

CSR PROGRESS REPORT



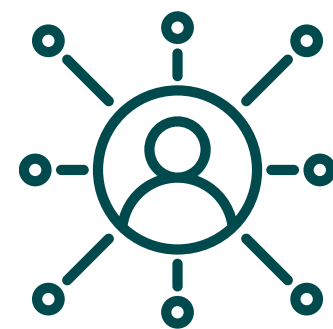
THE IMPACT OF OUR CSR WORK IN 2024

US\$ 118.570,00

donated to NGOs in the Latin American region

15,000

individuals
directly
benefited.



45,000

individuals directly
and indirectly
impacted.

80%

of the NGOs used the funds
for ensuring the continuity
of their operations and
sustained delivery of positive
impact to their communities.



2 ebooks launched with +1000 downloads,
focused on sharing ground knowledge with
NGOs and social projects.

50

**community
leaders**

from SP and RJ
joined two in-person
meetings organized
by Sherlock Comms
with workshops
designed from their
own priorities.



**Built a WhatsApp
network**

to stay in constant exchange
with nearly **100 NGOs**
and social projects from
across Latin America.



LUPA DO BEM 

was recognized with 3 awards — including an
international prize — for its social impact.

Partnered with 3 leading social impact news portals
(1 Brazil, 2 Argentina), boosting visibility of Lupa do
Bem's projects to millions every month.

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INTRODUCTION

We reaffirm our commitment to building a more sustainable, ethical, and inclusive future. By becoming signatories of the UN Global Compact in both Brazil and the UK in 2024, we are taking our responsibility to the next level, aligning our actions with the Ten Principles of the initiative, which cover human rights, labor standards, environmental protection, and anti-corruption.

As signatories of the UN Global Compact - the world's largest corporate sustainability initiative, uniting companies and organizations committed to responsible business practices and sustainable development - we strengthen our commitment to embedding these principles into our strategy, culture, and daily operations—ensuring that our business decisions contribute to lasting positive change.

We believe that businesses are a fundamental force for sustainable and social development. That's why we remain dedicated to collaborating with partners, clients, and stakeholders to foster meaningful change. This milestone marks another step forward in our journey to address global challenges and promote positive impacts.



LETTER FROM OUR MANAGING PARTNER

At Sherlock Communications, we see CSR as a long-term commitment that goes beyond operational changes—it’s about creating a tangible impact in the communities where we work, with our clients and consultants. In 2024, we took significant steps to ensure that our initiatives are not only effective but also aligned with the needs of the people and environments we engage with.

Now, with a dedicated CSR division in place, we have been able to focus on practical, measurable actions that drive real change. Our goal is to strengthen CSR as a core pillar of our operations, embedding it into everyday decisions and encouraging our teams to actively contribute to these

efforts. We strive to apply these practices not only internally - with our teams and clients - but also externally by supporting social organizations, especially those rooted in community-based initiatives, and providing specialized support by really listening to their needs.

As we move forward, we remain committed to expanding our impact, refining our strategies, and working closely with partners who share our vision. There is always room for progress, but we are moving in the right direction.

Patrick O’Neill

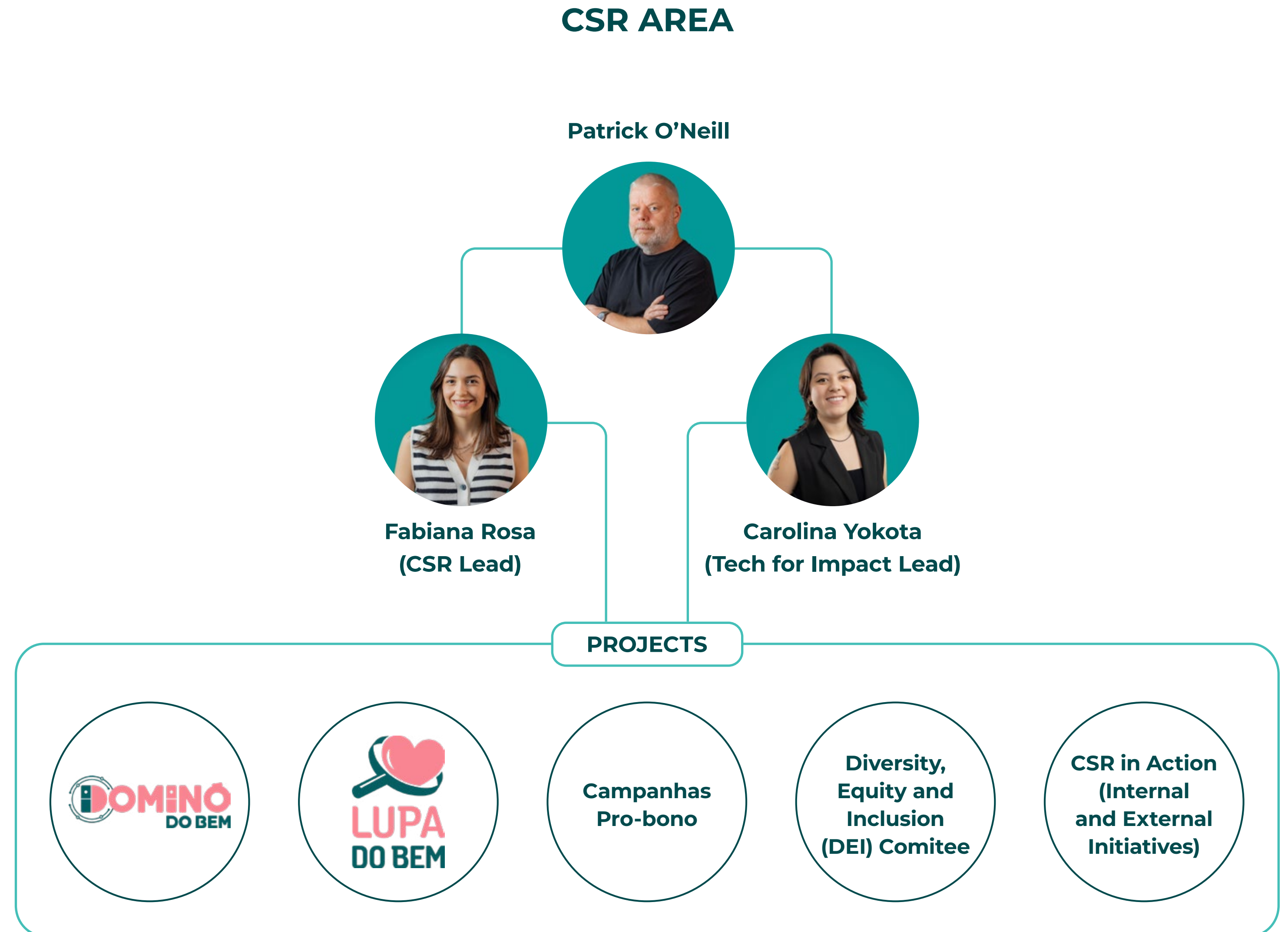


STRUCTURING A CSR AREA

In 2024, we successfully enhanced the structure of our Corporate Social Responsibility (CSR) area, establishing it as a comprehensive umbrella that integrates and organizes the agency's key initiatives. This strategic framework positions CSR as a cornerstone of our mission, reflecting its growing importance across all aspects of our operations.

The CSR area now encompasses five strategic pillars: Diversity, Equity, and Inclusion; CSR in Action (practical applications, both internally and externally); Lupa do Bem; Dominó do Bem; Pro Bono Campaigns & CSR Project Development for Clients. Each pillar has a dedicated leader, as illustrated in the diagram below.

The area is co-coordinated by Carolina Yokota and Fabiana Rosa, with oversight from Managing Partner Patrick O'Neill, ensuring leadership alignment and deeper engagement in CSR-related decisions. This robust structure underscores our commitment to impactful and socially responsible initiatives.



VERTICALS

LUPA DO BEM



ACTIVITIES & IMPACTS

Amplifying Lupa do Bem to other LATAM countries

We significantly expanded the reach of Lupa do Bem this year, with one of our most notable achievements being the mapping of NGOs and social projects across Latin America, beyond Brazil. This expansion has greatly enhanced our territorial visibility. To support this initiative, a dedicated team of 10 consultants from Sherlock Communications joined the effort, contributing approximately 105 hours

per month together across various LATAM countries (Argentina, Peru, Central America, Colombia, and Mexico).

In just one year, we successfully integrated 24 new NGOs and social projects from these regions into the Lupa do Bem network. These organizations have not only had their stories shared on our website but also become active members of a collaborative network where valuable insights and relevant content are exchanged.

To maximize the impact and reach of our work, all published content—just as we do for Brazilian NGOs and social projects—was translated into both Portuguese and English, enabling broader global engagement and attracting potential supporters from around the world.

Below is a list of NGOs and social projects from Spanish-speaking countries that have joined the network:

Mais Meninas na Tecnologia/Divulgação

“We believe communication can be a powerful driver of change. By showcasing these third-sector initiatives and opportunities across the country, we amplify the voices of small social projects that often go unnoticed by the wider public, we aid to increase the chances of donations and volunteer work, expanding this support network and establishing the platform as a reference for those looking to contribute to a cause.”



highlights
Fabiana Rosa,
CSR Lead at Sherlock
Communications
and founder
of Lupa do Bem.



ARGENTINA

- ▣ [Asociación Civil Mocha Celis](#)
- ▣ [Acceso Ya](#)
- ▣ [Banco de Alimentos de Buenos Aires](#)
- ▣ [Doná Cabello Argentina](#)
- ▣ [El Arca](#)
- ▣ [Fundación Comparlante](#)
- ▣ [Fundación Rewilding Argentina](#)
- ▣ [Mujeres que no fueron tapa](#)
- ▣ [Mujeres Valientes](#)
- ▣ [Observatorio “Ahora que sí nos ven”](#)

COLOMBIA

- ▣ [Activistas Constructivos](#)
- ▣ [Asociación Transmujer](#)
- ▣ [Fundación del Quemado](#)
- ▣ [Fundación Ecopazífico](#)
- ▣ [Fundación Match Tennis](#)
- ▣ [ICAL](#)
- ▣ [Patrulla Aérea Civil Colombiana](#)

COSTA RICA

- ▣ [FIMRC](#)
- ▣ [Izcande](#)

GUATEMALA

- ▣ [Asociación Rescate y Conservación de Vida Silvestre \(ARCAS\)](#)

MEXICO

- ▣ [La Cana](#)

PANAMA

- ▣ [Ni Uno Más](#)

PERU

- ▣ [Foccadi](#)
- ▣ [JOABE](#)
- ▣ [INFANT](#)
- ▣ [Movimiento Peruanos Sin Agua](#)
- ▣ [PAN](#)
- ▣ [Sinkumunchis](#)
- ▣ [Tierra Nuestra](#)



DONATIONS AND DIRECT IMPACT

As part of our commitment to strengthening the third sector, Sherlock Communications provided financial support to NGOs in Brazil and across Latin America, enabling them to purchase essential supplies, hire team members, and cover other operational needs.

In 2024, we supported approximately 100 NGOs, with donations totalling R\$205,000.00. These funds were distributed among 82 NGOs in Brazil and 12 across Latin America (Mexico, Colombia, Argentina, Costa Rica, Panama, Peru and Guatemala).

To assess the real impact of these contributions, we conducted a survey among the recipient organizations. The results revealed that over 80% of the NGOs used the funds for social assistance, rent payments, and the purchase of food and essential supplies for their beneficiaries, ensuring the continuity of their operations and sustained delivery of positive impact to their communities.

Additionally, we facilitated further contributions in our role as a bridge between NGOs and corporate partners. As part of this effort, three organizations from the Lupa do Bem network—Abraço Campeão (RJ), Esporte Mais (CE), and Associação Acorde (SP)—each received a £10,000 donation from the company Betfair, one of our agency’s clients. This support was part of the Esporte Futuro campaign, which is detailed further in this report. Facilitating and encouraging philanthropy is part of our commitment to social development and to the empowering of Brazilian NGOs to expand their transformative work.

"The Lupa do Bem donation to Casa das Pretas had a significant impact on the lives of the women living in occupations in downtown Rio de Janeiro. This initiative, driven by solidarity and empowerment, provided not only material resources but also an opportunity for social and personal transformation. The donations ensured access to food, clothing, and hygiene products, essential for maintaining dignity in daily life." - **Casa das Pretas**

“The funding was incredibly beneficial, allowing us to support 83 children and adolescents through our Pedagogical Project in both morning and afternoon shifts. Additionally, we were able to purchase materials for upcoming educational activities.”
- **Associação Beneficiente AMAR**

“With your support, we were able to impact more than 1,000 homeless individuals and vulnerable families. We distributed meals to those in need and food baskets to families, creating a significant social impact here in Goiânia. Thank you for being part of this initiative!” - **Paulo Brasil, Caminhos do Bem Goiás**

“The donation was crucial for us, helping to cover essential expenses and maintain our activities. With the 2024 contribution, we were able to pay the rent for our administrative headquarters and continue serving 350 children and women.”
- **Jessyca Rodrigues, Instituto Esporte Mais**

These testimonials highlight the tangible impact of our donations, reinforcing our mission to empower NGOs and drive meaningful social change across the region.



ESTIMATED DIRECT AND INDIRECT IMPACT

Considering that each NGO serves an average of 150 beneficiaries, and that these beneficiaries belong to families with around 3 members each, we can estimate the broader impact of our donations as follows:

**100 NGOs × 150 beneficiaries per NGO =
15,000 people directly impacted**

**15,000 beneficiaries × 3 (family members) =
45,000 people directly and indirectly impacted**

Thus, our initiatives have positively influenced an estimated 45,000 individuals directly and indirectly, reinforcing our mission to empower NGOs and drive meaningful social change across Latin America. the country.

TEAM INVESTMENT

Sherlock Communications has a dedicated team of five consultants, with a total of R\$26,000 invested in these professionals. In addition, the project benefits from the support of other agency consultants who contribute

dedicated hours. Altogether, Sherlock Communications allocates approximately 140 hours per month from six additional professionals to support these initiatives.

ADVANCING COMMUNITY PARTNERSHIPS

In 2024, we reaffirmed our commitment to strengthening community connections through in-person engagement. Recognizing the importance of creating spaces for direct dialogue with community leaders, we focused on placing them at the center of discussions to share insights, identify challenges, and collaboratively develop solutions tailored to their specific needs. With a more comprehensive understanding of *Lupa do Bem* as not just a journalistic platform but a dynamic network of NGOs and social projects, we identified the need to foster stronger interactions among these organizations, encouraging knowledge sharing and the exchange of best practices.

To this end, we organized two in-person events strategically located in Rio de Janeiro and São Paulo, where the majority of *Lupa do Bem*’s partner organizations are based. These events were designed to facilitate experience sharing, reflections on key challenges, presentations of successful case studies, and practical workshops led by the *Lupa do Bem* team on topics of greatest relevance to the participants.



Instituto Esporte Mais/Divulgação



1ST LUPA DO BEM COMMUNITY LEADERS' MEETING – RIO DE JANEIRO

Date and Venue: June 27th, 2024, at the Sherlock Communications office in Glória, Rio de Janeiro.

Participation: 35 community leaders from Rio de Janeiro engaged in discussions and hands-on activities.

■ **Key topics discussed:**

- Challenges and successes faced by organizations
- Resource mobilization strategies for small and mid-sized third-sector organizations
- Case study: Água Camelo and its impactful initiatives - crafting a persuasive pitch to attract corporate investment
- Developing foundational social media strategies



1ST LUPA DO BEM COMMUNITY LEADERS' MEETING – SÃO PAULO

Date and Venue: November 28th, 2024, at the Sherlock Communications office in Pinheiros, São Paulo.

Participation: 15 community leaders from São Paulo participated in collaborative discussions and activities.

■ **Key topics discussed:**

- Challenges and successes faced by organizations.
- Resource mobilization strategies for small and mid-sized third-sector organizations - exploring funding opportunities through grant programs and developing effective communication approaches to engage with large corporate investors
- Volunteering programs and the launch of the new Lupa do Bem e-book: [Volunteering in Organizations.](#)
- Introduction of Dominó do Bem as a tool for social impact and engagement - see more detail about the platform in the next section.



These events were pivotal in strengthening the *Lupa do Bem* network and deepening engagement with community leaders, ensuring greater alignment with their needs and objectives. The discussions, learnings, and connections established during these meetings created a strong foundation for future initiatives, reinforcing *Lupa do Bem's* commitment to fostering sustainable and collaborative growth within the third sector.





OFFICIAL CHANNELS WITH NGOS

According to [TIC Domicílios 2023](#) research, 90.5 million Brazilians access the internet exclusively through their mobile phones. This behavior is more prevalent among women (61%), Black (61%) and mixed-race (63%) individuals, as well as those from D and E social classes (87%). These figures highlight the critical role of mobile phones as the primary tool for digital inclusion in Brazil, particularly among lower-income populations.

Additionally, data released by the research center Statista in 2022 shows that 147 million Brazilians—approximately 70% of the population—regularly use WhatsApp. Besides Brazil, the app is also highly popular in countries such as South Africa, India, and across Latin America.

Given the importance of these communication channels, especially when working with community leaders who predominantly come from underprivileged areas facing socioeconomic inequality, we concluded that creating a WhatsApp channel would be the most effective way to establish direct communication with the NGOs and social projects that are part of Lupa do Bem.

As a result, we created an official WhatsApp group for NGOs in Brazil, which currently has 74 participants, and another group for Spanish-speaking NGOs, with 24 participants. These groups serve as essential channels for sharing recent publications, materials, and announcements while also fostering connections between projects, enabling them to collaborate and create new initiatives together.



CAPACITY BUILDING

Fundraising Workshop

After conducting a survey with NGOs and social projects in Brazil, we learned that most of them wanted to learn more about fundraising. With this information in mind, the Lupa do Bem team prepared an intensive 3-day mentoring for 20 NGO members in Brazil, featuring special guests, specialized in the area and willing to share their knowledge during a 2-hour session.



DAY 1

Guest: Flávia Lang Revkolevsky, ABCR's Board President and specialist in face-to-face fundraising.

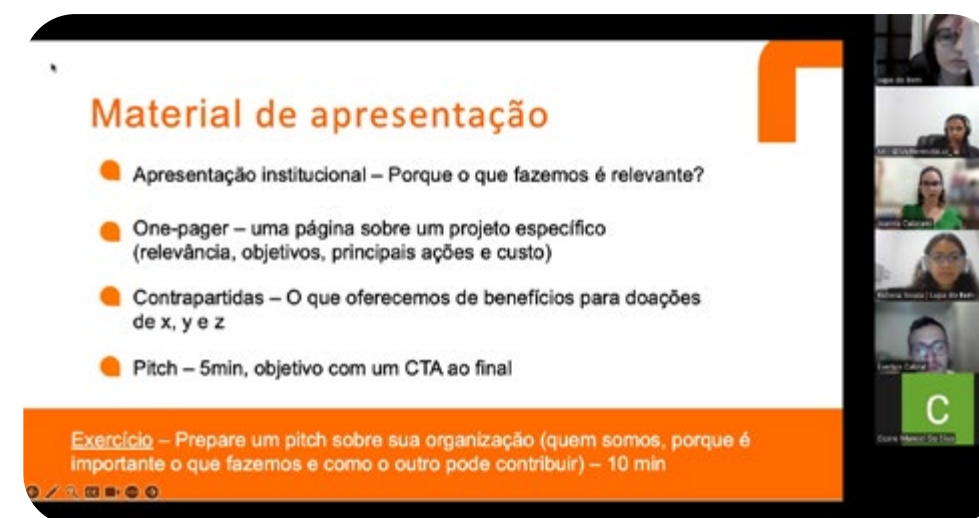
Topic: Fundraising planning, essential tools and techniques to explore the possibilities for organisations, and key concepts to help NGOs build their initial strategies.



DAY 2

Guest: Joanna Sultanum Calazans, Philanthropy Manager at SOS Children's Village.

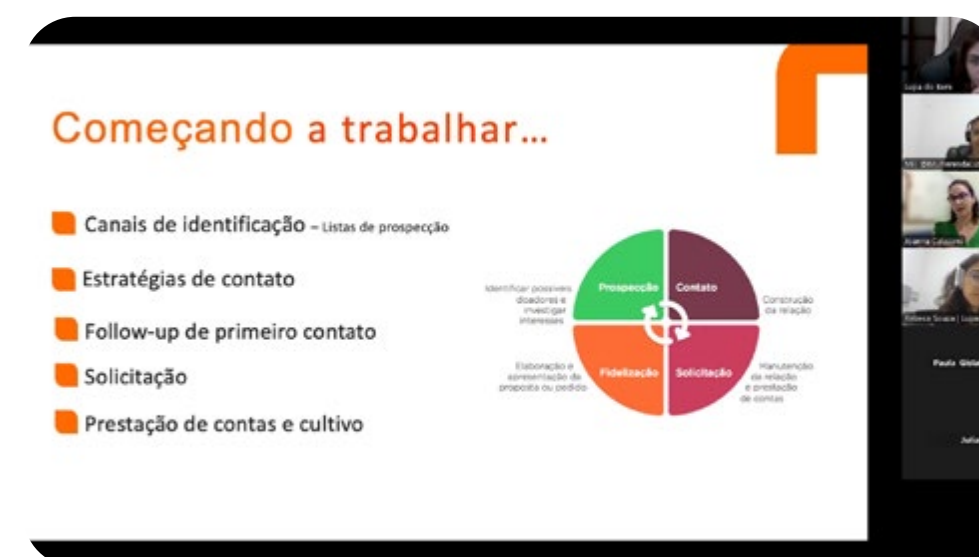
Topic: Introduction to fundraising with companies, how to structure NGOs for presentations, and how to build a compelling pitch.



DAY 3

Guest: Vinícius Guedes França, Process Manager at the Guetto Institute, responsible for Fundraising and Partnerships.

Topic: Sharing experiences in fundraising, how to organize a fundraising department, and tools to support every step of the process.



“The event provided me with new perspectives on fundraising, considering that I lack experience, and my current reality is different from those who already run an NGO and are familiar with daily fundraising operations. These moments of learning only reinforce that I am on the right path. Thank you for every shared experience.” - **Paula Timoteo Dias, Educational Psychopedagogue and Speaker.**

“It was the best fundraising content I have ever studied. I have attended other workshops where the content was not valuable. A perfect 10. The team and speaker deserve a 10 as well.” - **Alberis Santos, Bright Sun Cultural Center.**



"Demystifying Fundraising" Video Series

Given that fundraising can often seem complex, inaccessible, and filled with industry-specific jargon that may feel discouraging, we decided to create short, engaging video content to break down and demystify key concepts. In just two minutes, these videos deliver valuable insights in a clear and accessible way.

The content was published as Instagram Reels on Lupa do Bem's account, covering topics such as:

- **Fundraising with enterprises**
- **Tax incentive laws in Brazil**
- **Digital communication to engage individuals**
- **Entries in call for proposals**
- **Artificial Intelligence in fundraising**
- **How to present your project**

In total, the 10-video series reached 76,000 people and accumulated 43,000 views.

"Lupa Tips" Video Series

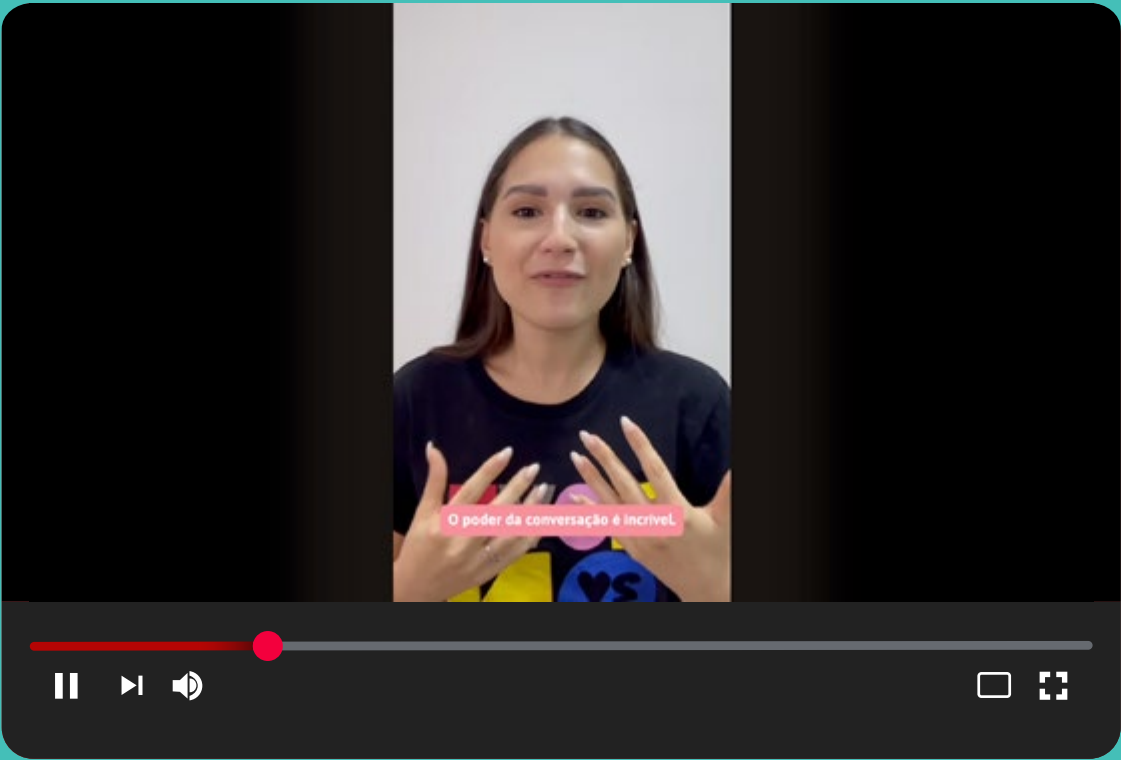
English proficiency remains a niche skill in Brazil, with only about 1% of the population speaking the language fluently. This limitation directly impacts access to better job opportunities, funding sources, grant applications, and international partnerships—especially for NGOs.

With this in mind, we developed a series of short, practical, and free video lessons with easy-to-implement tips to help professionals in NGOs start engaging more with the English language in their daily lives.

This content was specially designed to expand opportunities for those who speak another language, enabling them to apply for international calls for proposals, create presentations, and develop materials for large companies.

Watch the full video series here:

<https://youtu.be/GpbvpwbyoV8?si=vnUfMhZzx-2Favte>



The nine videos were published as YouTube Shorts, covering topics such as:

- **Practicing English by speaking to yourself**
- **Easy book recommendations to accelerate learning**
- **Suggested language-learning apps**
- **How to use dictionaries to boost English skills**
- **Movies and series to watch and improve English**
- **Pronunciation training: recording yourself speaking**
- **Music recommendations to support language learning**
- **AI-powered tools for learning English**

This initiative aims to provide accessible English learning strategies, empowering individuals and organizations to break language barriers and expand their opportunities.





E-book on Volunteering Policies:

In Brazil, over 57 million people engage in volunteer work, representing 34% of the population aged 16 and above, according to the 2021 Volunteering in Brazil survey. Recognizing the importance of strengthening this community and supporting organizations in structuring their volunteer programs, Lupa do Bem partnered with Silvia Naccache, a specialist in the sector, to launch the "Volunteering in Organizations" e-book.

Available for free download, the e-book presents key concepts, updated data on volunteer profiles, and essential guidelines for the legal and accounting management of nonprofit organizations. It covers critical topics such as the formalization of volunteer services, and provides a model Volunteer Service Agreement, which organizations can easily adapt to ensure compliance with Brazilian volunteer service legislation. This formalization process not only safeguards both volunteers and organizations but also makes operations more structured and secure.

The e-book explores the following topics:

- **Volunteering concepts and data**
- **Organization and planning for receiving volunteers**
- **Legal and accounting aspects, rights, and responsibilities**
- **Volunteer program management: key considerations**
- **Opportunities for volunteer action**
- **Volunteer management cycle**
- **One-time, recurring, in-person, and remote volunteering**
- **Volunteer programs: international, youth or educational, corporate**
- **Communication in volunteer programs**
- **Volunteering and its benefits**
- **Website references, suggested document templates**

About Silvia Naccache: Silvia Maria Louzã Naccache is a social entrepreneur, speaker, and consultant specializing in Volunteering, Corporate Volunteering, Social Responsibility, and the Third Sector. She forges partnerships, evaluates projects, and creates content on philanthropy and nonprofit management.

A volunteer advisor at ABRAPS and Vaga Lume, she has coordinated major research on volunteering in Brazil and co-authored books on corporate volunteering. She is an active member of national and international volunteer networks and previously led the São Paulo Volunteer Center for 14 years.

Results: Approximately 365 downloads in 3 months; partnership posts with Escola do Terceiro Setor and Associação Brasileira dos Profissionais pelo Desenvolvimento Sustentável (ABRAPS) to promote the content on 05/12, to celebrate International Volunteer Day.

Download it here: <https://lupadobem.com/ebooks/ebook-voluntariado-nas-organizacoes/>





E-book on How to Start an NGO:

The social initiatives of the third sector - dedicated entirely to humanitarian, environmental, cultural, and health-related causes, among others - play a vital role in society. According to data from the Fundação Instituto de Pesquisas Econômicas (FIPE), these organizations rely on over six million volunteers. However, there remains a significant knowledge gap regarding how to establish organizations aimed at supporting groups that are often overlooked by the state or private institutions.

To bridge this gap, Sherlock Communications' Lupa do Bem project launched the Lupa do Bem Guide – How to Start an NGO, an exclusive e-book designed together with specialist Silvia Rangel, to help individuals understand the different terminologies within the third sector and provide practical guidance for founding NGOs, social projects, and other non-profit entities.

Available on the Lupa do Bem platform, the guide clarifies key distinctions between terms such as Civil Society Organizations (OSC), Non-Governmental Organizations (NGOs), Public Interest Civil Society Organizations (OSCIPs), Social Organizations (OS), associations, foundations, and institutes, offering essential insights for those looking to make a meaningful impact through social initiatives.

The ebook covers:

- **General overview of the laws governing the third sector**
- **Sources of the legal framework for the third sector**
- **What is the difference between OSC, NGO, OSCIP, and OS?**
- **OSC – Civil Society Organization**
- **Paths to starting an OSC**
- **Statutory aspects**
- **National Register of Legal Entities (CNPJ)**
- **How to obtain a CNPJ?**
- **What are the initial costs of establishing an OSC?**
- **Action plan**
- **First steps**
- **Extra links**
- **Relevant additional materials**
- **Research websites**
- **Videos on the topic**

About Silvia Rangel: Social manager with 20 years of experience in community development, social transformation, and corporate social responsibility. She holds a Law degree, a postgraduate degree in Social Development (ILO), and a Master's in Public Policy. She has extensive expertise in Third Sector legislation, social policies, and project management. As President of AAMAE and Social Manager at Instituto Thadeu José de Moraes, she oversees initiatives supporting vulnerable communities, benefiting 4,000 people monthly. A researcher in social technology and educommunication, she focuses on empowering community leaders through inclusive communication strategies.

Results: We achieved 635 downloads, and an active outreach for partnership with Recife's Science and Technology Secretariat.

Download it here: <https://lupadobem.com/ebooks/ebook-como-comecar-uma-ong/>



NGOs Newsletters

Lupa do Bem sends a monthly email to NGOs and social projects, featuring essential content tailored to the third sector, such as courses, open calls, and important events for fostering connections and staying up to date on the sector's main trends.

The newsletter is themed, and has previously covered topics such as artificial intelligence, the Sustainable Development Goals (SDGs), and Giving Tuesday, providing readers with relevant and up-to-date content.

- **Results:**
 - 3 newsletters sent to date, to a mailing list of NGOs (October-December);
 - 237 subscribers to the newsletter;
 - 45% average open rate over 3 months.

Awards: Lupa do Bem recognized for social impact

Lupa do Bem has been recognized globally for its positive social impact. In 2024, the project received the following major awards:



Positive Impacts Award (Brazil) – Lupa do Bem was awarded by the PIA, known as the “Oscar of Social Good,” in the “Dynamizers” category for creating real change.



Human Rights and Diversity Seal of São Paulo (Brazil) – This seal recognizes initiatives that promote diversity and social inclusion. Lupa do Bem was one of the winners in 2024, selected from over 1,200 projects.



Prémios Lusófonos de Criatividade (Portugal) – A well-known award that celebrates communication projects in Portuguese-speaking countries. Lupa do Bem won the bronze medal in the "Sustainability – Social Problems" category.

These awards highlight Lupa do Bem’s dedication to creating a better and more inclusive society.

**Strategic editorial partnerships:
expanding the reach of social impact**

As part of its commitment to amplifying the voices of NGOs and fostering awareness around social causes, Lupa do Bem has established key editorial partnerships with Catraca Livre (Brazil) and Red/ Acción (Argentina). Through these collaborations, content originally published by Lupa do Bem has been republished, extending its reach to a broader audience and increasing visibility for impactful initiatives.



Catraca Livre (Brazil) – One of the most influential digital media platforms in Brazil, Catraca Livre has republished 36 articles from Lupa do Bem, reaching a combined audience of 7.1 million people.



Red/ Acción (Argentina) – A leading Argentine platform focused on solution journalism, Red/ Acción has featured 20 articles, engaging a combined audience of 4.1 million people.



These partnerships have played a crucial role in amplifying the work of NGOs, ensuring that their stories of transformation, resilience and social impact reach a wider network of readers across Latin America. By leveraging these media platforms, Lupa do Bem continues to strengthen its mission of driving positive change through storytelling and awareness-building.





DOMINÓ DO BEM



A pioneering initiative by Sherlock Communications, this is the first blockchain-based platform of its kind, designed to facilitate tax-free donations to NGOs, ensuring that 100% of the donated amount reaches the intended organization. The platform aims to break geographical barriers in philanthropy, allowing individuals from any country to contribute seamlessly using cryptocurrencies.

Beyond providing a new avenue for donations, this initiative seeks to foster a cryptocurrency culture in Brazil,

encouraging both individuals and companies in the sector to support social projects. By leveraging blockchain technology, the platform enables faster, more secure, and more transparent resource distribution, maximizing the impact of each donation. The Dominó do Bem initiative reinforces our commitment to expanding the donor networks of Brazilian NGOs and promoting philanthropy in an accessible and straightforward way.

Additionally, the platform represents a diverse range of causes, ensuring alignment between donors and social projects. These include educational initiatives that create opportunities for vulnerable groups such as refugees, migrants and youth groups, as well as environmental sustainability efforts, technology integration, volunteer programs, and more. This variety enhances donor engagement and broadens the impact of the initiative.

“Combining a disruptive technology like blockchain and helping to foster a culture of donation is a huge challenge. But we believe that little by little Brazil will mature in both aspects. Dominó do Bem is an example of how Blockchain goes far beyond its use by the financial system and is capable of promoting great social impact, improving initiatives that currently operate in other systems. Our next goal is to build a nationwide network of NGOs and reach new crossborder donors.”



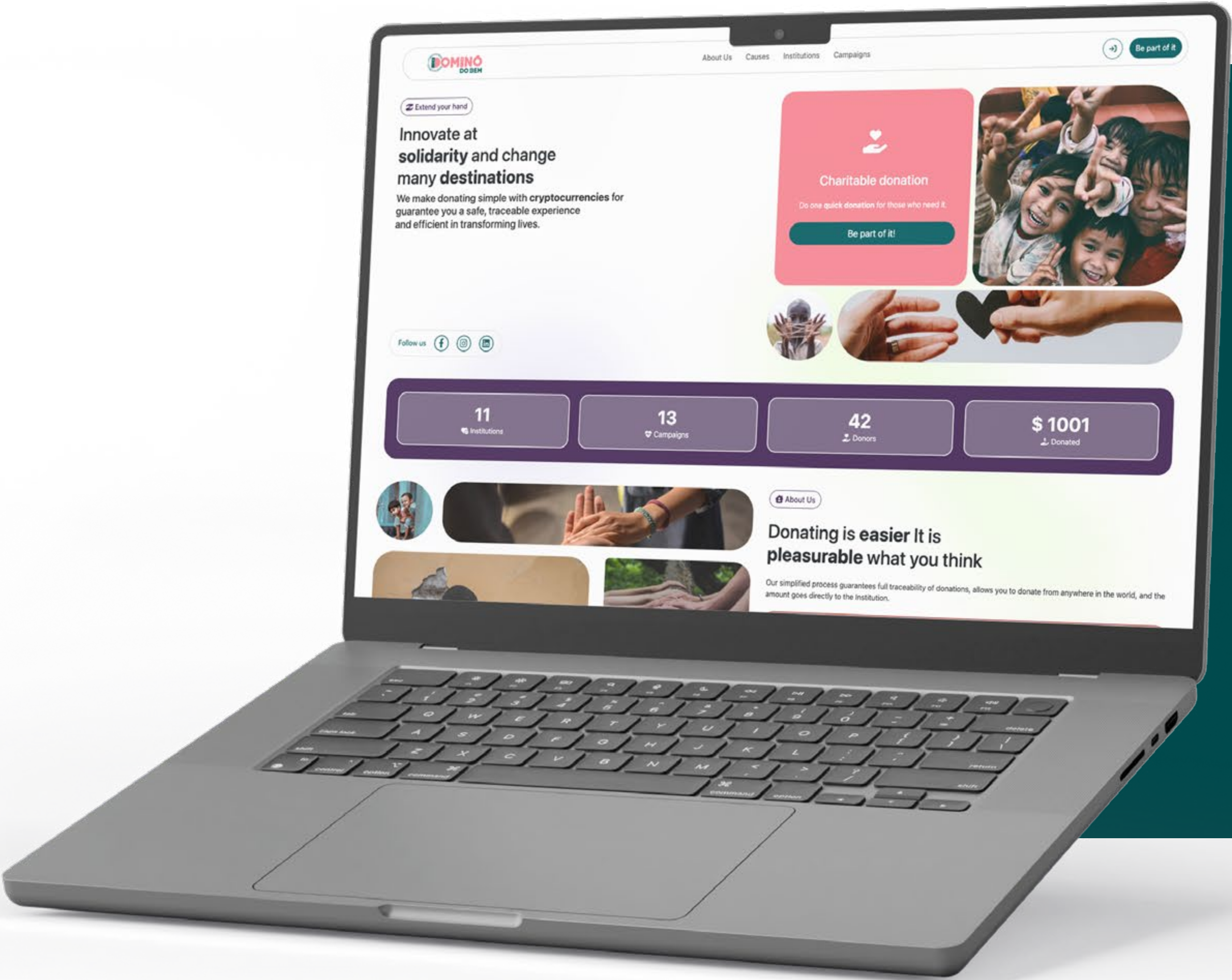
Carolina Yokota,
executive-director of
Dominó do Bem



MVP VALIDATION AND WEBSITE LAUNCH

NGO Recruitment: 11 Brazilian NGOs onboarded

- **Mais1Code** - São Paulo, Brazil.
- **Educar+** - Rio de Janeiro, Brazil.
- **Casa Favela em Desenvolvimento** - Rio de Janeiro, Brazil.
- **Abraço Cultural** - Rio de Janeiro e São Paulo, Brazil
- **Argilando** - Responsabilidade Social - Rio de Janeiro, Brazil
- **Baixada Lab** - Rio de Janeiro, Brazil
- **Instituto Quimioterapia e Beleza** - São Paulo, Brazil
- **Instituto Guetto** - Rio de Janeiro, Brazil
- **Sim! Eu Sou do Meio** - Rio de Janeiro, Brazil
- **Corpo de Bombeiros Voluntários de Rolante** - Rio Grande do Sul, Brazil
- **Play 4 Change** - Amazonas, Brazil



Initial Donations:

\$297 donated by Sherlock Communications as a first campaign test

Team investment: six Sherlock Communications consultants with hours allocated to the project, equivalent to an approximate investment of R\$ 255.000

Full Launch: December 2024

Partnership with Crypto Clients:

Planned contributions to further expand the initiative in 2025





PRO-BONO AND CSR CAMPAIGNS



At Sherlock Communications, we believe in the power of communication to drive positive change. Beyond our work with clients, we dedicate our expertise and resources to pro bono campaigns that support impactful social causes. These initiatives reflect our commitment to using strategic communication as a force for good, amplifying the voices of organizations that promote education, social inclusion, environmental sustainability, and human rights.

Through these pro bono efforts, we provide NGOs and social enterprises with professional PR support, media visibility, content creation, and strategic guidance—helping

them expand their reach, attract new supporters, and maximize their impact. Our team works closely with these organizations to craft compelling narratives, ensuring their causes receive the attention they deserve.

By integrating pro bono work into our agency’s culture, we reaffirm our dedication to corporate social responsibility, reinforcing our role as a connector between purpose-driven initiatives and the audiences that can help drive their success.

In 2024 we developed in the following campaigns:

Esporte Futuro Campaign for Betfair

As part of our commitment to fostering meaningful partnerships between NGOs and corporate clients, Sherlock Communications played a key role in connecting the company Betfair with organizations dedicated to social inclusion through sports. Through the *Esporte Futuro* initiative, Betfair donated £10,000 to six NGOs in 2024, three of which were part of the Lupa do Bem network. This initiative has made a tangible impact, directly and indirectly benefiting over 2,000 people in vulnerable situations. In 2024 by itself *Esporte Futuro* allocated R\$600,000 to social projects, bringing the total investment to R\$1.4 million over two years. The funds supported six projects across three Brazilian states—São Paulo, Rio de Janeiro, and Ceará—empowering young athletes and promoting values such as discipline, resilience, and teamwork.

To mark the expansion of the initiative, we invited three Olympians from the Paris 2024 Games to visit the supported NGOs and witness their transformative work firsthand. Caio Bonfim (silver medalist in Race Walking), Ana Sátilla (finalist in Canoe Slalom K1 and C1), and Edival Pontes "Netinho" (bronze medalist in Taekwondo) engaged with beneficiaries, inspiring them to pursue their dreams through sports. This initiative, combined with the presence of Olympic athletes, showed the ONG’s young athletes that through sports and education, it’s possible to access great opportunities.

RESULTS:





Reported impact

The NGO managed to increase its support for the community, growing from 586 beneficiaries to 856, a 46% increase.

The donation was used to purchase uniforms (shirts), sports equipment, training, and athlete participation in tournaments, as well as to expand services at the headquarters and establish a partnership with Vera Saback Municipal School.

Testimonials

The funds will be primarily allocated to the acquisition of educational materials and staff remuneration, aiming to strengthen the educational infrastructure and ensure the efficient continuity of operations.



Gabriela Santana



Gabriela Santana



Reported impact

In summary, the campaign is an inspiring example of how sports can be a powerful vehicle for youth development, social inclusion, and building a stronger, more resilient community. The dedication of the organizing team, community support, and student motivation are essential to the impact the project will have on their lives.

Testimonials

“The donation will have a significant impact on our team and the way we operate, providing

greater stability and resources to enhance our initiatives. With these funds, we will be able to strengthen our operational capacity, invest in materials and infrastructure, and offer better conditions for our team, which will directly reflect on the quality and reach of our projects.

Additionally, the donation will serve as a motivational incentive, reinforcing our commitment to our mission and allowing us to expand actions that are already delivering positive results, such as the ARTilheiro and Campeão de Cidadania projects. This contribution not only enables practical improvements but also inspires our team to continue innovating and making an even greater impact on lives.”





Reported impact

The donation will ensure that the institution remains organized and compliant, allowing it to continue raising funds and serving more than 4,000 people per year. If the administrative structure is irregular, lacking resources for taxes, rent, and water services, the NGO will be unable to access incentive laws and other fundraising opportunities, making it impossible to carry out its projects.

Morena Lima



Additionally, by October, the institution had benefited 200 people, and with the campaign, this number grew to 350.

Testimonials

“Netinho’s visit was incredibly inspiring for the children and their families, and people still talk about that moment to this day. Additionally, some families became more engaged in encouraging and supporting their children after the visit. Meeting an Olympic athlete in person opened their minds to the possibilities that sports can offer.”



Wander Roberto/Inovafoto



Reported impact

Around 120 people were impacted by the initiative. The funds will be used to sustain the projects and ensure the participation of beneficiaries in events and competitions. The project “has opened a path of possibilities and has been facilitating the involvement of new partners. I feel that receiving this kind of recognition is almost like a breath of fresh air amidst the chaos of daily routines.”

Testimonials

“Because of this recognition, several people reached out wanting to learn more about

Acorde and the project. One of these contacts raised the possibility of making a financial donation, though we are still in the evaluation process. Another contact was an agency called SoulSports, which visited us and loved Acorde. They want to organize a major event this year focused on Mental Health and the benefits of sports.

Our website received around 300 visits from other countries during the month of the campaign, so this recognition has been generating many new opportunities. Additionally, Caio’s visit is still remembered by the children, teenagers, and our team! It was truly a transformative experience for everyone involved.”





Reported impact

Around 800 people were impacted, from those who attended the classes made possible by the donation, to beneficiaries of the institution's activities and events. The funds also ensured that activities continued during school vacations.

Additionally, the NGO was able to implement a new sports initiative at a

community school's court, offering activities in the evening and on weekends. The donation also helped facilitate discussions with the Municipal Department of Education to expand activities to another school.

Testimonials

"The donation is being used as planned, covering the payment of teachers and teenage monitors, social media management, and student attendance tracking. It also funds fuel for our van, allowing children to participate in games and festivals with other teams, as well as sports and cleaning supplies—and even the purchase of bananas which the children eat at every practice.

Beyond the interest in their journey as a person and athlete, we felt that their visit validated the importance of our work in the community. For the children, it was an opportunity to experience something they had only seen on television."



Reported impact

Around 1,740 people in São Paulo and Rio de Janeiro were impacted, including beneficiaries, their families, institution professionals, and communities.

The visit from athlete Caio Bonfim brought the campaign to life within the projects for both the beneficiaries and the team. Even those who were not present for the visit felt its impact

through the internal buzz and ripple effect it created that day.

Testimonials

"The main influence was to ensure the financial sustainability of the organization. Regardless of the amount, it had a very important impact in light of the actual costs we were facing, which could not be covered by other sources. The Foundation's team, both those directly involved in beneficiary support and the administrative staff, felt the impact of the campaign on their motivation, especially through the engagement during Caio Bonfim's visit."



Educar+

To strengthen ties with external partners, the Digital team developed a pro bono campaign for the Educar+ Institute, redesigning their website and social media strategy. This partnership included the creation of "Educadinho" mascots, and optimizing the site for greater accessibility. In addition, the SEO team developed a content plan based on content pillars for the institute with the aim of increasing its authority and presence in the search results of the main search engines such as Google, Bing and others.



RESULTS:

Comparing **the month of March 2025 with the start of the project in December 2024**, we achieved the following excellent results:

- More than **197% growth in organic visits**;
- More than **152% growth in engaged sessions**.

Looking at pre-visit results, the institute achieved:

- More than **400% increase in clicks**;
- **560% increase in impressions** (number of times it appeared in search results);
- **369% increase in its CTR** and;
- **62% increase in the average positioning** of all keywords related to the institute's website.

Some of the best-performing content for the Instituto Educar+ website included:

1. [Tecnologia na educação: ferramentas para inclusão digital em comunidades carentes](#)
2. [Voluntariado na educação: como fazer a diferença na sua comunidade](#)
3. [Por que a leitura é fundamental na formação de crianças e jovens?](#)



Abraço Cultural

Founded in 2015, Abraço Cultural is a non-profit organization that promotes the social, cultural, and economic integration of refugees, or people undergoing vulnerable migration processes, in Brazil. It uses education to transform cultural diversity into opportunities for both newcomers and the local community.

Consolidating all main areas (SEO, Paid Media, Public Relations and Influencer Marketing), Sherlock Communications’ campaign with Abraço Cultural was divided into two main objectives:

- Increase the acquisition of new students — Generate a consistent increase in the student base through direct conversion and engagement strategies.
- Boost the NGO’s recognition and visibility — Position Abraço Cultural as a reference in inclusive education and promote its value proposition that goes beyond language courses, emphasizing the appreciation of Global South cultures.

In 2024, Abraço Cultural impacted 2,500 students, both in-person and online, through language classes and other cultural activities. That same year, it generated approximately R\$ 1,300,000 in direct income for refugee and immigrant teachers.

The campaign resulted in:

- **Reach:** 1.4 million accounts reached.
- **Engagement:** 25,000 clicks generated.
- **Impressions:** 6.4 million impressions achieved.
- 1,734 students were acquired from 2,970 conversions, resulting in a 58% conversion rate for enrollments



Politize

Politize! is a non-profit civil society organization dedicated to fostering greater political engagement and increasing civic participation in decision-making spaces that impact all Brazilians. Its mission is to cultivate a generation of informed and engaged citizens committed to democracy by offering accessible, pluralistic, and nonpartisan political education to everyone, anywhere.

Our primary goal was to enhance Politize!’s visibility, drive awareness, and encourage engagement among young voters in Brazil, particularly in an election year. We also aimed to solidify Politize! as a leading authority in political education. To achieve this, we implemented a comprehensive campaign, integrating public relations, social media, and influencer marketing strategies.

The campaign resulted in:

- Website Engagement: 7 million page views on the campaign portal featuring the Voter Guide.
- Educational Reach: 2,000 downloads of the Voter Guide.
- Audience Impact: A total accumulated reach of 6.78 billion people.
- Media Coverage: An estimated 1.12 million views from published articles.
- Press Visibility: 91 articles published across various media outlets.
- This initiative played a crucial role in equipping voters with essential knowledge, reinforcing democratic values, and strengthening civic participation in Brazil.

Testimonial

“As a nonprofit organization, we are immensely grateful for the support of the Sherlock Communications team. Their pro bono work, carried out with great attention and professionalism, has secured numerous appearances for Politize! in both digital and traditional media, significantly expanding the reach of civic education to thousands of Brazilians. We hope this partnership will continue to strengthen our mission in the coming years and that more organizations, like Politize!, can have their work amplified.” - Luiza Wosgrau, Communications Director



Campanha Umbora - Politize! / Divulgação



Politize! / Divulgação



#STOPWORKINGFORACHANGE MOVEMENT

In 2024, Sherlock Communications proudly joined the #StopWorkingForAChange movement, initiated by the Canela communication agency, which advocates for the labor rights of women, with a particular focus on the communications sector. The movement seeks to create tangible societal impact by addressing this critical issue. In support of this cause, the agency closed its doors on the afternoon of March 8th, dedicating these work hours to creating pro-bono campaigns for NGOs focused on women’s rights.

Through this initiative, we contributed a total of 200 agency hours to developing these impactful campaigns, reinforcing our commitment to fostering gender equality and social change.

SUPPORTED NGOS:

Todas Para o Mar (Brazil)

We supported this feminist and anti-racist collective based in Ipojuca, Pernambuco, in developing a new website that better reflected their identity. TPM is surfing to promote the personal and social development of vulnerable women, children, and adolescents. Sherlock Communications developed a clean, user-friendly interface aligned with their visual identity to strengthen their online presence, making it easier for TPM’s team to continue managing the project in the long-term.

Over six months, the PR team developed a comprehensive communication strategy aimed at raising awareness not only of the NGO’s sports programs but also its work in racial literacy, environmental conservation, social inclusion, and other community workshops held in Maracaípe Bay.

The campaign resulted in:

- 5 releases produced, which garnered 65 pieces of media coverage in relevant outlets;
- 17k impressions, a 4.2% engagement rate, and 7k new followers on Instagram.
- In just four months, this approach strengthened the community



TPM/Divulgação



Publicitarias (Argentina)

Publicitarias is an NGO based in Argentina dedicated to promoting gender equality and diversity within the advertising industry. The organization provides a wide range of resources and initiatives, including e-learning courses, educational materials, events, and workshops. Publicitarias also offers interviews, campaigns, and resources all aimed at raising awareness and driving change in the representation of women and marginalized groups in advertising. Their mission is to create a more inclusive and equitable advertising landscape in Argentina.

In 2024, Sherlock Communications developed communication and positioning strategies aligned with Publicitarias' new goals, focusing on engaging brands, corporate media, and clients. Key priorities included exploring alternative funding opportunities and establishing a spokesperson for the organization.

The campaign resulted in:

- Coordinated interviews with three major media outlets.
- A byline article on Infancias published in *lprofesional*.
- A significant partnership secured with Endeavor.

Infant (Peru)

Infant (Peru) is an NGO dedicated to empowering vulnerable communities by promoting social inclusion, education, and access to basic resources, with a focus on indigenous and rural populations. The organization also works to empower women and youth, fostering economic independence and sustainable development. In addition, it leads cultural and wellness initiatives, including community celebrations and support programs for children in highly vulnerable areas.

Sherlock Communications developed public relations strategies for the NGO aimed at strengthening its positioning and corporate image. These efforts highlighted the organization's activities and outcomes through sustained storytelling, incorporating beneficiary testimonials and documentary photography.

The campaign resulted in:

- 39 media placements across digital and print outlets.
- 76.5K estimated views from the coverage.
- A total reach of 2.99 million people through media coverage.





CSR-RELATED CAMPAIGNS FOR CLIENTS

At Sherlock Communications, we recognize the significant role that companies can play in addressing social challenges and promoting positive change. Throughout the past year, we have seen our clients engage in a variety of impactful campaigns that align with the principles of corporate social responsibility (CSR), and have taken part in developing these activations. Below, we have highlighted several of the CSR-related campaigns that we have worked on in partnership with our clients:



We developed a comprehensive 360° campaign in Colombia to raise awareness of Mindray's partnership with Operation Smile, focused on supporting children with cleft lip and palate and improving their quality of life. Through compelling storytelling, we highlighted the transformative impact on over 70 children who received surgeries, while also showcasing the positive changes experienced by past patients. A captivating photoshoot allowed the children to express their dreams for the future, with Colombian singer Martina La Peligrosa joining the "Choir of Smiles" session, bringing an emotional touch to the campaign.

Our team also publicized the launch of a new surgical unit at the CUMI clinic in Montería, a city with high poverty rates and a significant number of children with clefts, particularly in vulnerable indigenous communities. The campaign integrated public relations, influencer marketing, and social media strategies, engaging local and regional media, influencers, and government representatives who attended the donation of advanced medical equipment and supported calls for urgent medical interventions in the region.





The Zayed Sustainability Prize, the UAE's pioneering award for innovative solutions to global challenges, honors the legacy of Sheikh Zayed bin Sultan Al Nahyan by promoting sustainable development worldwide. Annually recognizing achievements in Health, Food, Energy, Water, Climate Action, and Global High Schools, the Prize has celebrated 117 winners over 16 years, impacting over 384 million lives globally. This recognition inspires innovators to amplify their impact and work towards a sustainable future for all.

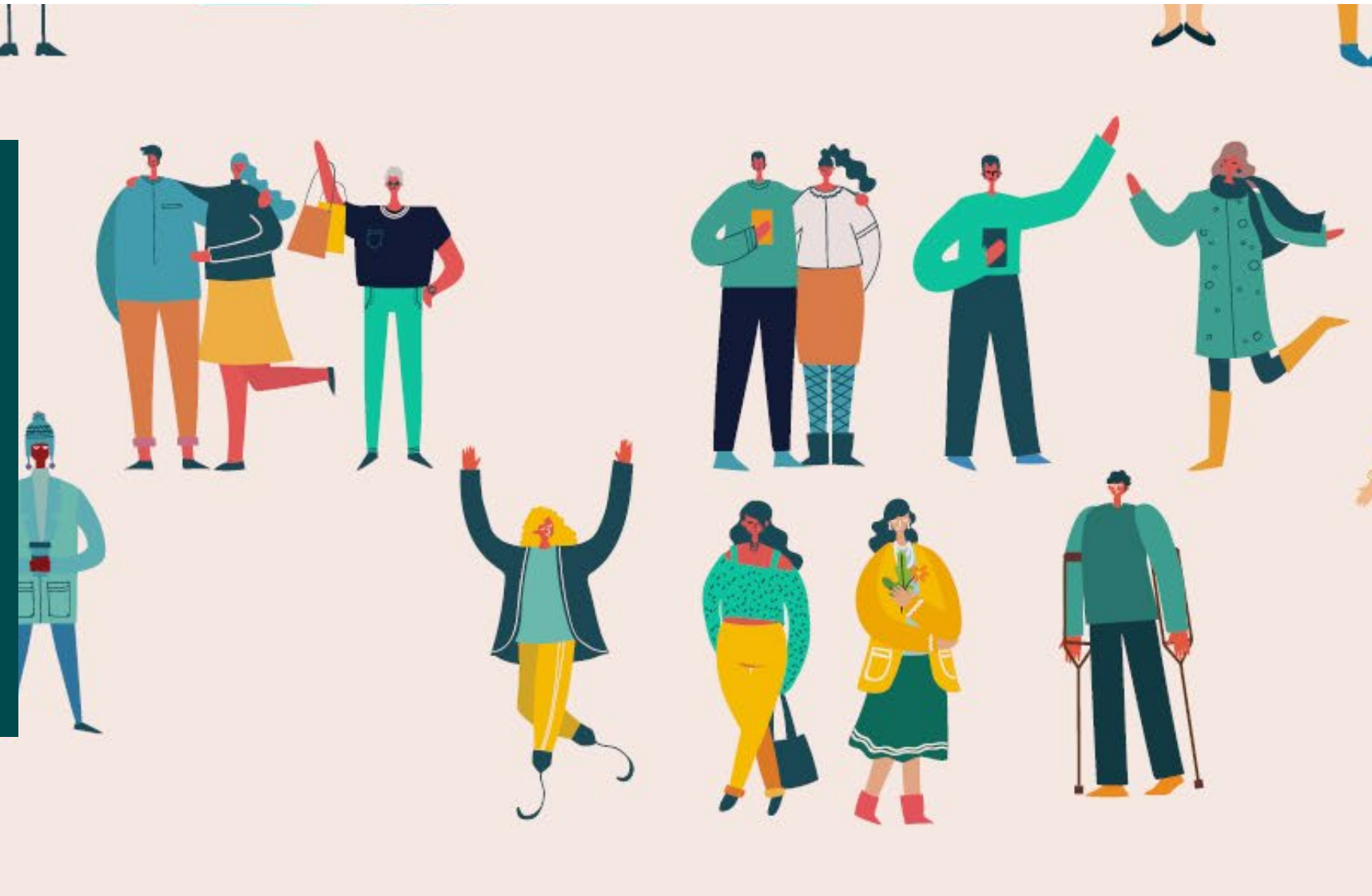
As the official partner for the Prize in Latin America, Sherlock Communications manages efforts in over 15 countries. Each cycle, we develop and implement multifaceted strategies, involving both online and offline campaigns to drive advocacy and submissions for the Prize. For the 2024 cycle, we secured 650 pieces of coverage across TV, print, radio, and online media, and achieved a record 2,225 registrations from businesses, schools, and NGOs, making Latin America one of the top regions for submissions. Additionally, we engaged key stakeholders, including embassies, ministries, business chambers, presidential offices, academia, and environmental advocates, to increase the Prize's visibility. In Mexico alone, we generated 20 multipliers, 198 submissions, and secured top-tier media coverage in outlets such as El Economista, Publimetro, Televisa, and El Universal.



Together with Bumble, we strategically worked to amplify the impact of an initiative supporting the LGBTQ+ community. The company allocated \$25,000 USD to TODXS, an NGO dedicated to LGBTQ+ rights, with the goal of creating educational and consumer content that promotes healthy, kind, and safe relationships, while also strengthening representation. In December, we launched the first project: an LGBTQ+ dating guide. The campaign received broad visibility with coverage in specialized outlets like Gay Blog and Dois Terços, as well as prominent tier-1 media such as Veja SP, Metrôpoles, and MSN, showcasing both the impact of the project and Bumble's commitment to allyship and inclusivity.



DIVERSITY, EQUITY AND INCLUSION (DEI) COMMITTEE



The Diversity, Equity and Inclusion (DEI) Committee was established in early 2024. Its mission is to create a safe space, free of any kind of discrimination, where consultants feel confident being themselves, and can grow alongside the agency. Throughout the year, the committee has taken significant steps to achieve this goal through actions, activities, and training aligned with these principles.

With one representative per country in which Sherlock Comms is present (Argentina, Brazil, Colombia, Chile,

Costa Rica, Guatemala, Honduras, El Salvador, Mexico and Peru), our team has developed more than 18 actions and 10 projects based on a diversity calendar, and taken part in 3 initiatives side by side with the human resources area - in less than 12 months of work.

The committee's efforts focus on literacy, professional development, expanding social-political knowledge, and fostering a sense of belonging. One of its first projects, **'Elementary Reads: Sherlock's Library'**, serves as an on-line resource hub for accessible learning, offering over 15 books available through Amazon. This initiative promotes continuous growth around DEI-related topics. Building on this, the committee partnered with a book club that

conducts monthly readings centered on equity and inclusion, fostering dialogue around diverse themes and authors, including women, ethnic backgrounds, people with disabilities, LGBTQIAP+ representation, and Latin American narratives.

Participation in external events has also been key to expanding the committee's reach and connecting with diverse talent. For instance, the **'Employment Fair at Casa T'** connected vulnerable individuals to job opportunities, resulting in more than 50 CV submissions from trans and non-binary individuals. From those, one is now part of our team. Internally, the **'Creative Suggestions Box'** was launched to encourage a collaborative and inclusive culture by collecting and implementing ideas from across the agency, including targeted training sessions.

The creation of the [Translation and Language Guidelines](#) also emerged from these suggestions. They aim to facilitate access for all of our consultants to shared information, especially for those who are not fluent in English. Leaders are required to implement a series of guidelines that enable clear communication and the integration of all our consultants.

SHERLOCK COMMS, INTERCONNECTED

The committee has also worked closely with the HR department on several projects to support corporate culture and employee well-being. Initiatives like the Anonymous Reporting Channel promote transparency and provide a safe space for raising concerns. Meanwhile, the 'Sherlock



Activities for **Pride month** involved internal activities, such as a cultural agenda shared in the company newsletter with all the main events and demonstrations that would take place during the month. The design team created artwork with the Pride flag and the Sherlock Comms logo to add to lanyards, and we prepared a text for the blog covering the main media outlets discussing LGBTQIAP+ issues.

Latin American and Caribbean Black Women's Day was marked with a post on Sherlock Comms' social media channels, covering the date's historical significance, important movements to discuss and ways to combat any kind violence against women in Latin America.



Over the course of **Yellow September**, we addressed mental health with a guide to '[Mental Health Guide for Latin America \(September Awareness\)](#)' - a comprehensive and informative document that provided background on the subject in the region, as well as hotlines for seeking help, and telltale signs that a colleague needs extra attention.

A **Sherlock Comms Blog** in collaboration with DEI team covered content creation, sharing best practices and promoting discussions on diversity, typically based in our calendar, such as: "[Quick guide to religious visibility](#)" (International Religious Freedom Day) and "[Yellow September: is mental health a taboo in LATAM?](#)", as well as internal **DEI guidelines for the blog**.

Wrapping up the year, our team encouraged consultants to take part in a workshop on racial literacy and anti-racist communication, with 50% of the Brazil office in attendance, with the aim of elevating the quality of discussions and aligning the debate more closely with our contextual realities, in the country in the month around **Black Consciousness Day**.



ANALYSING OUR INTERNAL STRUCTURE: DEI 2024 CENSUS

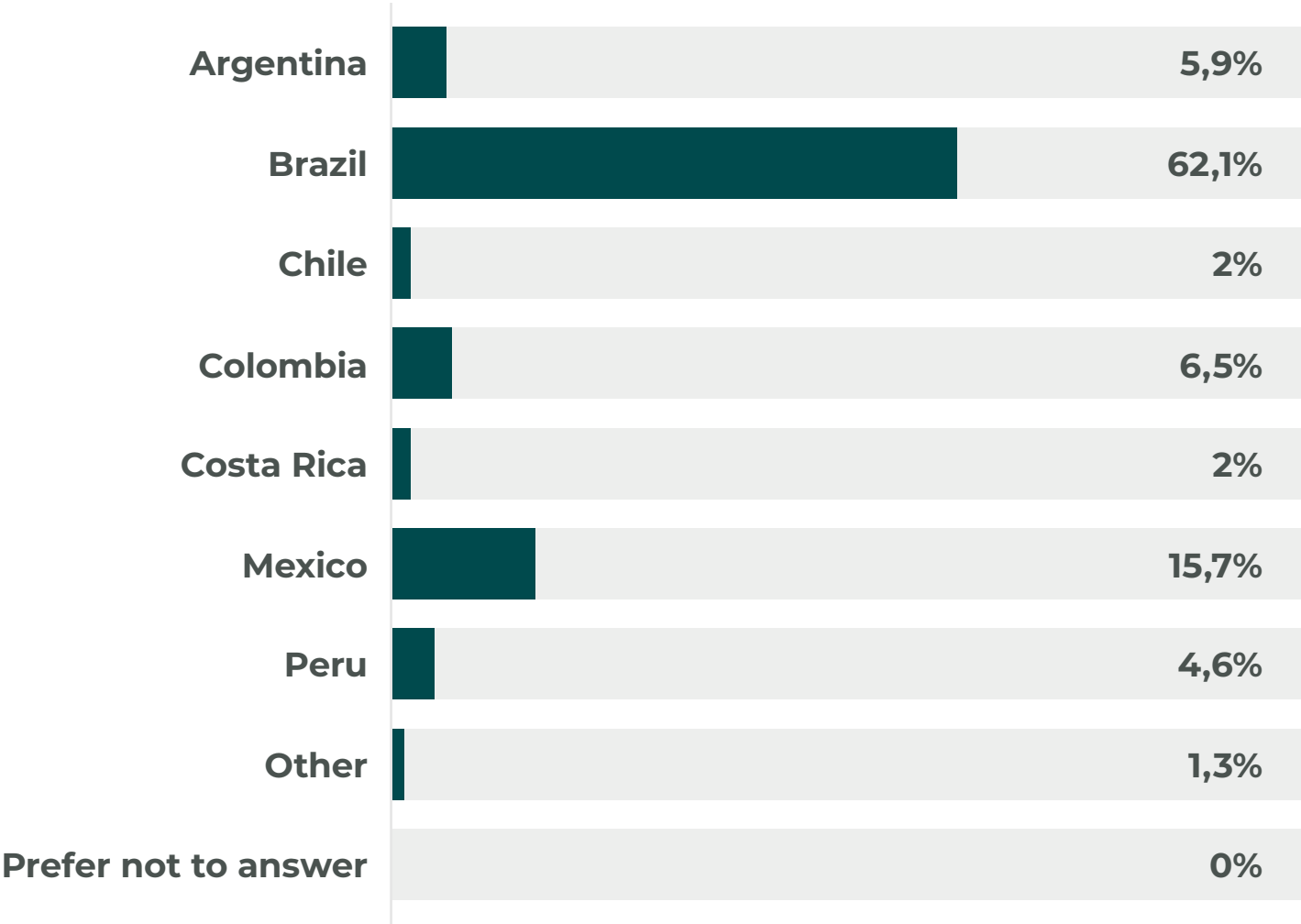
In February 2025, we conducted a census to analyze the organizational culture inside Sherlock Comms and, using demographic data, identify underrepresented groups in the workplace environment.

The questionnaire had a response rate of over 96% - 154 consultants out of 160 - although not everyone responded to every question. From the data we collected, our Diversity, Equity, and Inclusion Committee was able to better comprehend Sherlock Communications’ workforce and pinpoint important differences to be addressed.



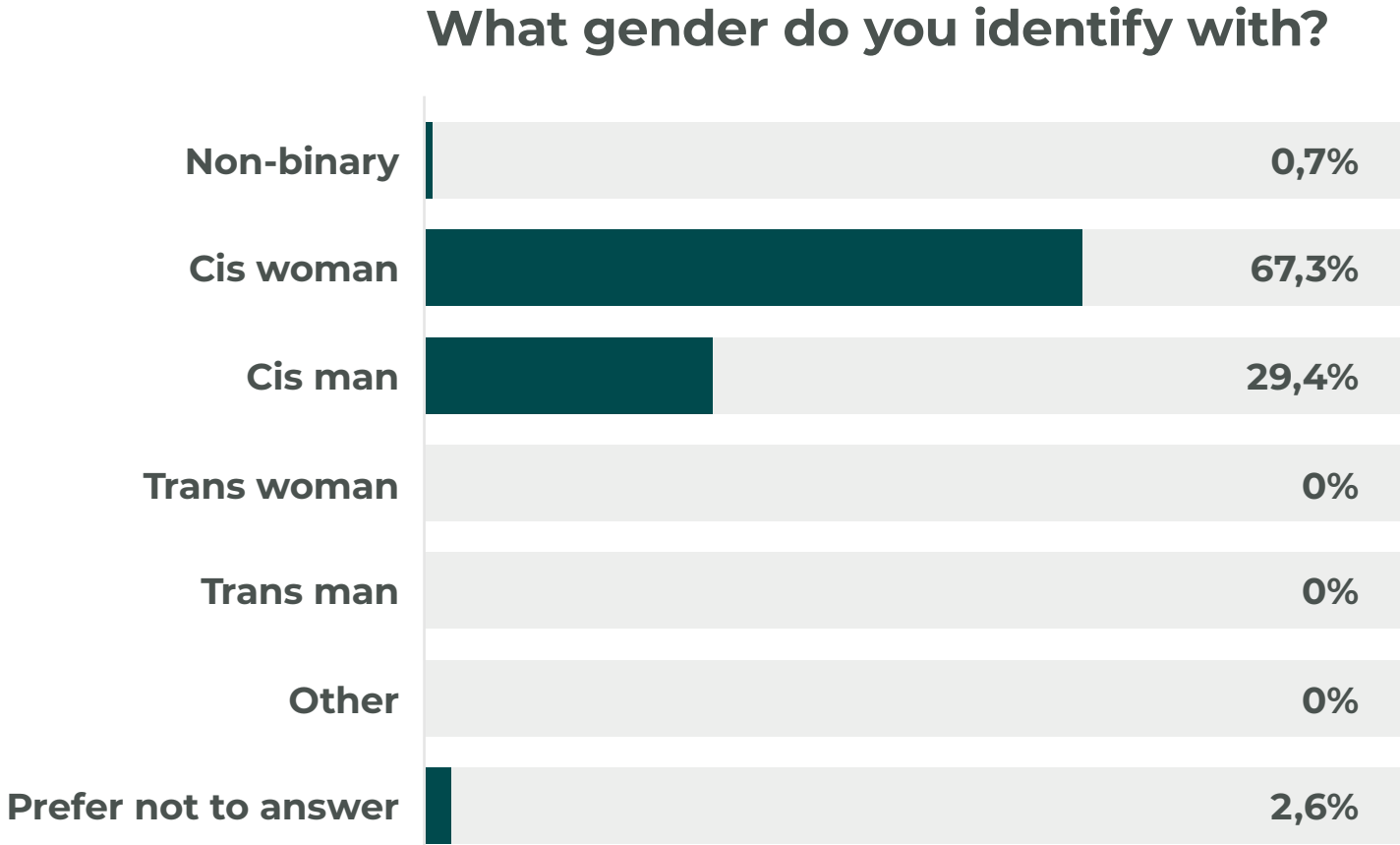
Speaking of country representation within the company, over 60% of our consultants are from Brazil, followed by 15.7% from Mexico, 6.5% from Colombia, and 5.9% from Argentina.

Where are you located?

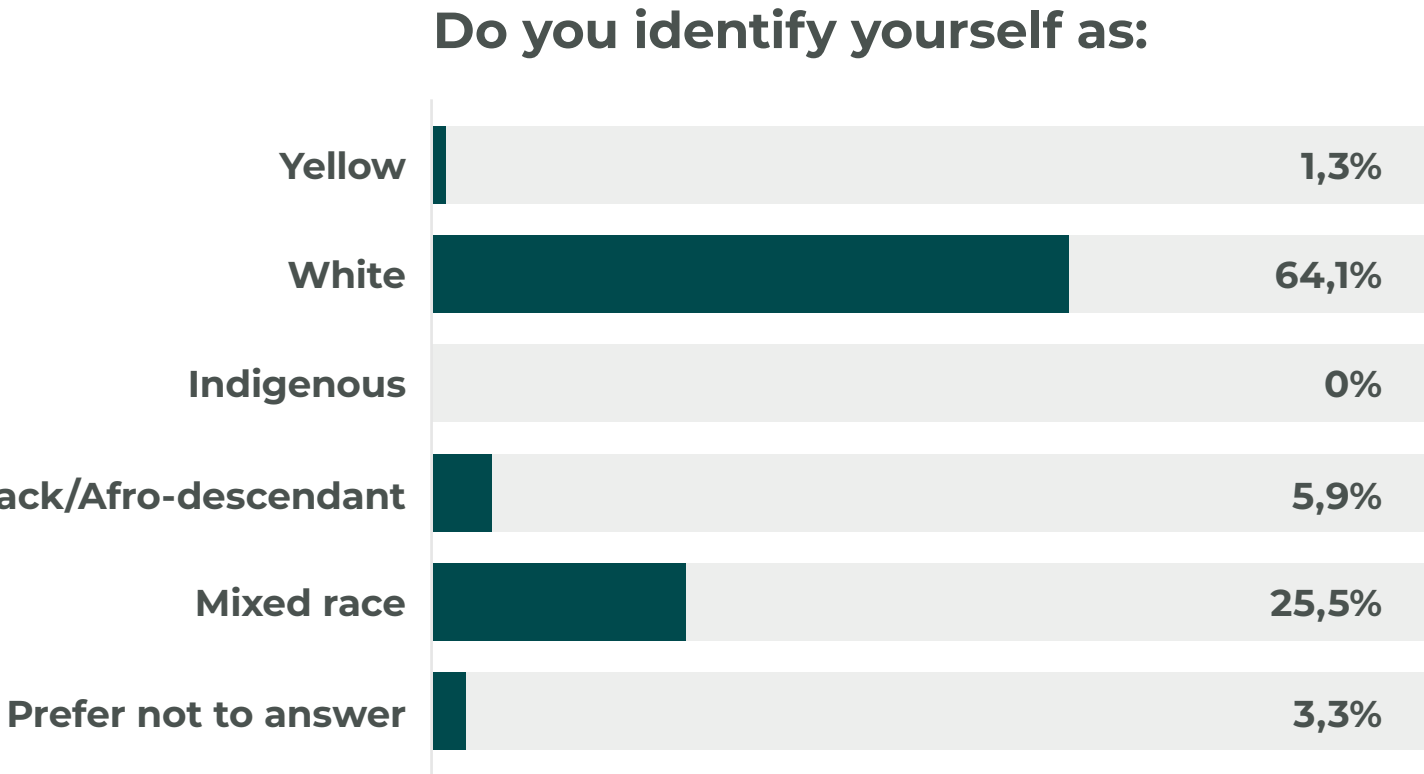
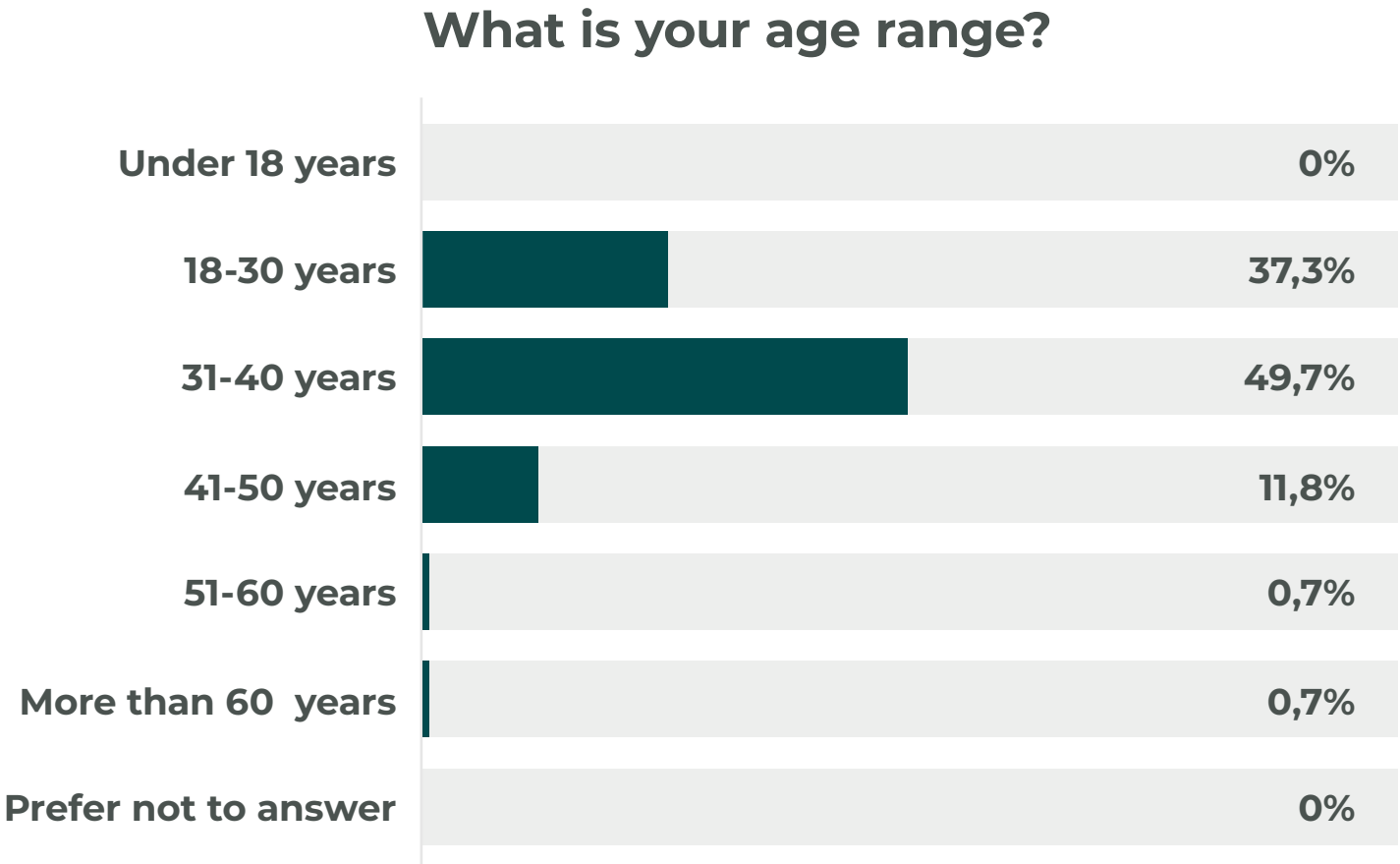




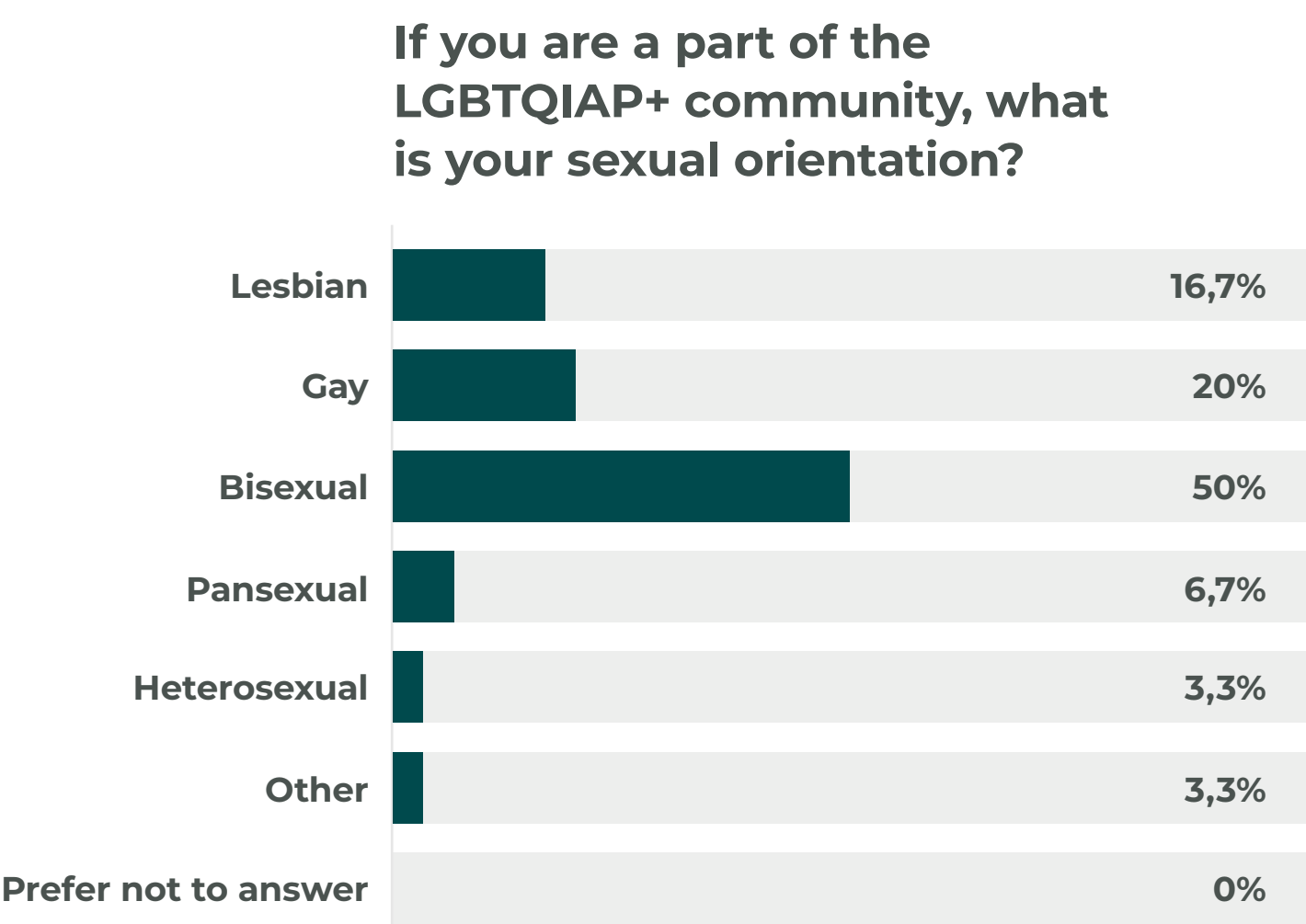
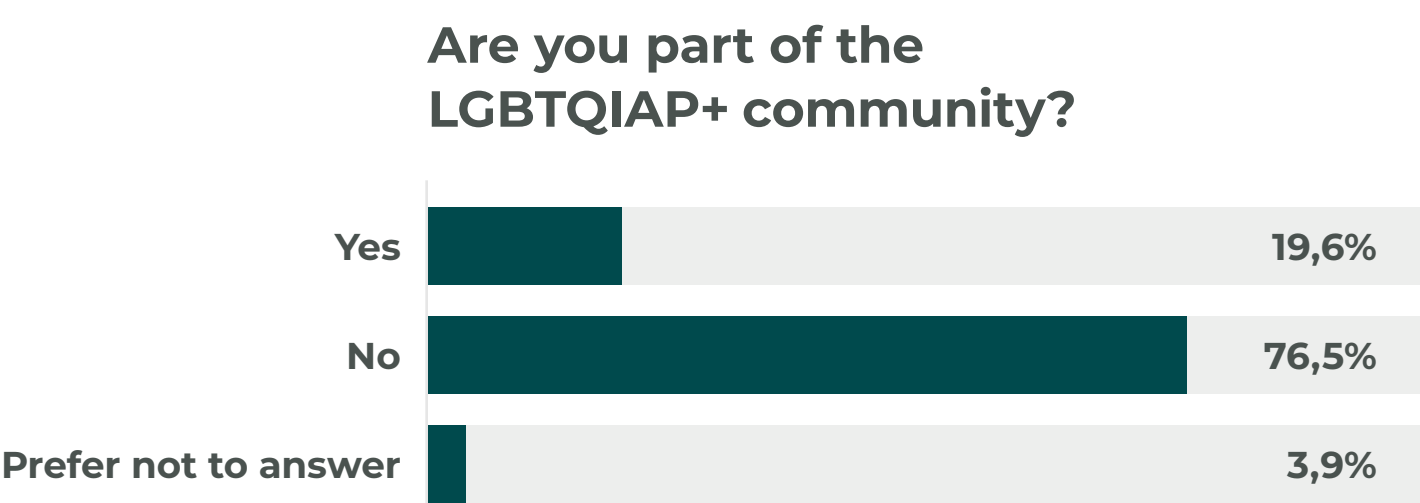
Sherlock Comms stands out for having a team in which more than half of the members are women. According to our internal survey, 67.3% of respondents identify as cisgender women, while 29.4% identify as cisgender men. This reflects our ongoing commitment to gender equity and the promotion of women in all areas of the company, including leadership roles. That said, we recognize that gender diversity beyond the binary remains limited. Only one respondent identified as non-binary, and four preferred not to disclose their gender identity. At the time of the survey, no team members identified as transgender.



The majority of the agency’s team is under 40 years old (87%), with only two individuals over the age of 51. It is predominantly a young company led by young professionals. In terms of racial composition, 64.1% of the workforce identifies as white, followed by 25.5% who identify as mixed race. Only nine respondents identified as Black/Afro-descendant and two as being of Asian descent. Among the 153 responses received, five people chose not to disclose their racial identity. Currently, there are no consultants who self-identify as Indigenous.

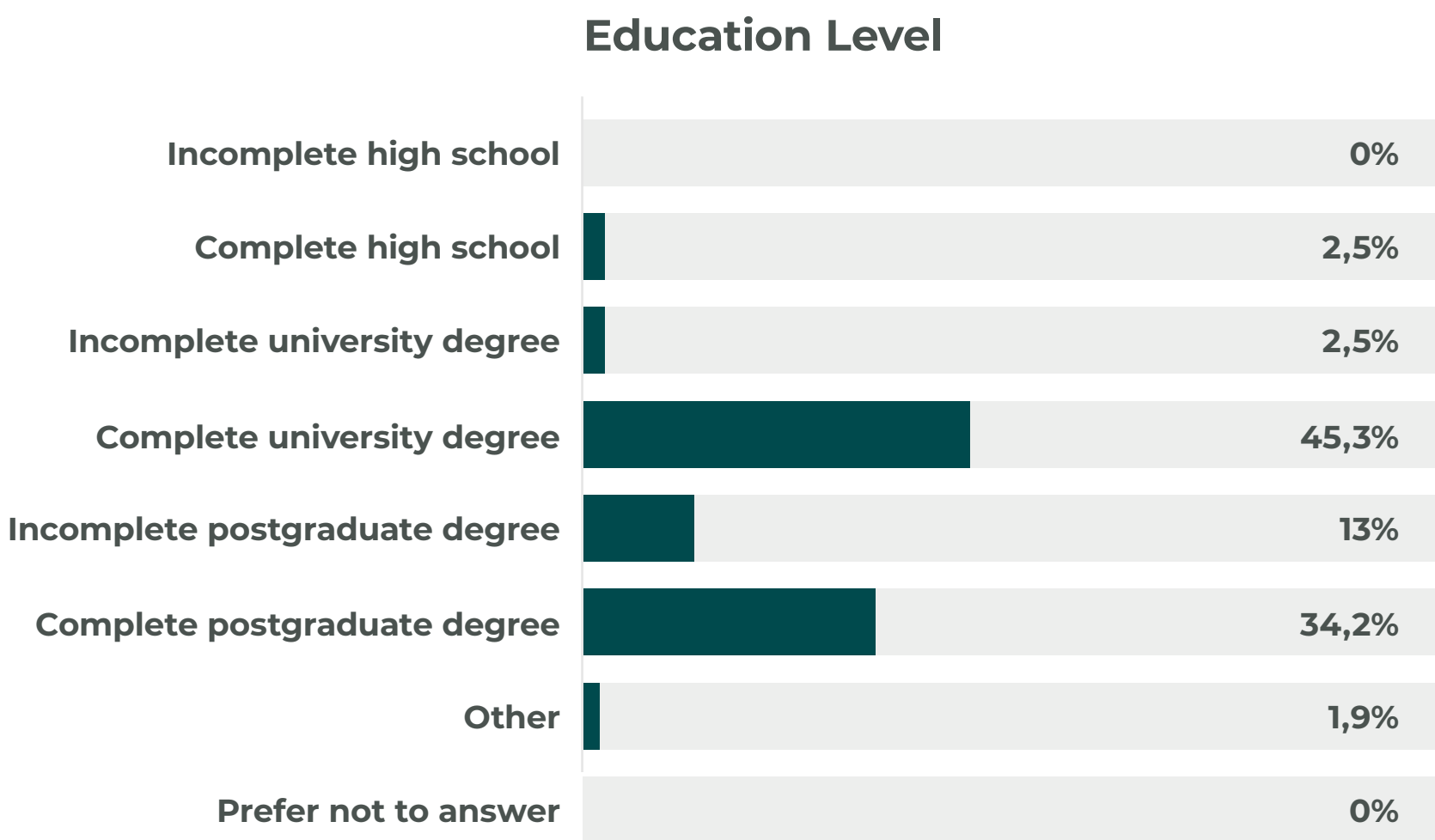
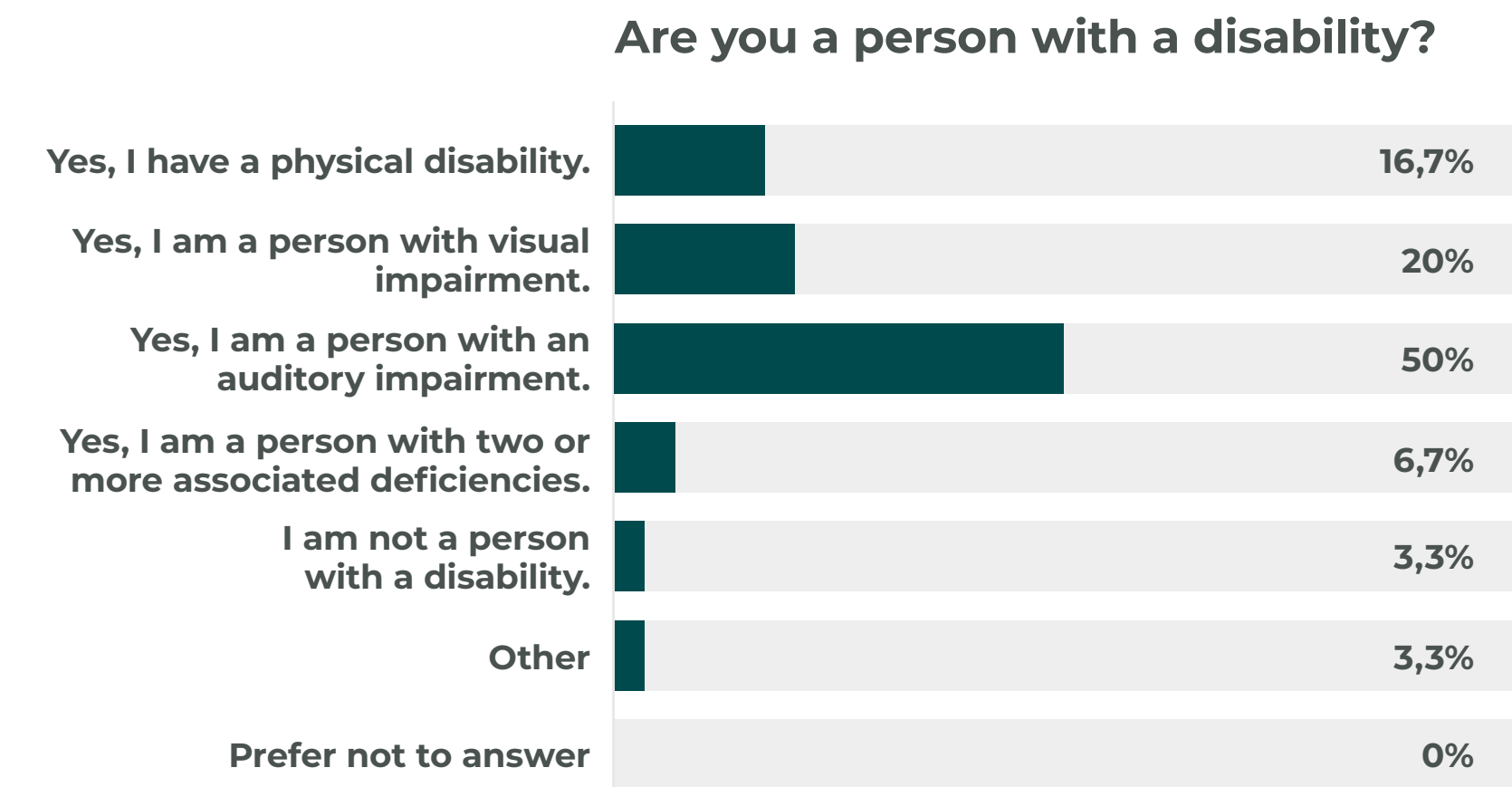


We are committed to fostering an increasingly inclusive environment where people of all gender identities feel safe, welcomed and represented. In terms of sexual orientation, our Latin American team reflects broader diversity: nearly 20% of respondents - or 30 individuals - identified as part of the LGBTQIAP+ community. This data encourages us to continue building a culture of belonging in which everyone can thrive.



In terms of disability representation, three individuals reported having a disability: one with a visual impairment, one with a hearing impairment, and one with a physical disability. In addition, four people selected “other,” and three preferred not to answer, while 143 respondents stated they do not have any disabilities. While the number of people with disabilities remains low, we see this as an important area for growth in our inclusion efforts moving forward in the next years.

The Sherlock Comms team have strong academic and professional backgrounds. The data shows that 92.5% of respondents have completed a university degree or possess a higher level of education. Notably, 24.8% of respondents — a total of 38 people — are the first in their families to attend university. This demonstrates not only our team’s strong academic background but also the importance of creating opportunities for social mobility within the company.



comunicação inclusiva

sherlock communications

Vagas afirmativas

the company

treinamentos contínuos

grupos sub-representados pessoas diversas

hiring practices

processo seletivo

When asked about potential improvements in diversity, equity, and inclusion (DEI), 53.6% of respondents (82 people) provided suggestions. The remaining 46.4% either stated that they had no concerns, or believed that Sherlock Comms was already on the right path. The most common suggestions for improvement included:

- **Training and awareness programs** – expanding DEI-related training, including unconscious bias awareness, inclusive leadership, and accessibility education.
- **Our response:** The committee is implementing skill-based training paths aligned with career development plans to support inclusive growth. All “Knowledge Journeys” will be tailored by area (PR, Design, SEO, etc.), seniority level (intern to director), and career stage (onboarding, leadership, etc.). These journeys will also include DEI topics like unconscious bias, inclusive leadership, and accessibility.

- **Inclusive hiring and career development** – need for more affirmative action hiring, mentorship programs for underrepresented groups, and clear career progression plans.
- **Our response:** Sherlock Comms is developing a hiring process that maintains technical standards while actively increasing team diversity. Additionally, we are building a talent database in partnership with NGOs from Lupa do Bem’s network to better match candidates with open roles.



- **Better physical accessibility** – improvements in accessibility in some office locations, particularly for people with disabilities.

- **Our response:** In cities where the agency rents permanent office spaces (excluding co-working sites), DEI will partner with a consultancy agency to assess physical accessibility and implement improvements or consider relocation based on their recommendations.

- **Greater transparency and accountability in DEI efforts** – clearer communication about internal DEI initiatives and metrics to track progress.

- **Our response:** The committee is improving our internal communications to make DEI efforts more visible and impactful—visually and strategically—by using the right channels and formats for better engagement.

- **More inclusive workplace policies** – the importance of flexible work best practices, inclusive language use, and benefits that accommodate diverse needs, such as family and healthcare support.

- **Our response:** Alongside Human Resources, our team continuously gathers feedback from our consultants to better understand their needs and expectations. This ongoing dialogue helps us evolve our best practices to be more inclusive, especially around flexibility, family care, and healthcare benefits.



- **Equity in compensation and opportunities** – need for regular pay audits and equal opportunities for leadership roles across different demographic groups.

- **Our response:** part of our planning includes a full audit of the current career development and compensation structures, to ensure transparency and equity across all levels.

- **More substantial support for neurodivergent employees** – Structured support systems, including training for managers on how to work effectively with neurodivergent consultants.

- **Our response:** This initiative will be part of our DEI roadmap for the upcoming year. We plan to conduct an internal survey to better understand the neurodivergences present in our team and, from there, develop tailored support strategies—including training for managers and inclusive practices across teams.

These insights highlight key opportunities for strengthening inclusion and equity in the company. Addressing these concerns through structured policies, training, and transparency can further reinforce Sherlock Comms’ commitment to an inclusive and diverse work environment.



CSR IN ACTION (INTERNAL AND EXTERNAL ACTIVITIES)

Drinking water purification device developed by Água Camelo. The technology was donated to Rio Grande do Sul with support from Sherlock Comms



SUPPORTING FLOODED AREAS IN RIO GRANDE DO SUL

In 2024, Rio Grande do Sul experienced a major natural disaster, with intense floods displacing more than 337,000 people in 478 municipalities.

Understanding the importance of companies stepping up and taking action to help the population in southern

Brazil, Sherlock Communications shipped 10 filters to the region, each capable of filtering around 15 liters in 20 minutes, providing the area with at least 150 liters every 20 minutes. This action was partnered with Água Camelo - a social impact startup dedicated to providing clean drinking water to vulnerable communities, especially in remote areas or those affected by disasters, distributing sustainable water filters that offers solutions to ensure access to safe drinking water. Internally, the agency's DE&I team developed a newsletter, 'SOS Rio Grande do Sul', seeking community engagement to support the affected populations by different ways. The floods affected

around 80% of the municipalities in Rio Grande do Sul and directly impacted more than 1 million people, making it the state's biggest climate disaster to date. Faced with this concerning scenario, Sherlock Communications mobilized consultants from all Latin America countries to collect and donate essential items for the victims of this tragedy, and shared a list of major collection points in a wide range of cities and countries.

UN GLOBAL COMPACT

To reinforce our commitment to sustainable practices and corporate responsibility, Sherlock Comms joined the UN Global Compact in both the UK and Brazil networks in the second semester of 2024. By signing on to initiatives focused on Human Rights, Climate Change, and Communication, we are actively looking to support the ten principles of the Global Compact. Additionally, we have leveraged an e-learning platform to engage and educate our team on key topics such as the Sustainable Development Goals (SDGs), Climate Change, Carbon Neutrality, and more.

- Our core CSR Team Leaders, composed of 7 members, took part in meetings, courses, and events to increase their knowledge and engage with other network peers;
- We have subscribed to four strategic initiatives within the UN Global Compact, in recognition of the positive contributions our work can make: Water and Oceans, Human Rights, Communication and Engagement, and Climate.



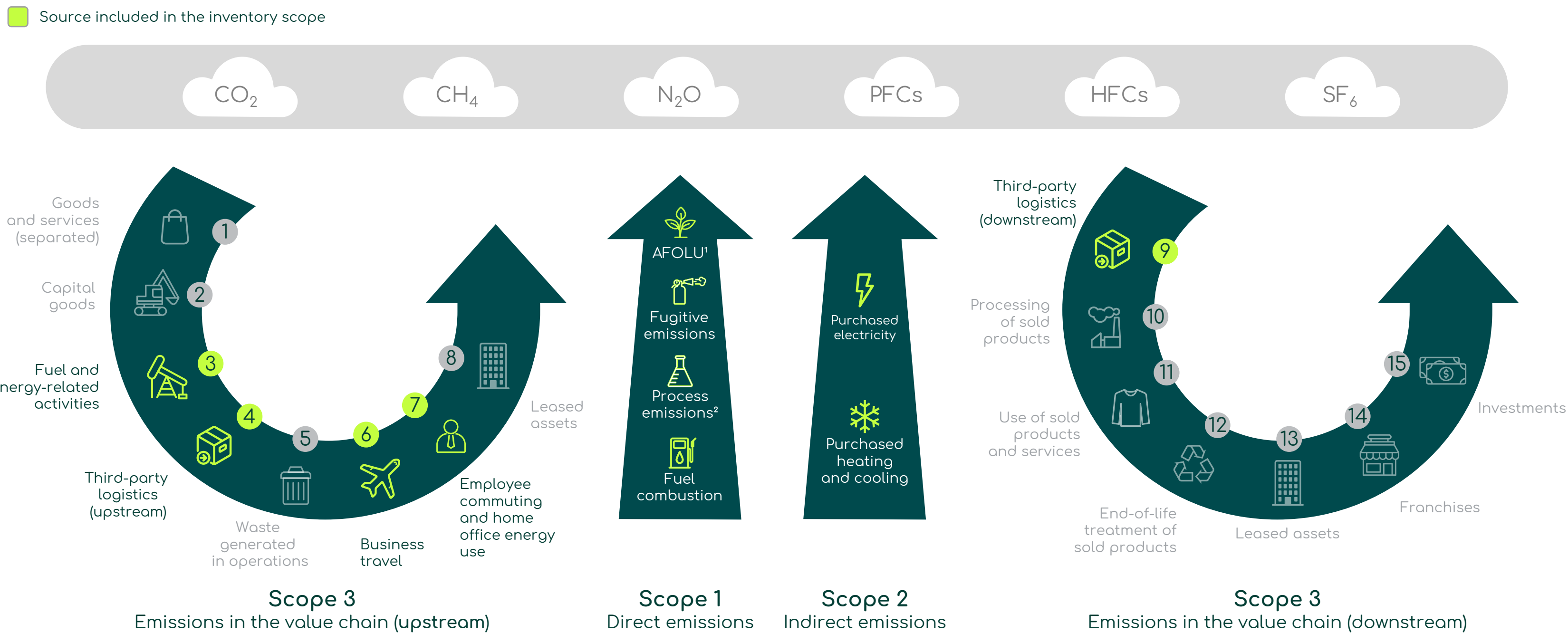
**CARBON EMISSION
MONITORING AND OFFSETTING**

By the beginning of 2024, we offset 125 tons of CO2 equivalent emitted in 2023 through Verified Emissions Reductions acquired from the Jari Amapá REDD project, which has Verified Carbon Standard (VCS) certification.

In 2024, we continued our efforts together with Compensa. Eco to measure carbon emissions throughout the year based on the GHG Protocol, ensuring that we could offset them at the beginning of the following year.

The representation below illustrates the sources of emissions and the scopes assessed within Sherlock Communications’ operations in 2024.

Inventory Scope: Emissions from Sherlock Communications’ operations – 2024



1. AFOLU: Agriculture, Forestry and Other Land Use. 2. Emissions from physical or chemical transformations not related to combustion. Note: CO₂ (carbon dioxide); CH₄ (methane); N₂O (nitrous oxide); HFCs (hydrofluorocarbons); PFCs (perfluorocarbons); SF₆ (sulfur hexafluoride). Source: GHG Protocol



Over the year, Sherlock Communications generated **203.3 tons of CO₂e**, with **77% of this total stemming from corporate travel**.

Sherlock Communications emitted 203.3 tCO₂e in 2024, of which 77% resulted from business travel

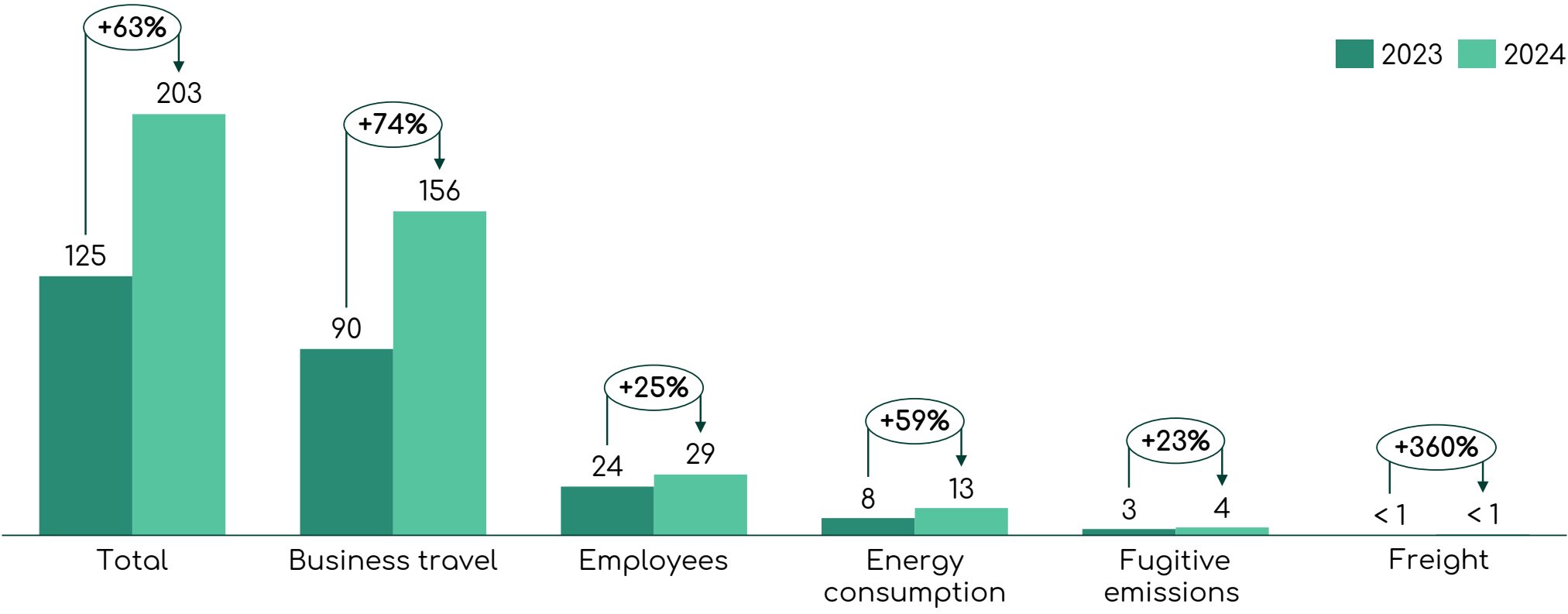
Breakdown of Sherlock Communications' 2024 GHG emissions by source (absolute values in tCO₂e and relative values as % of total):



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A 63% increase in emissions was recorded in 2024 compared to 2023, driven by a 74% rise in business travel emissions

Comparison of Sherlock Communications' GHG emissions in 2023 and 2024, including total emissions and breakdown by source (in tCO₂e)

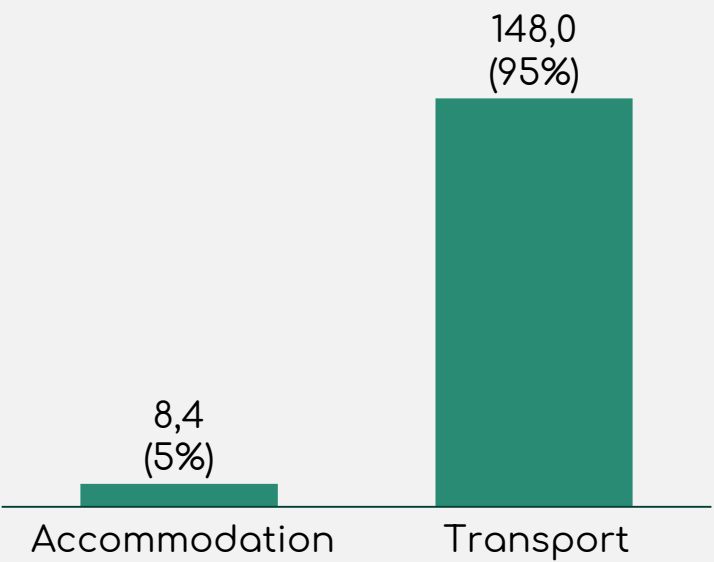


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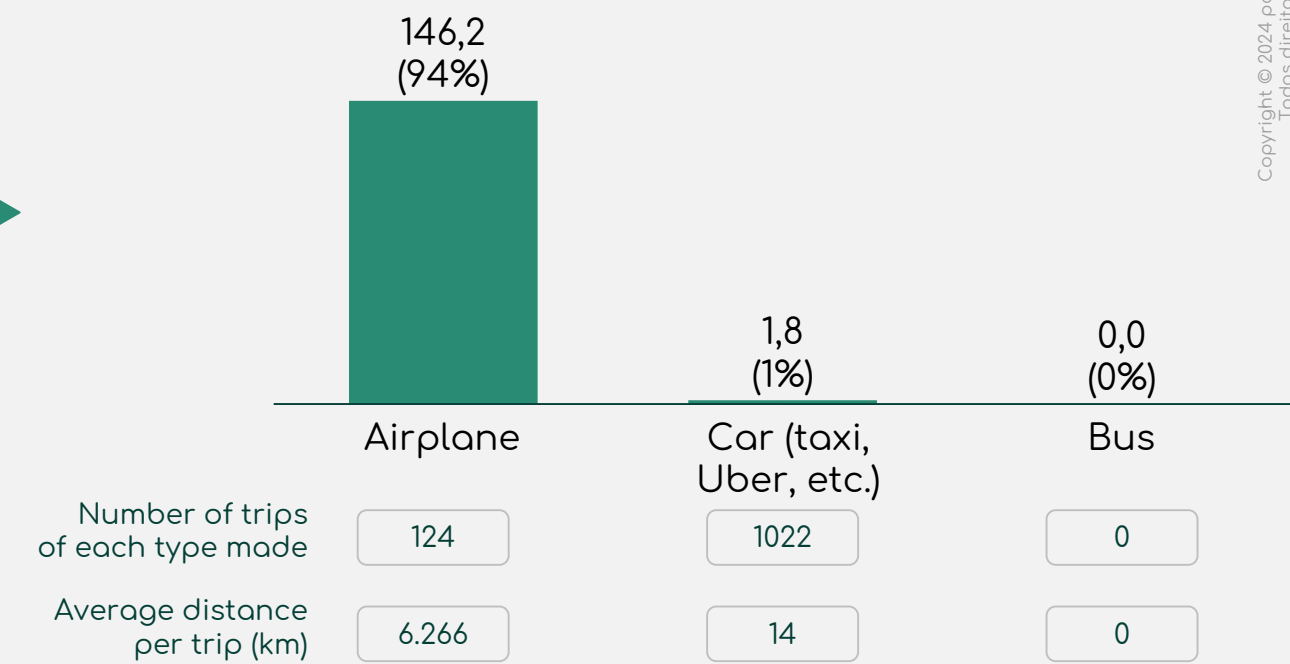
This increase in emissions, compared to 2023, can be attributed to the **growth of our team**, which led to a higher number of employees traveling for the annual **Sherlock Week**—a week-long training event in São Paulo that brings together teams from all countries. Additionally, with a constantly expanding workforce, the number of consultants commuting between home and work has also risen. In 2024, we onboarded **50 new clients**, further driving the need for new hires.

Business travel: 94% of emissions come from air transport

Breakdown of travel emissions by accommodation and transport in 2024 (values in tCO₂e and as a % of total travel emissions)



Breakdown of transport emissions in travel, by type of mode used (values in tCO₂e and as a % of total travel emissions)

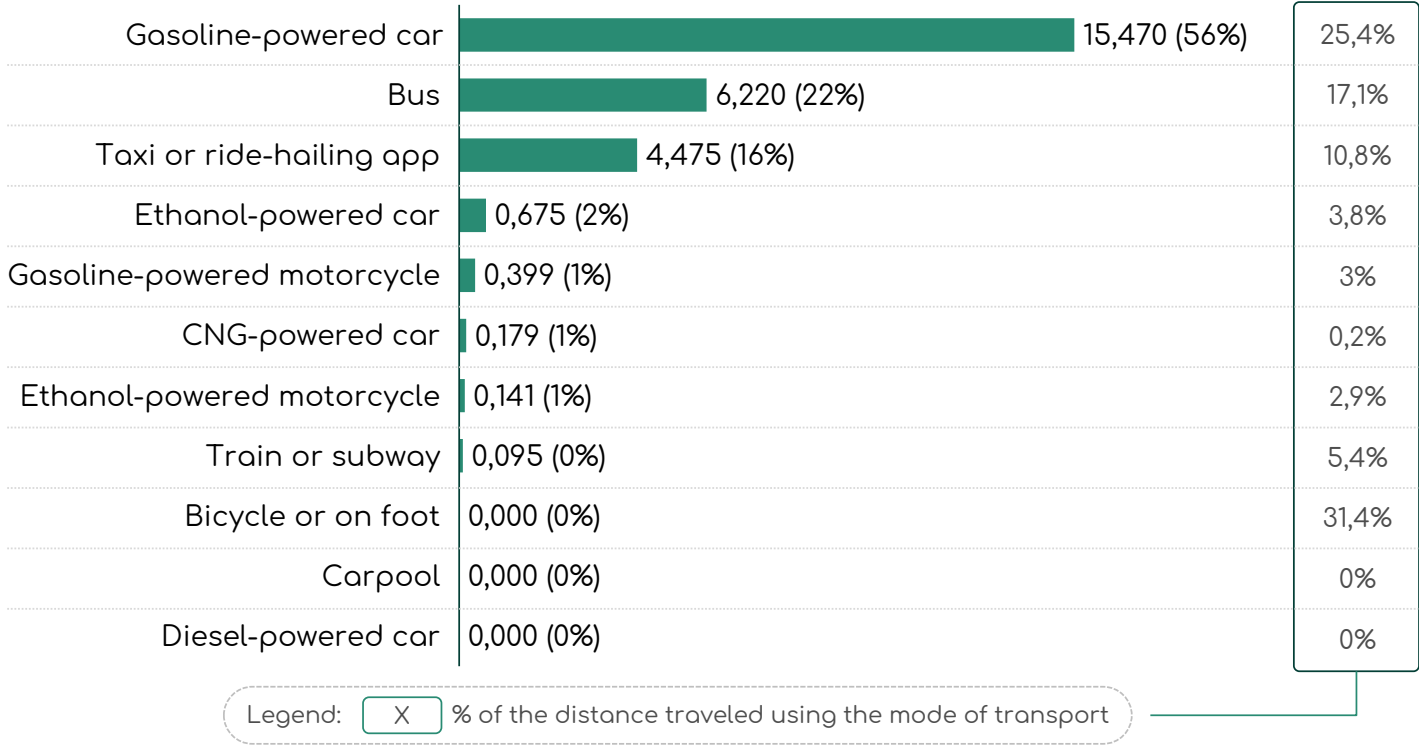


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Employees: although gasoline cars are used in only 25% of commutes, they are responsible for 56% of total commuting emissions.

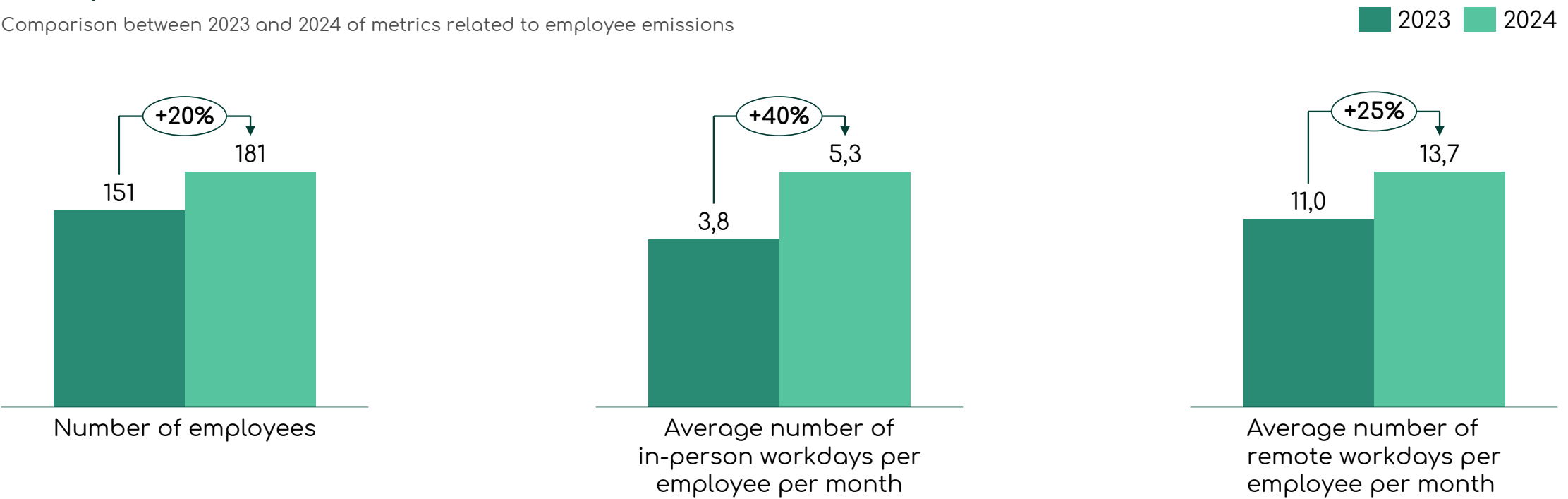
Breakdown of employee commuting emissions by mode of transport (values in tCO₂e and as a % of total commuting emissions)



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Employees: a 20% increase in the number of employees and a 40% increase in the number of in-person workdays per month resulted in higher emissions compared to 2023

Comparison between 2023 and 2024 of metrics related to employee emissions



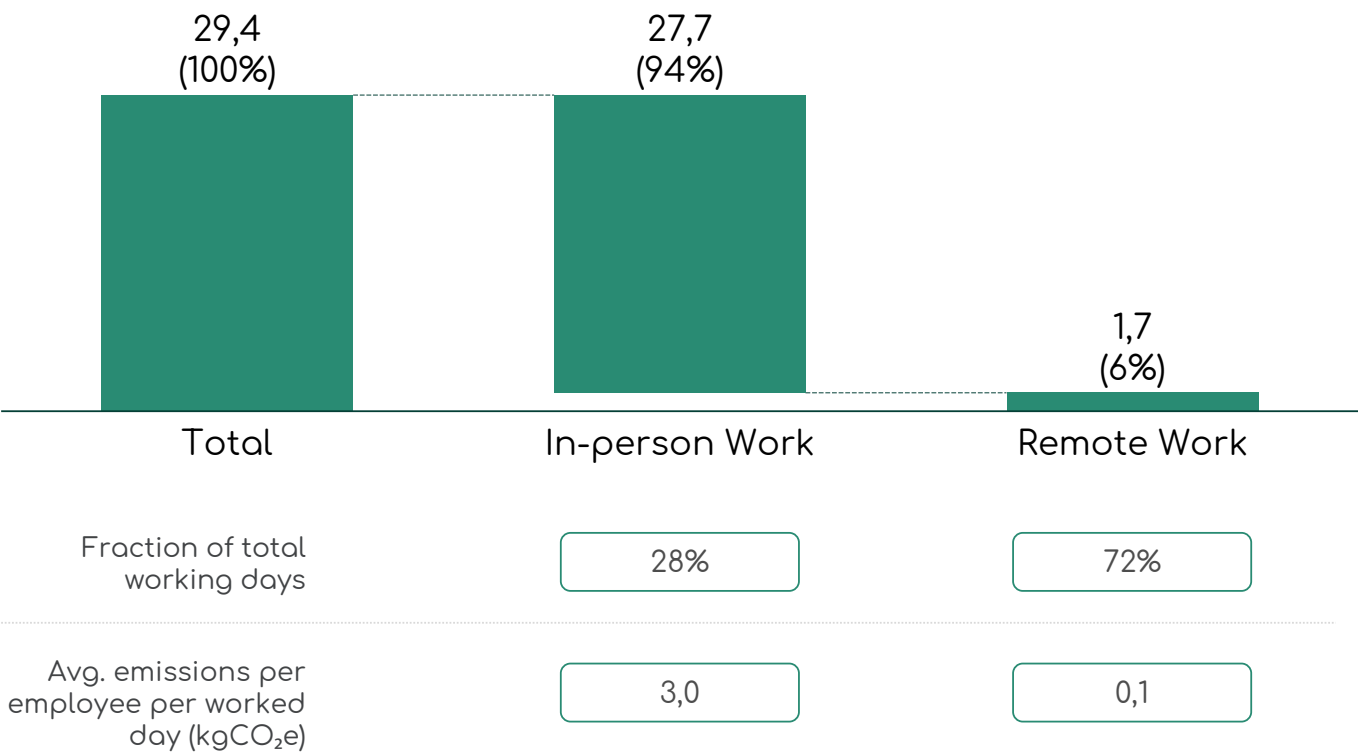
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When analyzing other sources of CO₂ emissions, particularly work commutes, we note that our agency already embraces a **highly flexible remote work model**, with **72% of all consultant workdays conducted from home**. However, the remaining **28% of in-office workdays account for 94% of commute-related emissions**, largely due to the chosen modes of transportation. With this in mind, moving forward, we will develop **internal awareness campaigns** to encourage carpooling and the use of public transportation, such as the subway. Additionally, for team-wide training sessions or events, we will explore **collective transportation solutions**, such as renting a van instead of relying on individual ride-hailing apps.

Additionally, a 20% increase in the number of employees and a 40% rise in the number of in-office workdays per month led to higher emissions compared to 2023.

Employees: 94% of emissions come from in-person work, even though it only accounts for 28% of total working days.

Breakdown of employee commuting and home office emissions, according to the work model (values in tCO₂e and as a percentage of total employee emissions).



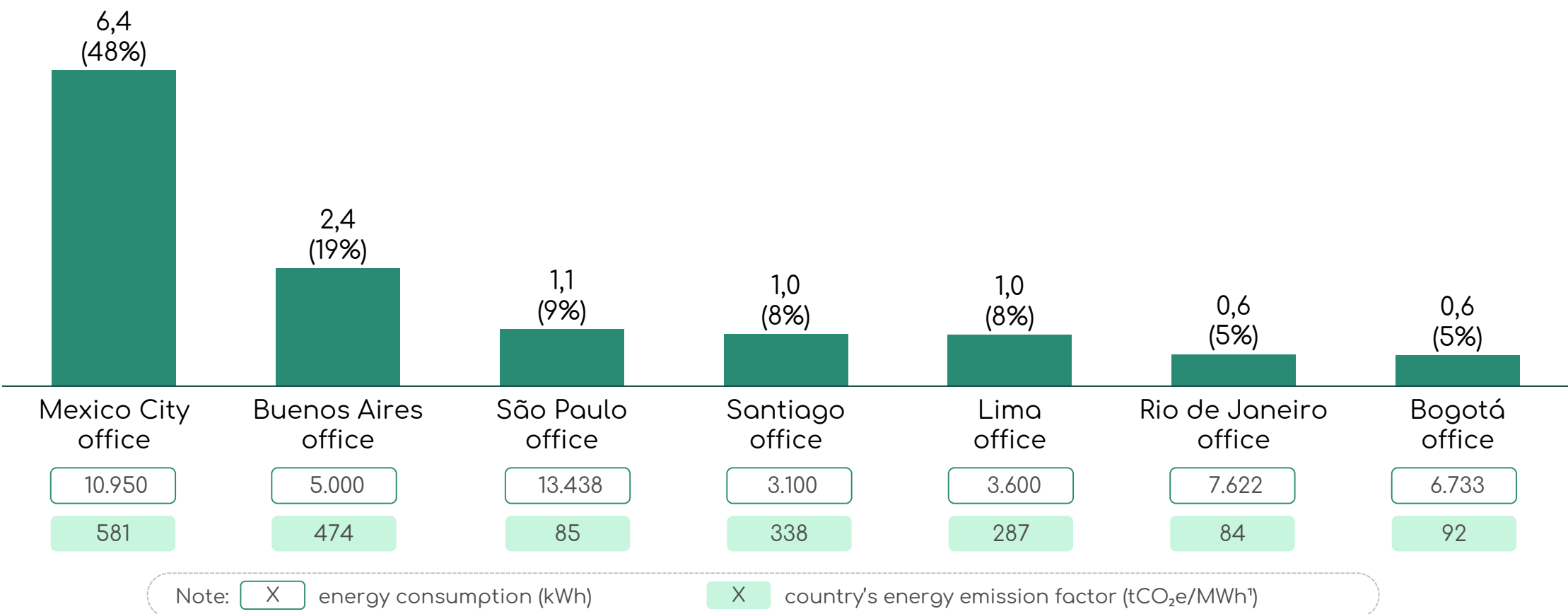
Nota: emissões de funcionários em trabalho remoto para a empresa no período são nulas, diante da ausência de trabalho remoto

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Energy: The Mexico City office accounts for 48% of energy-related emissions, driven by the country's high grid emission factor

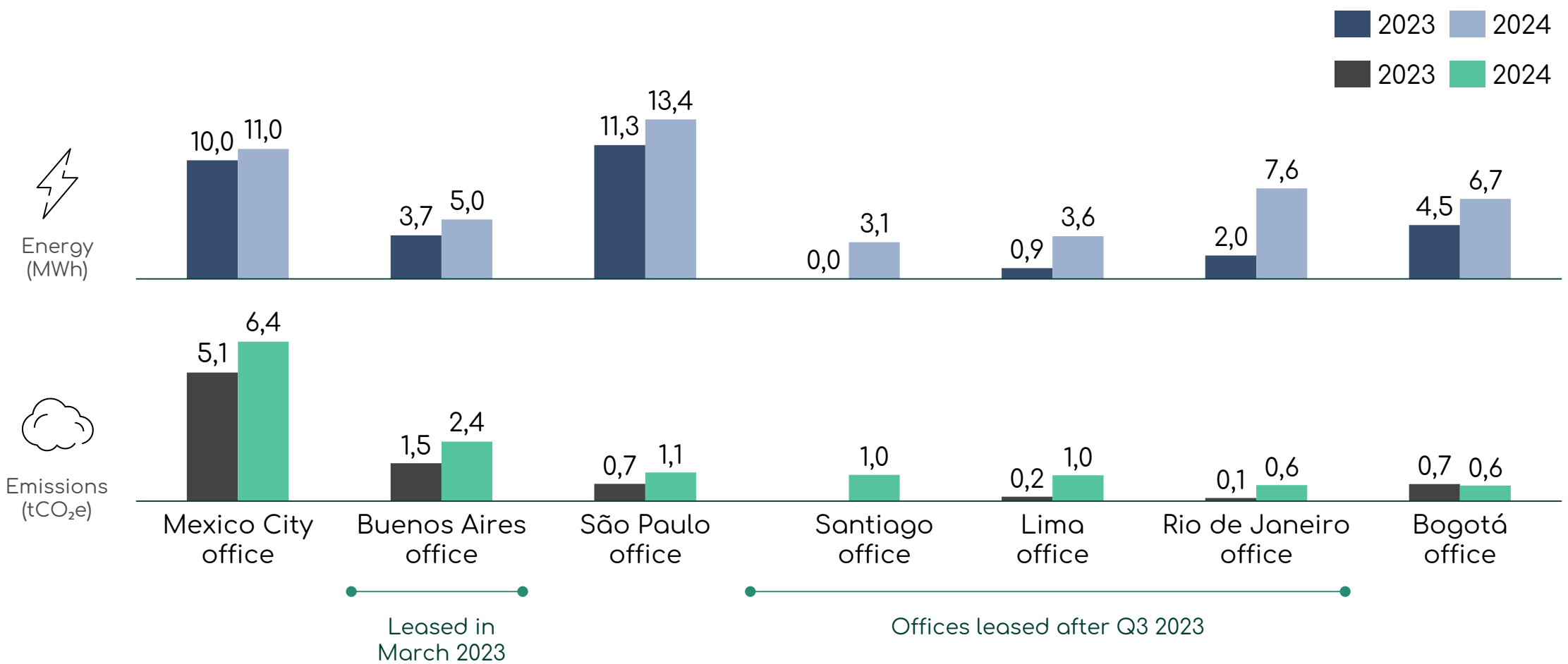
Breakdown of energy emissions by business unit (values in tCO₂e and as a % of total energy emissions)



¹ Well-to-wheel (WTW) emission factor, including emissions from energy generation (Scope 2), distribution losses, and indirect emissions from the energy mix (Scope 3, Category 3).

Energy: increased energy consumption and new offices were the main drivers of the rise in emissions compared to 2023

Comparison of energy emissions between 2023 and 2024, by business unit (values in tCO₂e)

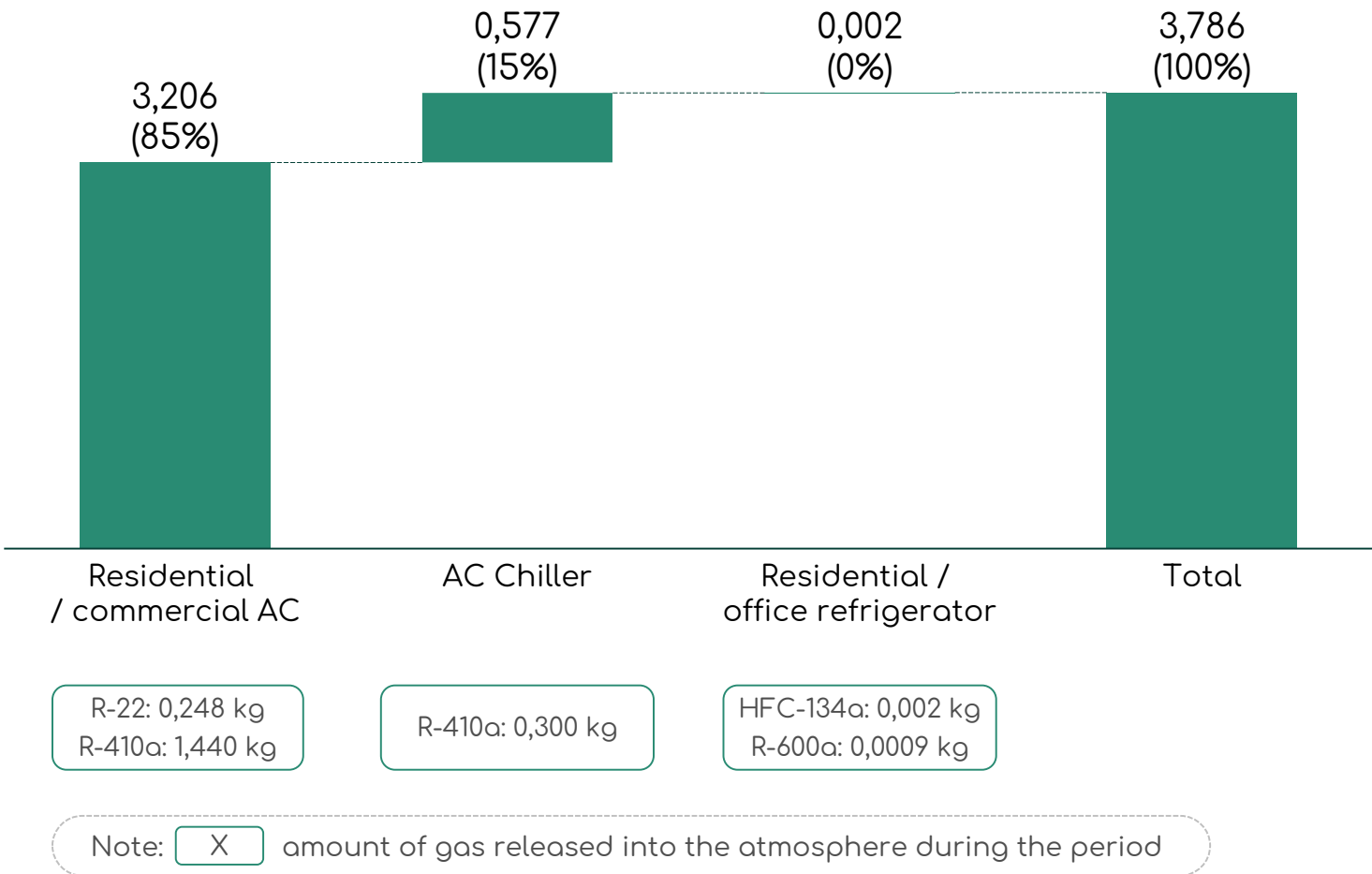


When analyzing emissions from electricity consumption, despite the teams in Brazil (São Paulo and Rio de Janeiro) being significantly larger than those in other countries, **Mexico accounts for 48% of all electricity-related emissions**. This is primarily due to the **high emission rates of the country's energy grid**.

Regarding fugitive emissions, 85% of CO₂ emissions come from residential air conditioning (AC). However, switching to HFC-32 as the sole refrigerant in residential AC units would reduce emissions by 2.1 tons of CO₂e, which falls below the materiality threshold. As a result, the overall impact on total emissions would be minimal, given that fugitive emissions represent just 2% of the agency's total emissions.

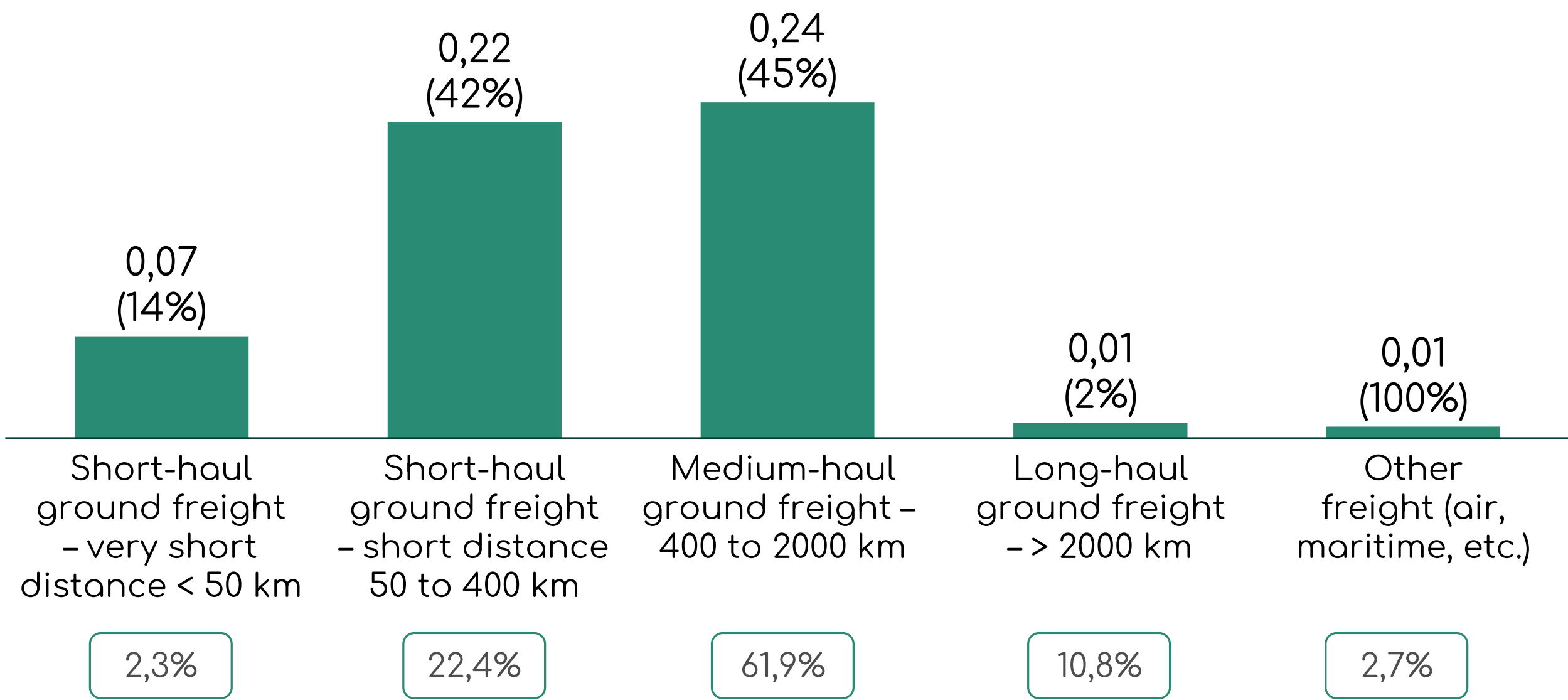
Fugitive emissions: 85% of emissions come from residential air conditioning (AC)

Breakdown of fugitive emissions by equipment type (values in tCO₂e and as a % of total fugitive emissions)



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Breakdown of freight emissions by transport mode and delivery distance range (values in tCO₂e and as a % of total freight emissions)



Note: X x% of total ton.km¹ transported by mode/distance range

¹ Ton.km (ton-kilometer): a metric representing the transport of one metric ton of cargo over one kilometer, used to measure the freight transport intensity of one or more deliveries

For **outsourced logistics**, **medium-distance deliveries account for 45% of logistics-related emissions**. However, when viewed in the broader context of the agency’s overall emissions, this remains below the materiality threshold. Given its **low impact**, our focus will be on **reducing emissions from higher-impact sources first**, such as corporate travel and employee commuting.

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In the first quarter of 2025, Sherlock Communications offset its 2024 carbon emissions with carbon credits from the VTRM Renewable Energy 2 project, located in Ventos do Piauí Complex, in the Northeast of Brazil. During the monitored period, the project achieved a total GHG emission reduction of 482,465 tCO₂e, contributing to an estimated annual average reduction of 439,950 tCO₂e and 4,399,508 tCO₂e over the full crediting period. Beyond environmental impact, the project also delivers significant social and economic benefits to the region: generates additional income for landowners, without limiting agricultural or other land uses; stimulates the local economy through increased tax revenues and the creation of direct and indirect jobs; enhances regional infrastructure, including roads and energy transmission systems; encourages education, professional training, and the development of a skilled workforce in renewable energy; contributes to a more diversified and resilient local economy, promoting long-term sustainable development. The project aligns with UN Sustainable Development Goals 7, 8, 9, and 13.



INTERNAL WASTE MANAGEMENT

As part of our commitment to sustainability and responsible waste management, we have established partnerships and initiatives aimed at reducing the environmental impact of our offices in Rio de Janeiro (RJ) and São Paulo (SP). These efforts align with our broader environmental strategy to minimize waste generation, promote circular economy principles between the consultants, and reduce carbon emissions. Moreover, these strategies were instrumental in strengthening awareness around proper waste management within the workplace.



PARTNERSHIP WITH CICLO ORGÂNICO AND REGERA MUNDO

In our owned RJ and SP offices, we have implemented organic waste management solutions through partnerships with Ciclo Orgânico and Regera Mundo. These collaborations allow us to responsibly process organic waste, diverting it from landfills and converting it into compost for agricultural and environmental purposes.

■ Impact (July-December) - Ciclo Orgânico, RJ:

A total of
398 kg
of organic waste
was composted
during this period.

This initiative successfully
**prevented the release of
307 kg of CO₂eq**
into the atmosphere,
contributing to greenhouse
gas reduction efforts.



■ Impact (July-December) - Regera Mundo, SP:

A total of
22,53 kg
of organic waste was
composted during this period.

Later in November, we began
conducting recyclable waste
management as well. From
November to December,
**we recycled a total of
70,16 kg**
of garbage.

This initiative successfully
**prevented the release of
17,3 kg of CO₂eq**
into the atmosphere,
contributing to greenhouse
gas reduction efforts.



CIGARETTE BUTT RECYCLING PROGRAM

To address the environmental hazards posed by cigarette butts, we partnered with Poiato Recicla in SP to ensure proper recycling and disposal of this type of waste. This initiative prevents toxic substances from contaminating soil and water sources.

■ Impact (August-December):

- 1,600 cigarette butts were collected and recycled, avoiding potential environmental pollution.

PLASTIC BOTTLE CAP COLLECTION CAMPAIGN

Our offices in RJ and SP have been actively engaged in a plastic bottle cap collection campaign in partnership with Rio Eco Pets, an NGO that is part of our Lupa do Bem network. The collected caps are sent for recycling and, with the money earned, the project pays for spaying and neutering of stray dogs and cats.

■ Impact:

- A total of 59,7 kg of plastic bottle caps have been collected and properly recycled in 2024 alone.

REDUCTION OF SINGLE-USE PLASTICS

In 2024, we initiated the gradual elimination of single-use plastics across all our operations. In our São Paulo and Rio de Janeiro offices, which are owned spaces, we are actively working on this transition, and aim to be 100% free of single-use plastics by the end of 2025.

In the other locations where we operate, we already use coworking spaces that have established no single-use plastics policies, reinforcing our commitment to sustainability.

Our goal extends beyond policy implementation; we strive to transform workplace culture by fostering an environmentally conscious mindset. Through awareness campaigns and practical initiatives, we aim to instill sustainable habits and make our offices greener, more responsible spaces.





CORPORATE VOLUNTEER PROGRAM

In November 2024, Sherlock Communications introduced a new policy encouraging consultants to dedicate work hours to support social causes. Under this initiative, every consultant is entitled to two paid days per year for social work (with a minimum of four hours per day), which will be counted as regular working days. To ensure proper tracking, consultants are required to register their activities via a Google Form. Through this initiative, we promote corporate volunteering and motivate our consultants to engage in social projects.

Since the policy was launched with less than 30 days remaining in the year, initial participation has been low. So far, only one consultant has taken part, supporting Sociedade Vegetariana Brasileira on December 5th.

“During my volunteer work day, I helped the Animals & Vegan Advocacy Summit (AVA Summit) organisation, which was an important part of SVB’s 2024 VegFest in São Paulo. I worked closely with Taylor Waters, AVA’s Program Lead, supporting international speakers, their presentations and the congress participants. It was a very special opportunity to me, since I’m always engaged in this field of volunteer work and wanted to learn more about it with big names of this area.”

Danielle Cameira, Senior Account Manager at Sherlock Communications





2024 was a pivotal year for the consolidation of our CSR initiatives, strengthening our ability to implement actions, practices, and policies while developing a concrete plan for the future. Moving forward, we will align our CSR strategy with the **10 Principles of the UN Global Compact**, which will serve as a guiding framework for our initiatives. Furthermore, the strategies and projects developed this year promoted positive social impact in communities across Brazil and Latin America. Through actions and partnerships with our clients and NGOs. We also embraced our role as part of the solution, actively contributing to addressing social and environmental challenges, and reaffirming our commitment as a socially responsible agency. Within this context, we would like to highlight several key new actions:

- **Human Rights:** Promote the accessibility of our offices for people with disabilities and explore potential improvements to enhance inclusivity. Create a work plan strategy to effectively implement affirmative hiring programs in collaboration with NGOs within the Lupa do Bem network to identify and recruit diverse talent, considering all the structure needed.
- **Labour:** Develop a unique initiative to democratize English learning for community leaders, expanding opportunities for social impact.
- **Environmental:** Offset two times the amount of CO₂ emissions generated during Sherlock Week, our flagship event which is responsible for over half of our annual emissions. Develop concrete strategies to reduce our carbon footprint and train our events team to incorporate eco-friendly practices in all event planning, both for Sherlock Comms and our clients.



CONCLUSIONS AND GOALS FOR 2025



SHERLOCK COMMUNICATIONS

Sherlock Communications is a multi-award-winning communications and digital marketing agency in Latin America. Headquartered in São Paulo, the company also has a presence in Lima, Bogota, Santiago, Mexico City, Buenos Aires, San José, Panama City, Guatemala City and Rio de Janeiro. With a **multidisciplinary** and **fully bilingual team**, our mission is to help companies bridge the commercial and cultural gap between Latin American and foreign markets.

The agency was named for the second time as **Best International Agency 2024** and **Best Agency LATAM 2024 by PRWeek Global Awards**. Sherlock Communications won and was highly recommended for more than 60 global awards in the past two years, and was named the **second most creative agency in the world** and the **most creative in Latin America** by The Holmes Report's Creative Index.

Managing Partner Patrick O'Neill | **Content and executive production** Fabiana Rosa and Rebeca Souza

Carbon measurement: Compensa.Eco | **Review** Freddy Powys, Julia Paresque and Rebeca Souza

Additional contributions Carolina Yokota, Danielle Cameira, Isabela Guaraldi, Ingrid Leone

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