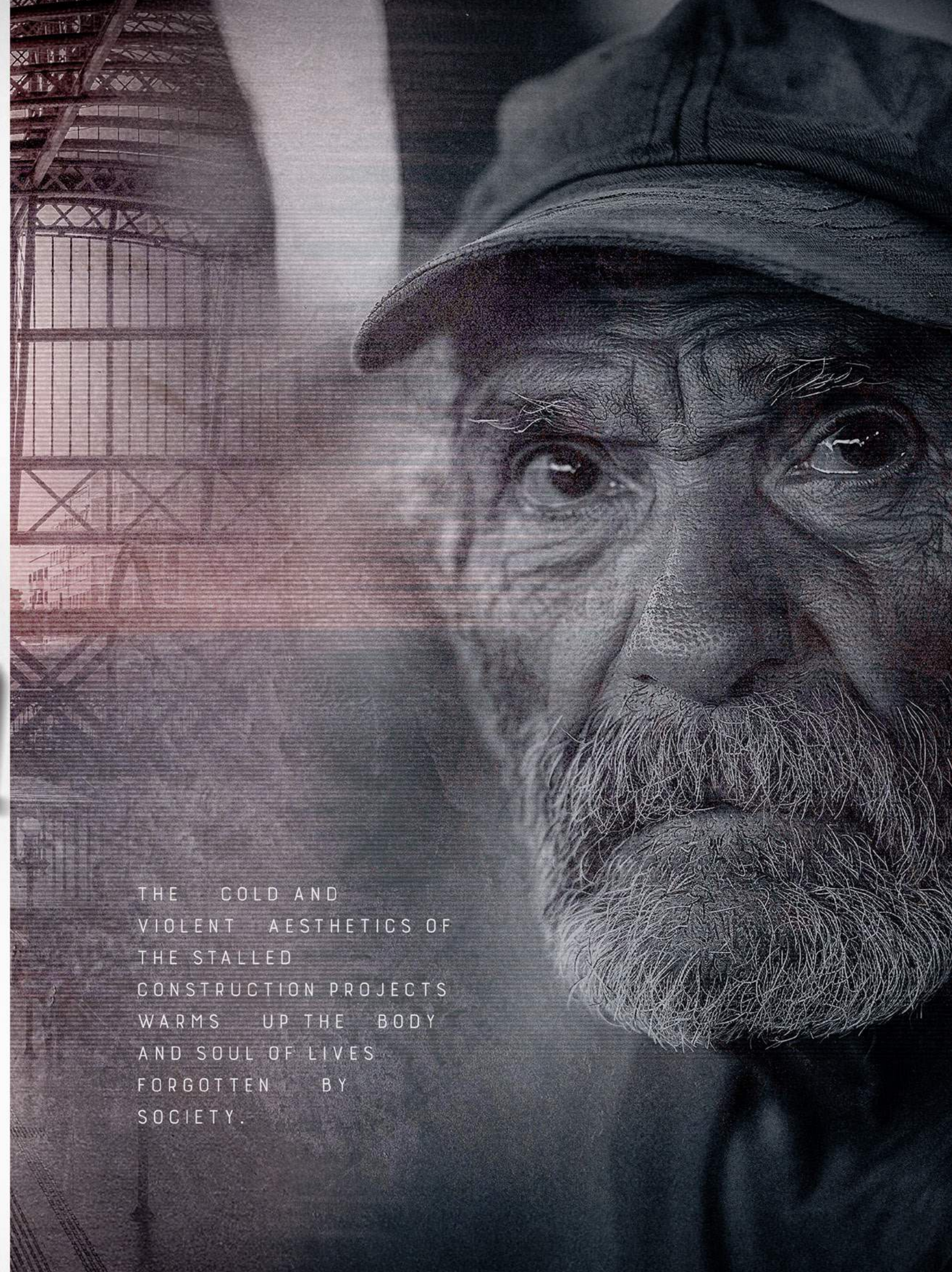
AND,
OFTEN,
IT ENDS UP
BECOMING
A REFUGE

I just
wan na
forget
about life

Re fuge

It
wasn't
enough

THE COLD AND
VIOLENT AESTHETICS OF
THE STALLED
CONSTRUCTION PROJECTS
WARMS UP THE BODY
AND SOUL OF LIVES
FORGOTTEN BY
SOCIETY.



5



000

people*

LIVE ON THE STREETS,
ONLY IN THE CITY OF SÃO PAULO.
THE NUMBER REPRESENTS 24.8%
OF THE TOTAL HOMELESS POPULATION
ACROSS THE COUNTRY.

Source





30



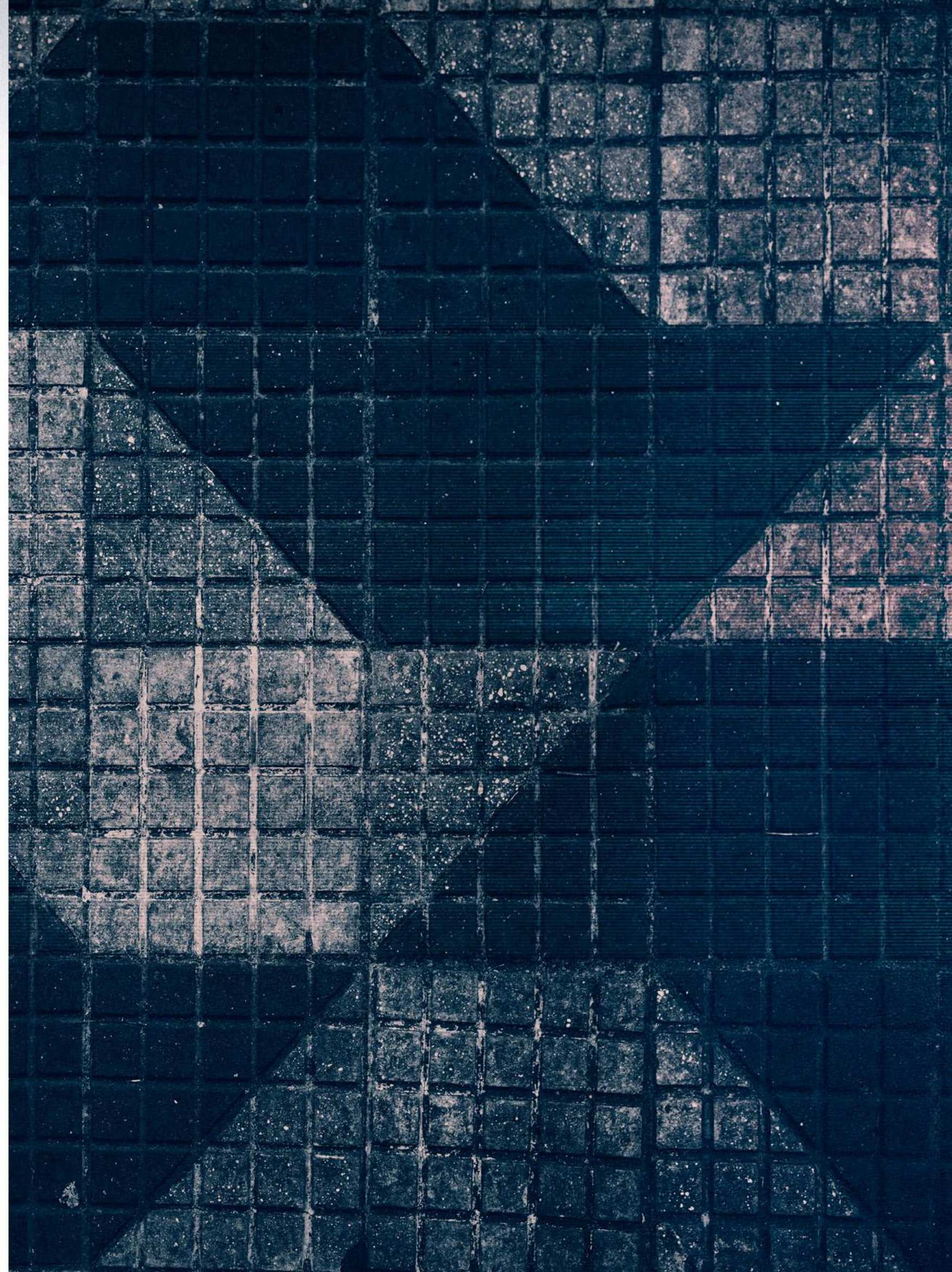
Un- employ- ment

AND FAMILY
PROBLEMS ARE
THE MAIN REASONS
THAT LEAD PEOPLE
TO THIS SITUATION.

HOW CAN I
POSITIVELY

Contribute

TO THIS SITUATION?





Abandonment

IS A COMPANY,
SPECIALIZED IN RESUMING
STALLED CONSTRUCTION
PROJECTS,
ALSO CAPABLE OF
RESUMING LIVES?

Real World

WHEN RESUMING A CONSTRUCTION PROJECT, WE EVALUATE MANY POINTS, STRUCTURE, LOCATION. BUT WE ALSO CARE ABOUT OUR SURROUNDINGS, INCLUDING PEOPLE. SO, WE DECIDED TO BRING TOGETHER A CAPABLE TEAM SUPPORTIVE OF THIS CAUSE, TO CONTRIBUTE TO OUR PROJECT OF RESCUING LIVES.

UMA EMPRESA,
UMA ONG,



UMA IDEIA.

Ideia




Júlio femina keo



"I prayed to god"

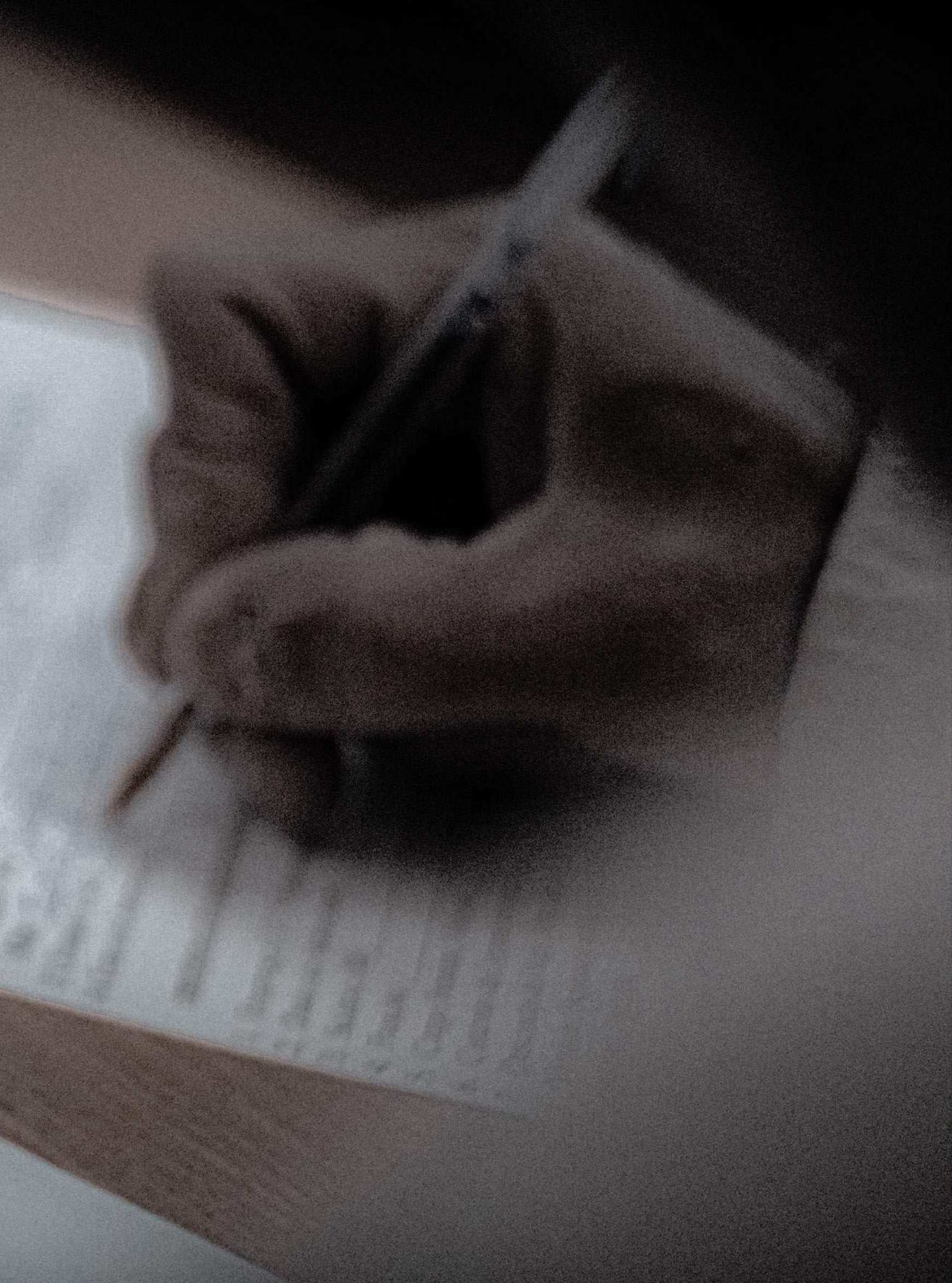
THE STORY OF
Júlio César
50 years old



IN MY HEART,
A BEAT OUT OF STEP.
IT IS THE SIGN OF
AWAKENING TO
A FRESH START.

dignity

27/12/2007



Edu*ca*tion

WAS THE FIRST STEP
ON THIS JOURNEY



WE'VE INVITED HOMELESS
PEOPLE TO PARTICIPATE,
FREE OF CHARGE,



IN A PROFESSIONAL TRAINING
COURSE IN THE AREA
OF CIVIL CONSTRUCTION.

TO BECOME
NOTABLE PROFESSIONALS



Re- spec C



GIGAWATT

A

K



"I wasn't able to ask for money on the streets without drinking alcohol."

"I do not need this"

PROPERTY

Júlio César de Andrade Chaves
5 YEARS HOMELESS

AND SO,
WE MET
JULIO

5

Years
old

"my biggest enemy is myself"





LIVING
DYING and
FOR NOTHING

Grateful

EVERY JOURNEY
HAS A HERO.

EVERY HERO HAS
THEIR DOWNFALL.



FOR FIVE YEARS,
JULIO LIVED
ON THE

stre

ets

*"I walked down the street aimlessly,
sleeping on sidewalks and in parks."*

"I went through this: the cold, going to bed and waking up at dawn with the cardboard all wet because it rained. You have no options."

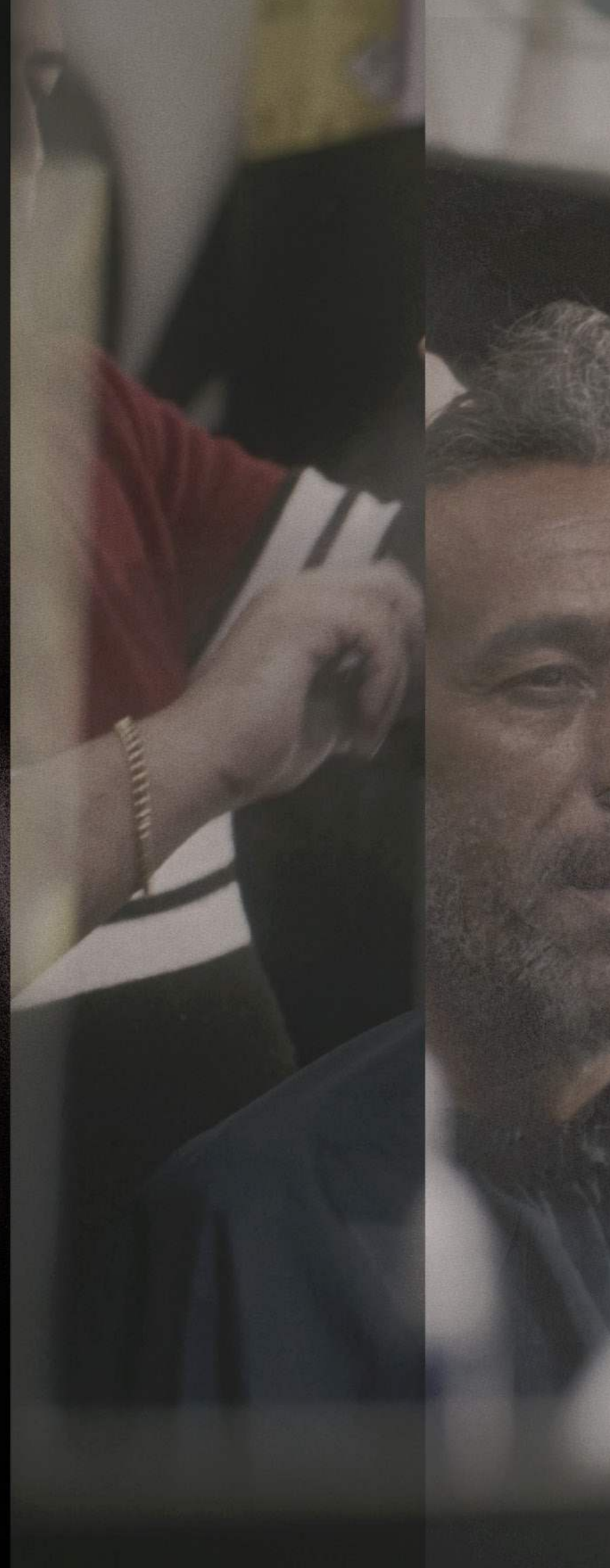
"THE HOMELESS POPULATION IN BRAZIL INCREASED BY 935.31%."

"With long hair, bearded, looking for food on the street, in a trash can."



Try again.

EVERY HERO HAS
THEIR TRAINING.





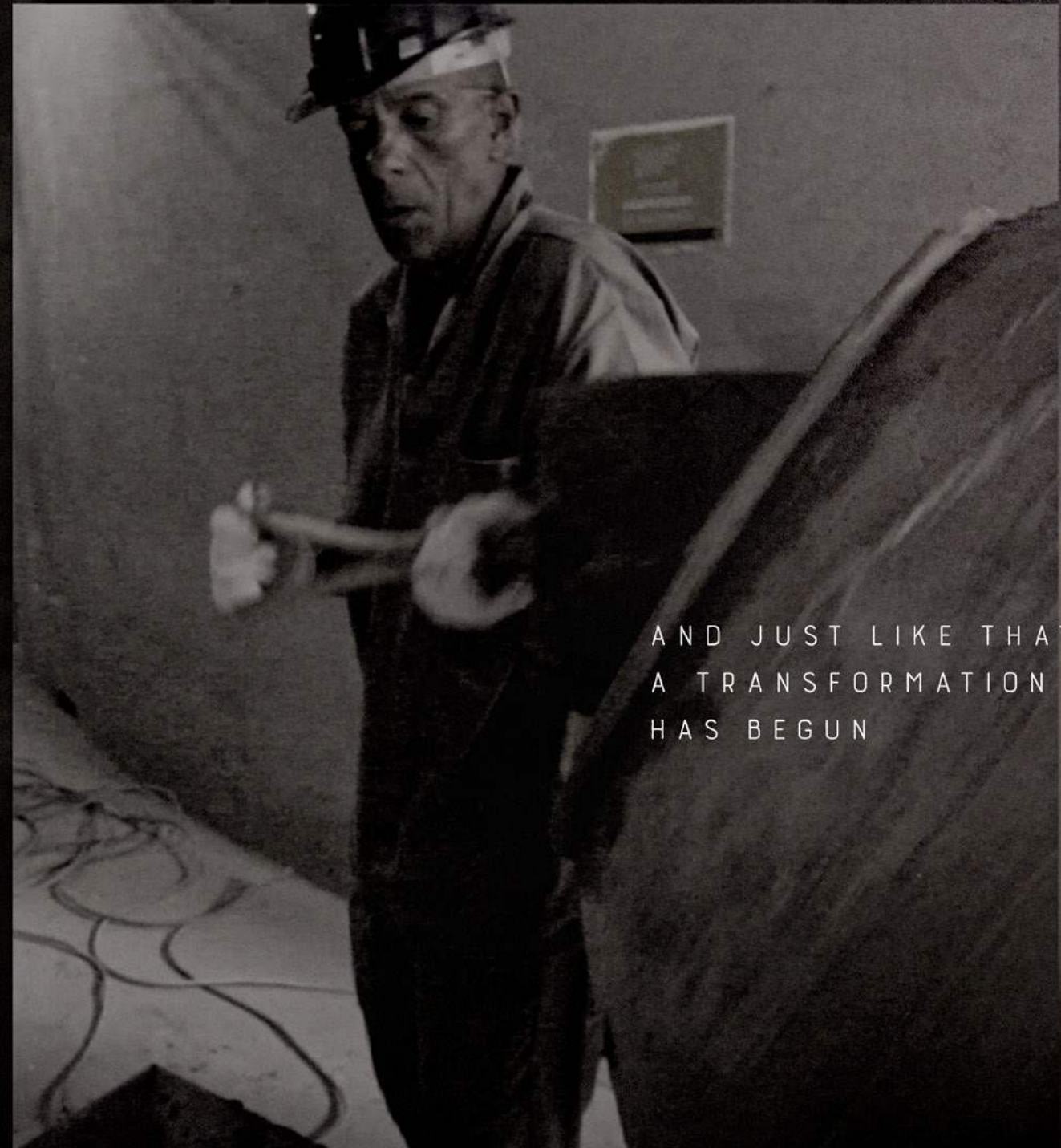
ONE IN

45

THROUGH THE NGO,
JÚLIO WAS ONE OF
45 PEOPLE WHO
PARTICIPATED IN
THE PROJECT AND
TOOK THE COURSE.



"I really like studying, and this course can help me take off, have a professional career, and grow a lot."



AND JUST LIKE THAT,
A TRANSFORMATION
HAS BEGUN





EVERY HERO HAS THEIR RISE!

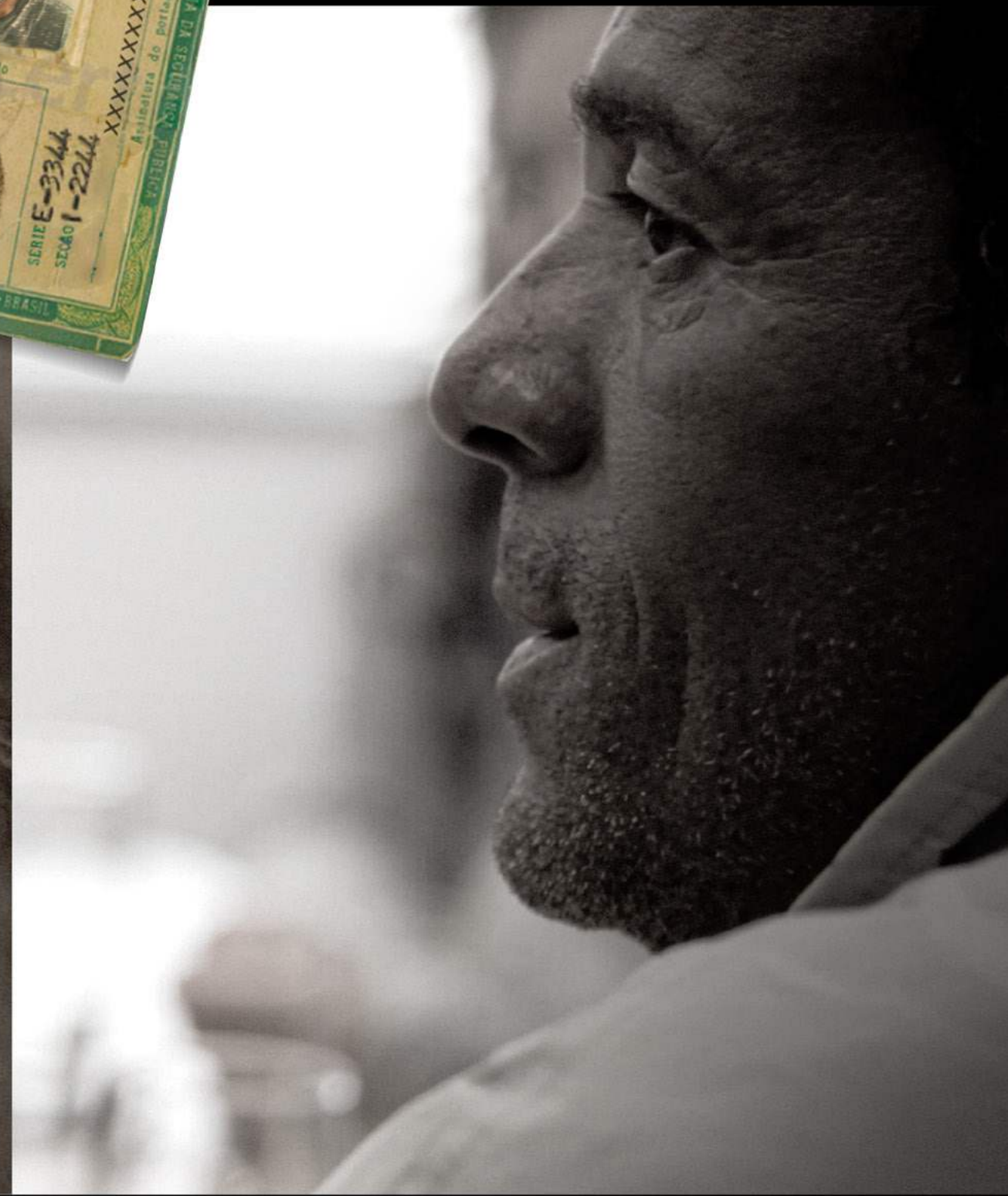
Don't
wait for
it to happen

THE DESIRE FOR

Change

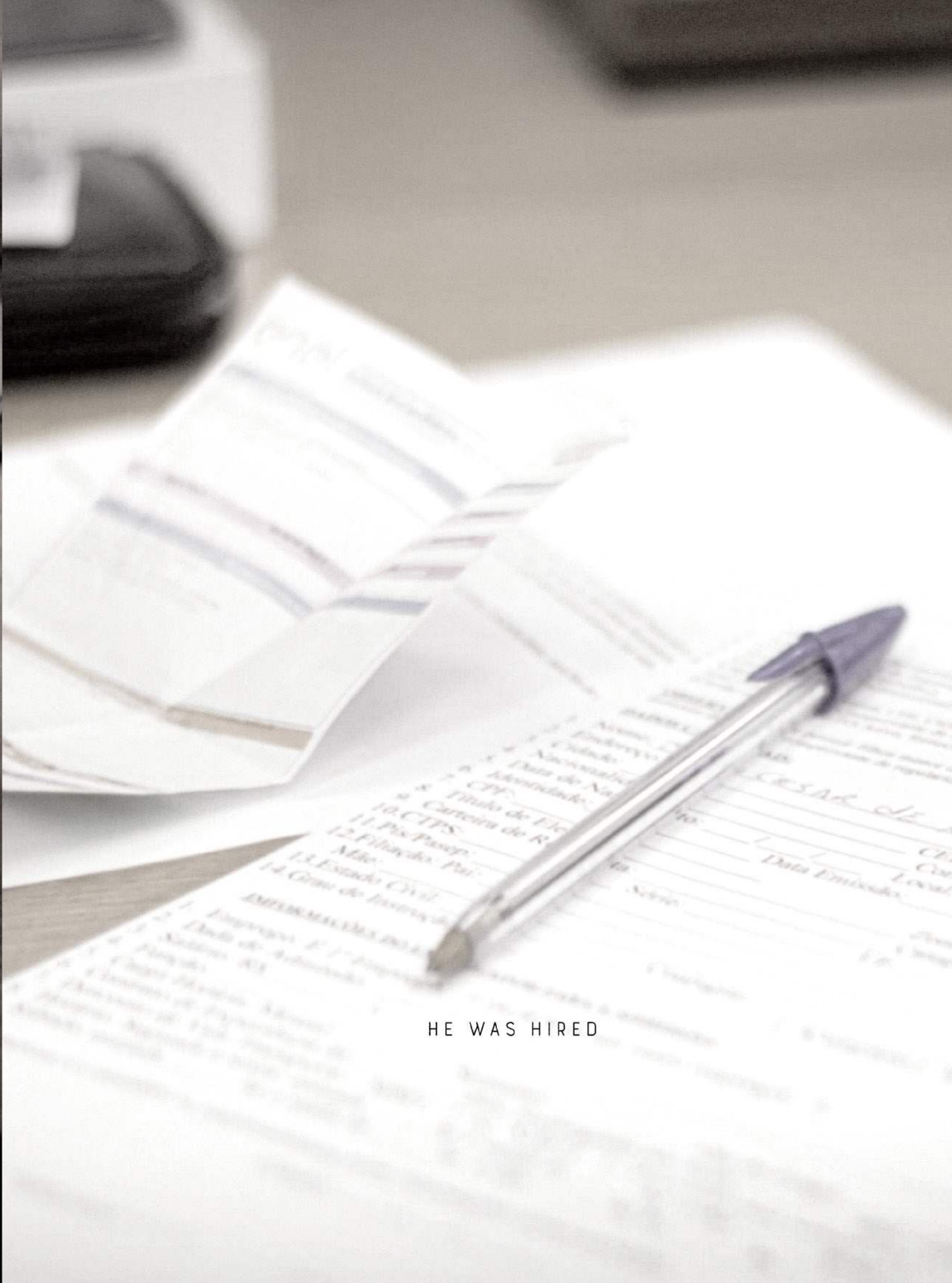


JULIO'S COMMITMENT AND
STRENGTH CAUGHT THE
ATTENTION OF MANY.





chance



HE WAS HIRED

”

I'LL BE AT MY WORK,
EARNING MY OWN MONEY.

And I will depend only and exclusively on myself

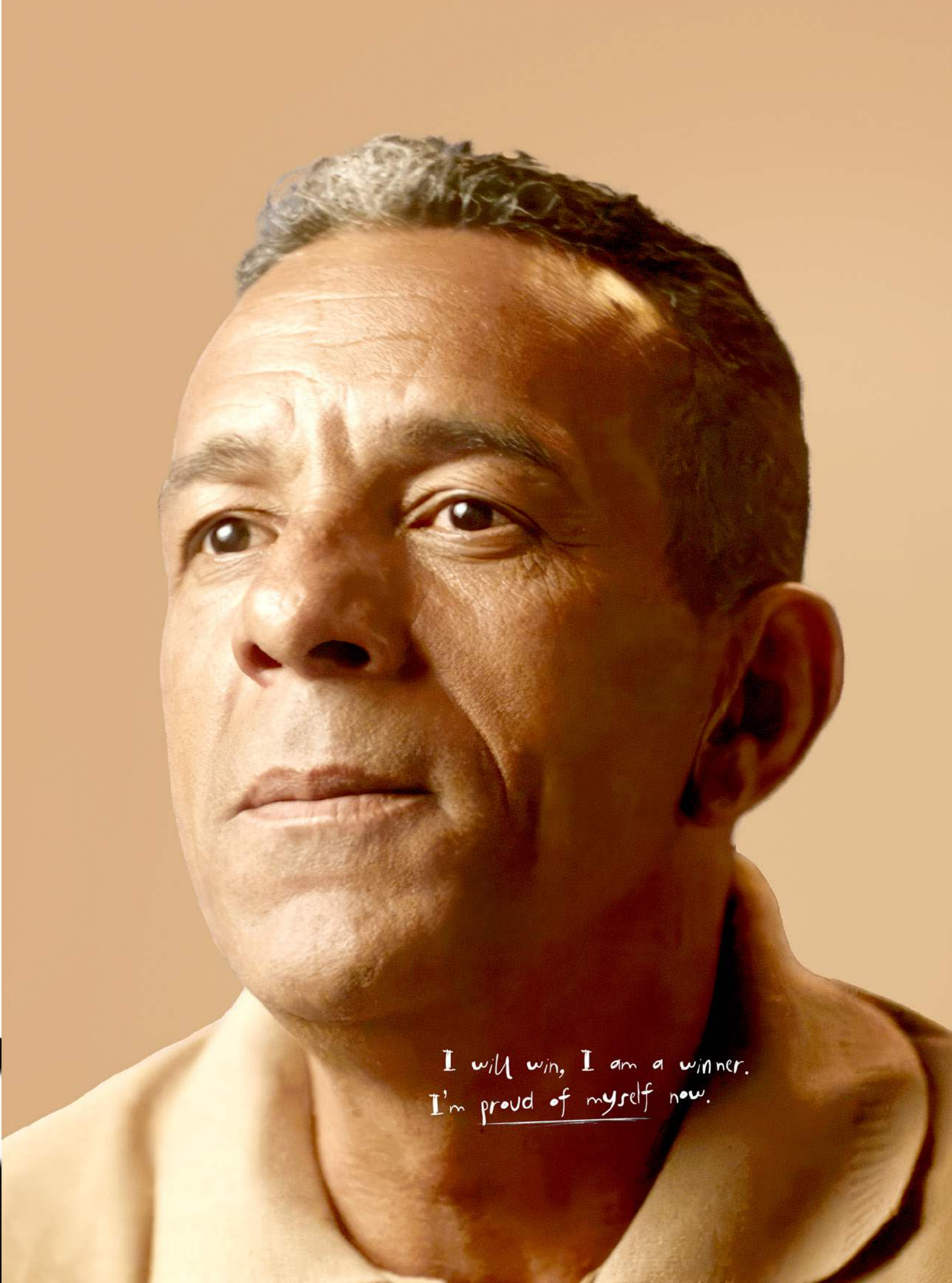
”



JÚLIO C. ANDRADE
CONSTRUCTION ASSISTANT



Júlio
César



I will win, I am a winner.
I'm proud of myself now.

HIS STORY
INSPIRED OTHERS

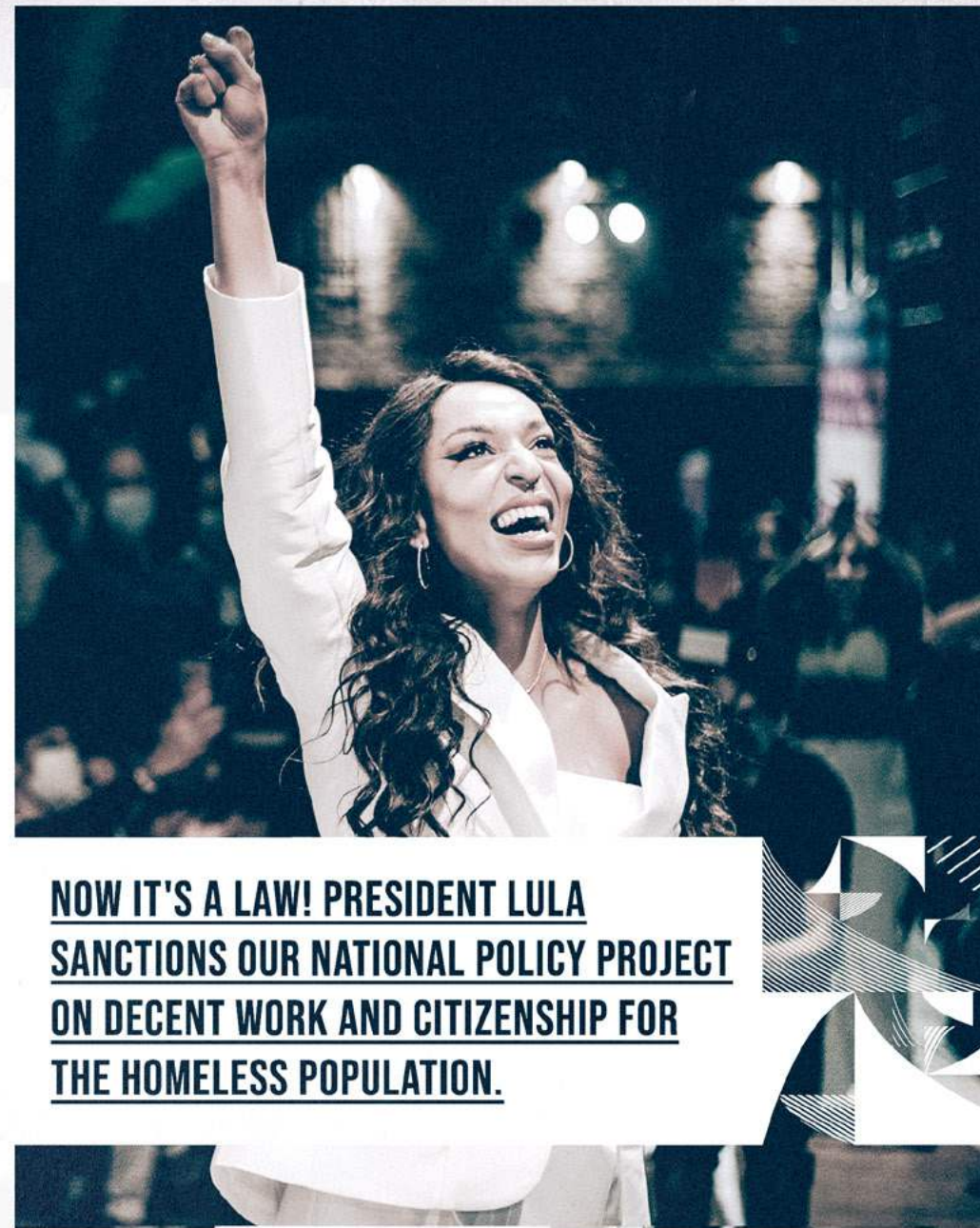


Inspired



AND TRANSFORMED
LIVES.

AND EVEN THE LAW
WAS REFORMED.



**NOW IT'S A LAW! PRESIDENT LULA
SANCTIONS OUR NATIONAL POLICY PROJECT
ON DECENT WORK AND CITIZENSHIP FOR
THE HOMELESS POPULATION.**

Intima a Política Nacional de Trabalho Digno e Cidadania para População em Situação de Rua - PNTC PopRua - e de outras prioridades

THE NATIONAL CONGRESS DECRES

Art. 1º Fica instituída a Política Nacional de Trabalho Digno e Cidadania para População em Situação de Rua - PNTC PopRua, com o objetivo de promover os direitos humanos de pessoas em situação de rua no trabalho, à saúde, à qualificação profissional e à elevação da escolaridade.

§ 1º Para fins da presente Lei, considera-se população em situação de rua o grupo populacional heterogêneo que possui em comum a ausência de moradia digna, utilizando-se legítimos públicos e as áreas degradadas como espaço de moradia e de sustento, de forma temporária, eventualmente no domicílio, bem como as unidades de acolhimento institucional para pessoas em situação de rua, podendo intercorrer com esta condição outras vulnerabilidades como a pobreza extrema, os vínculos familiares interrompidos ou fragilizados, entre outras.

§ 2º Para fins da presente Lei, considera-se pessoa com transtorno de toda sua vida aquela que tenha se envolvido, em algum momento de sua vida, na condição descrita no § 1º por pelo menos 5 anos de forma contínua ou intermitente.

Art. 2º São políticas da Política Nacional de Trabalho Digno e Cidadania para População em Situação de Rua:

- I - respeito à dignidade de pessoas humanas;
- II - valorização e respeito à vida e à cidadania;
- III - estabelecimento de condições de trabalho decente;
- IV - articulação entre trabalho, educação e desenvolvimento;

Lula sanctions law that creates decent work policy for the homeless population

17/01/2024 - 16:51



The President of the Republic, Luiz Inácio Lula da Silva, sanctioned Law 14.821/24, which creates the National Policy for Decent Work and Citizenship for the homeless population in order to promote access to work, professional qualifications and increased educational attainment.

The proposal, by deputy Erika Hilton (Psol-SP), was approved by the Chamber of Deputies in October (PL 2245/23). There were no vetoes to the text.

The law establishes several procedures coordinated between public authorities to make the policy's objectives viable, such as the creation of social incubators by former federative entities that adhere to this national policy.

Tina Ripoll/Africa Brasil



Lei prevê a criação de centros de apoio para atender pessoas em situação de rua



Lula sanctions law that creates professional qualification grants for homeless people

PONTOPODE

The law that establishes the national policy of decent work and citizenship for the homeless population was an initiative of deputy Erika Hilton

Escrito por Redação, 18:21 - 17 de Janeiro de 2024 Atualizado às 18:22



Portal do Governo Federal - Notícias - 2024 - 01 - Presidente sanciona lei que institui política de trabalho digno para população em situação de rua

President sanctions law establishing decent work policy for homeless population

O objetivo é promover a qualificação profissional, aumentar os níveis de escolaridade e garantir direitos e oportunidades para quem vive nas ruas.

Atualizado em 17/01/2024 13h00

Compartilhe: f x in

Presidente Luiz Inácio Lula da Silva sancionou a Lei Nº 14.821, que institui a Política Nacional de Trabalho Digno e Cidadania para a População em Situação de Rua (PNTC PopRua). O texto foi publicado no Diário Oficial da União desta quarta-feira, 17 de janeiro, e é destinado a promover a qualificação profissional, elevação da escolaridade, garantir direitos e ampliar chances de trabalho e renda para pessoas em situação de rua.

A proposta, originalmente pela deputada federal Erika Hilton, define como população em situação de rua o grupo populacional que tem em comum a ausência de moradia e usa áreas públicas urbanas como espaço de moradia e de sustento, bem como as unidades de acolhimento institucional para pessoas em situação de rua.

A condição pode estar associada a outras vulnerabilidades, como pobreza e vínculos familiares interrompidos ou fragilizados.

A lei estabelece 21 diretrizes, entre elas a oferta de condições de autonomia financeira e de enfrentamento da pobreza, por meio de programas de geração de renda, de elevação da escolaridade, de qualificação profissional e de promoção do acesso amplo, seguro e simplificado ao trabalho e à renda.

A lei prevê o fomento de ações de enfrentamento da preconceito, da discriminação e da violência contra pessoas em situação de rua no ambiente de



Everybody

BUT THIS PROVES THAT
WE CAN DO MORE.
WE LOOK FORWARD TO
MAKING MORE CHANGES
AND PROVIDING MORE BENEFITS.

IF A COMPANY CAN HELP
GET LIVES BACK ON TRACK,
OTHERS CAN TOO

together

AND FOR THAT, JUST ONE
THING IS NEEDED:

Incentive

THE FOLLOWING
TEXT IS OUR
VISION OF
WHAT A TAX
REDUCTION LAW
COULD BE
LIKE FOR COMPANIES
THAT HIRE
HOMELESS PEOPLE.

Change

Your Excellency, Gentlemen from the Ministry of Labor,

Subject: Petition in support of the "Life Makeover" Bill

We, the undersigned representatives of several companies, hereby express our full support for the "Life Makeover" Bill, which proposes tax incentives for companies that hire homeless people.

We understand that homelessness is a serious social issue affecting thousands of people in our country. Many of these individuals face significant barriers to employment, including social stigma, lack of professional qualifications, and other challenges. Therefore, we believe it is essential for the government to implement measures encouraging the inclusion of homeless individuals in the job market.

The "Life Makeover" Bill provides for tax reductions for companies that hire homeless people, aiming to promote social inclusion and reduce the socioeconomic vulnerability of this population. These reductions apply to various taxes, including Corporate Income Tax (IRPJ) and Social Contribution on Net Profit (CSLL), among others.

Additionally, the bill proposes the establishment of guidelines and criteria by the Ministry of Labor and Employment for identifying and integrating homeless individuals into employment and professional training programs.

We believe that this initiative is crucial for promoting social justice, combating inequality, and fostering a more inclusive and supportive society. Therefore, we urge the honorable parliamentarians to support and vote in favor of the "Life Makeover" Bill, thereby contributing to the creation of a fairer and more equitable Brazil.

Sincerely,

**Life Makeover Bill
Encouragement for Hiring Homeless People**

Article 1: Tax reductions are established for companies that hire homeless people, as defined by the competent authorities, as a measure to encourage social inclusion and reduce socioeconomic vulnerability.

Article 2: Companies that hire homeless people will receive reductions in the following taxes during the term of the employment contract:

- Corporate Income Tax (IRPJ)
- Social Contribution on Net Profit (CSLL)
- Contribution to Social Security Financing (COFINS)
- Contribution to the Social Integration Program (PIS/PASEP)
- Tax on Services of Any Nature (ISSQN), when applicable.

Article 3: To benefit from the reductions provided for by this law, companies must prove the hiring of homeless people through legal documents and maintain updated records on the employment of these individuals.

Article 4: The Ministry of Labor and Employment will be responsible for establishing guidelines and criteria for the identification and inclusion of homeless people in employment and professional qualification programs.

Article 5: This law shall come into force on the date of its publication, revoking any provisions to the contrary.

Justification:

Homelessness is a serious social problem that affects thousands of people in our country. Many of these individuals face difficulties in obtaining employment due to social stigma, lack of professional qualifications, and barriers to accessing the job market. This bill aims to encourage the inclusion of these individuals in the job market, providing them with employment and income opportunities.

Reducing taxes for companies that hire homeless people not only directly benefits these individuals but also promotes corporate social responsibility and contributes to reducing inequality and social exclusion. Furthermore, it stimulates the economy by generating more jobs and increasing tax collection in the long term.

Therefore, we request the support of our esteemed parliamentary colleagues for the approval of this bill, which represents an important step towards building a fairer and more inclusive society.

Thank you!

solv.