

ANNUAL TRANSPARENCY & ESG REPORT - 2025

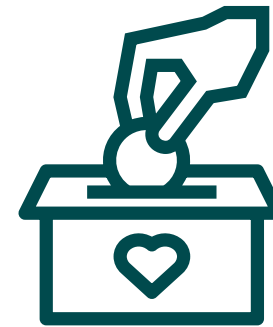


THE IMPACT OF OUR WORK IN 2025



52 mil

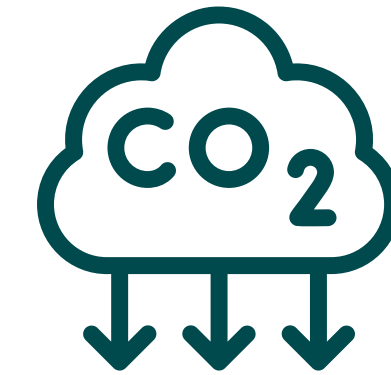
people directly or indirectly impacted.



Approximately

US\$18.000

donated by Sherlock Communications to **NGOs across Latin America.**



We reduced our

carbon emissions by 8%

compared to 2024, totalling **145 tonnes of CO₂e.**



Sherlock Communications received

3 awards
1 honourable mention

for its social impact through **Lupa do Bem.**



We expanded **access to knowledge for more than**

800 people

through English courses for the third sector, project management, fundraising, and e-books.



We supported

13 organizations

across Latin America with pro bono services, applying our communications expertise to strengthen their impact.



Our waste management helped to avoid the emission of

600 kg of CO₂

— equivalent to the impact of 10 native trees growing for a decade or 70,000 mobile phones charged.



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INTRODUCTION

In 2025, we further strengthened our commitment to corporate social responsibility and the promotion of social impact. This was a year of consolidation, marked by a clearer understanding of our role as an agency and the value which we create through our work.

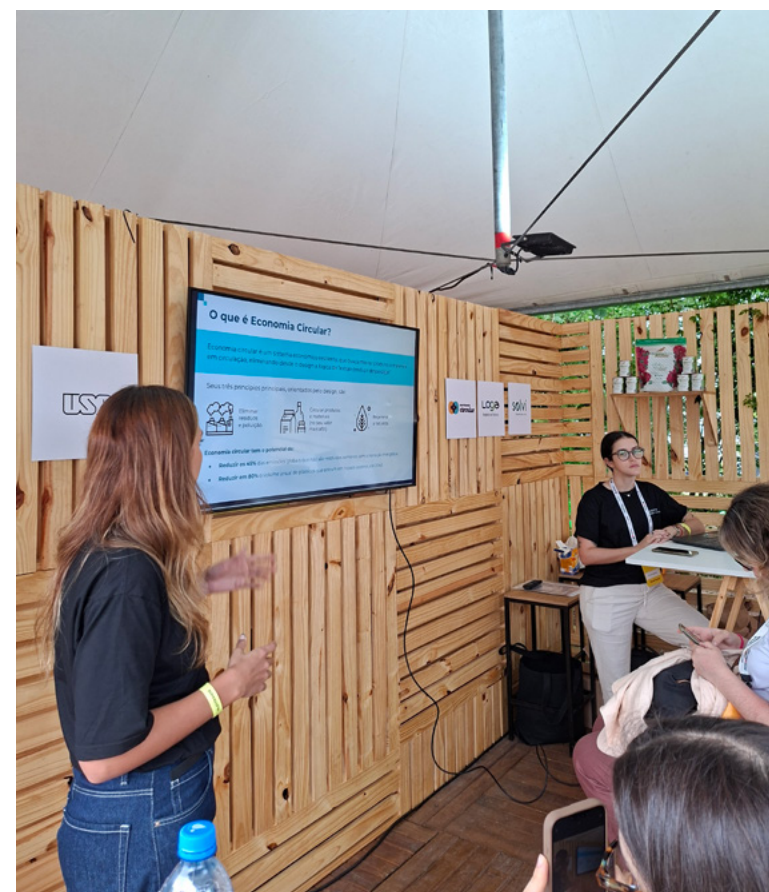
With Brazil set to host COP30, discussions around climate, inequality and governance grew in visibility. In this context, we focused on supporting our clients in engaging with these agendas in a globally informed and locally grounded way, prioritising relevance, responsibility and genuine connection with communities.

As signatories to the United Nations Global Compact in Brazil and the United Kingdom, we remain aligned with its Ten Principles, integrating them into our operations and reinforcing responsible business conduct across all our activities.

This report reflects our progress throughout the year, and our ongoing commitment to contributing positively to the markets and communities in which we operate.



OUR SOCIAL IMPACT & ESG AREA



Throughout 2025, we significantly consolidated our activities within the social impact division, reflecting a consistent process of evolution and maturity. This progress enabled us to expand our scope of work, integrating social impact practices into a more structured approach aligned with ESG (Environmental, Social and Governance) principles. As a result, we now offer a more comprehensive and strategic proposition to our clients, connecting purpose, impact and measurement.

Externally, our team focuses on developing solutions that connect brands with local social and community initiatives, promoting positive impact, strengthening local ecosystems and generating shared value.

Internally, our own sustainability agenda was further advanced through initiatives such as employee engagement programmes, corporate volunteering and support for Diversity, Equity and Inclusion (DEI) policies.

We developed workshops, engagement journeys and strategic connections with social projects, while also establishing simple and effective evaluation processes, using surveys, reports and indicators to ensure accountability and clarity regarding the impacts generated.

This approach adds value to our clients by strengthening their sustainability agendas, supporting the delivery of ESG commitments and enhancing their connection with local communities. Internally, it reinforces a culture driven by impact, data and continuous improvement, aligning purpose with business strategy.

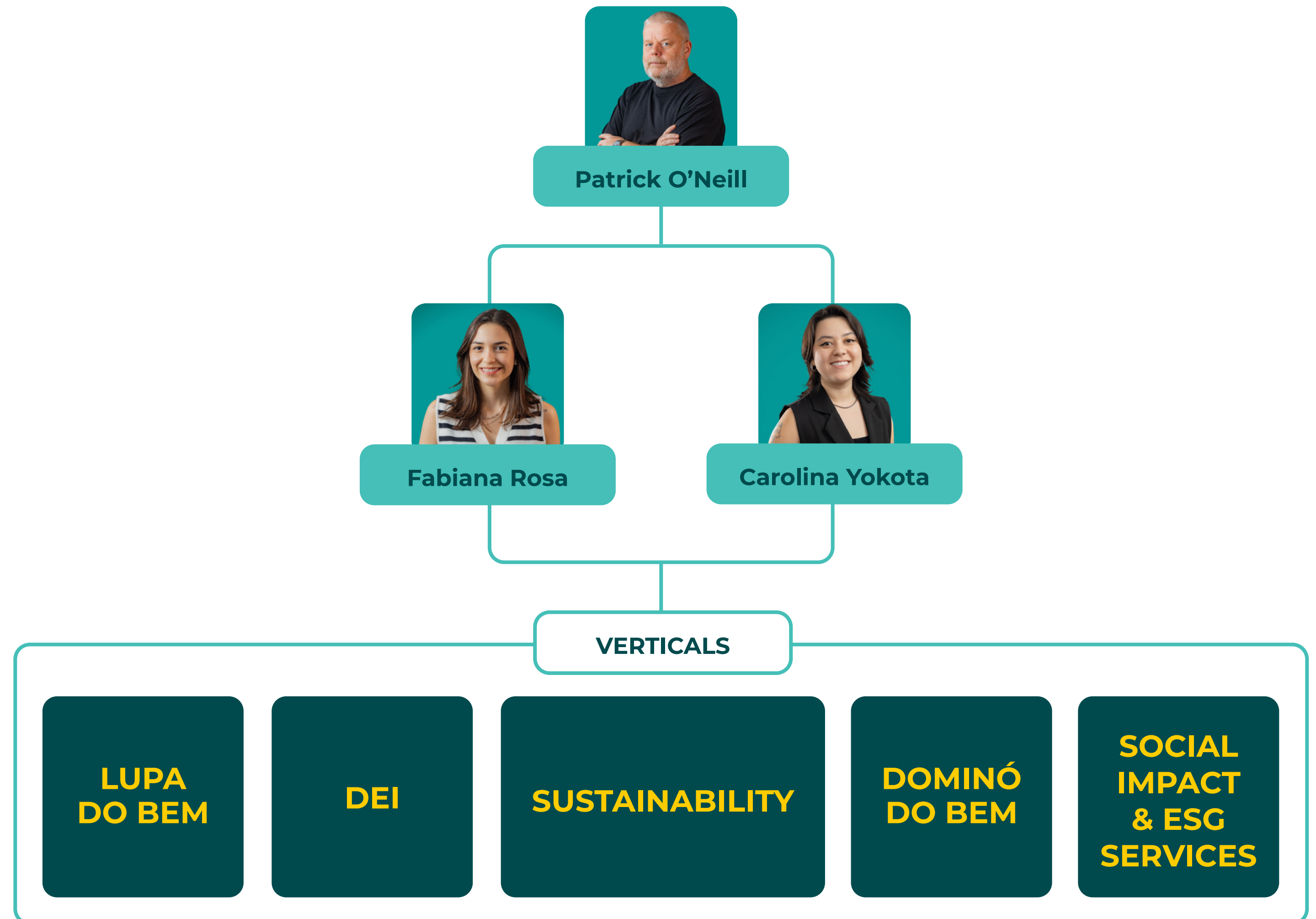
The renaming of the area reflects the natural evolution of our work. Throughout 2025, we ascertained that our activities go beyond traditional Corporate Social Responsibility, and incorporate practices, methodologies and indicators typically associated with ESG. To more accurately reflect our scope, maturity and market alignment, we adopted the name of “Social Impact & ESG Consultancy”.

VERTICALS

Despite these changes, and the maturation of the area, the internal structure across verticals remains unchanged. We therefore continue to be organised as follows:

- **Lupa do Bem**, coordinated by Aline Louzano in Brazil, and by Pierina Chicoma and Diego Bezerra across Spanish-speaking Latin American countries;
- **DEI**, coordinated by Ingrid Leone and Helena Monahan;
- **Dominó do Bem**, coordinated by Carolina Yokota;
- **Sustainability**, coordinated by Isabela Guaraldi and Danielle Cameira;
- **Social Impact & ESG Services**, coordinated by Fabiana Rosa.

The area is led by Fabiana Rosa, Head of Social Impact & ESG, with support from Carolina Yokota, Tech Lead for Social Impact, under the supervision of Patrick O'Neill, Managing Partner.



LUPA DO BEM



OUR IMPACT IN 2025

52,000 people directly and indirectly impacted

78 NGOs NGOs engaged and featured across Latin America

2,7M social media impressions

54 pieces of media coverage

19 event coverages delivered by our team

+270 participants registered on Lupa Learning

BRL 87,000 in donations to 82 small and medium-sized social impact initiatives

Throughout 2025, we delivered 82 donations and expanded our network by onboarding 78 new social organisations, reaching a total of 160 new NGOs supported. Considering that each organisation directly serves an average of 80 people, we estimate a direct impact on approximately 12,800 beneficiaries through initiatives focused on social, educational and community development.

Beyond the direct impact on beneficiaries, our support also contributes to strengthening the institutional capacity of partner organisations. Taking into account the profile of small, community-based NGOs in Latin America, we estimate that each organisation operates with an average team of three people, resulting in an additional indirect impact on approximately 480 staff members and collaborators whose technical and operational capacities are strengthened.

The reach of these initiatives also extends to beneficiaries' families. Based on common household structures in the region, we estimate that each beneficiary indirectly impacts an average of three family members, expanding the overall reach of the initiatives to approximately 38,400 additional people. This approach is aligned with methodologies used by organisations such as the United Nations Development Programme, the World Bank and regional development institutions.

Overall, when considering both direct and indirect impacts (beneficiaries, NGO teams and beneficiaries'

families), we estimate that our actions contributed to improving the quality of life of approximately 52,000 people, reinforcing the role of collaboration and social investment as key drivers of sustainable, community-based change.

WHAT IS LUPA DO BEM?

Lupa do Bem is an initiative that values and amplifies the voices of social changemakers driving tangible change across Latin America. We began our journey in 2021 as a platform for the creation and dissemination of social impact content, highlighting projects, leaders and organisations committed to advancing human rights and community development. Over the years, we have expanded our scope and established ourselves as a **key enabler within the third sector ecosystem**, supporting small and medium-sized organisations in addressing their core challenges.

This is reflected across **multiple impact streams**: in addition to promoting social initiatives, we provide institutional support through donations and foster organisational development through training programmes delivered via our **Lupa Learning** platform, which aims to democratise access to strategic knowledge in areas such as **project management, fundraising and languages**. This content is delivered through **workshops, e-books, learning platforms (Google Classroom)** and educational content on social media.

In 2025, Lupa do Bem was further consolidated **as a reference platform for small and medium-sized organisations**, becoming a **key support system for their sustainable growth**. In this context, 78 new organisations joined our network, including **49 in Brazil** and **29 across Latin America: Argentina, Chile, Colombia, Panama, Costa Rica, Mexico, Honduras, Peru, the Dominican Republic and Guatemala**.

2025 ACTIVITIES AND IMPACT

1. LATAM NETWORK EXPANSION

The expansion of Lupa do Bem across Latin America began in 2024, when we mapped 27 initiatives across 7 countries. In 2025, with the addition of consultants from other countries, Sherlock Communications expanded its coverage to initiatives in 11 countries — including our first initiatives in Chile, Honduras and El Salvador.

The use of an SEO-driven content strategy, enhanced contextualisation and the launch of a new podcast contributed to helping organisations reach new audiences and potentially grow their donor bases.

In 2025, we published content highlighting 29 new initiatives from across Latin America, generating 4,119 clicks and achieving a 51.42% engagement rate on the Spanish-language Lupa do Bem page. All newly mapped social projects and NGOs received donations

from Sherlock Communications equivalent to BRL 1,000 in their local currencies, supporting the strengthening of their operations.



Testimonials from supported NGOs

“The donation enabled the strengthening of the AfroIdentifícate initiative, focused on promoting the recognition and affirmation of Afro-Peruvian identity within the 2025 National Census. **With this support, a specialist was engaged to assess the reach of the initiative and the barriers faced by Afro-Peruvian youth, with the aim of developing recommendations for future inclusive public policies.**”

[NGO Ashanti, Peru](#)

“The donation supported the development and delivery of a participatory workshop led by Mujeres del Mar as part of the Third International Marine Reserves Meeting, in the Valparaíso region. **The initiative contributed to increasing the Foundation’s visibility and strengthening its community- and gender-focused marine conservation efforts.**”

[NGO Mujeres de Mar, Chile](#)

2. CAPACITY-BUILDING

■ Lupa Learning:

Over the course of operation, we have mapped more than 500 community-based initiatives, with which we maintain active engagement - sharing their stories and, above all, listening to their challenges and needs.

Through this process, we identified a growing demand from community leaders for skills development. As a result, strengthening capabilities for work within the third sector has become a central pillar of our activities.

With the aim of reducing inequality in access to English-language education — and, consequently, access to international funding — we launched Lupa do Bem’s free learning platform, Lupa Learning, in 2025.

The platform offers more than 100 beginner-level English lessons, developed in partnership with PLT4Way (part of the Lupa do Bem network), including a module focused on English for the third sector and a practical guide on how to navigate key international fundraising platforms.

In addition, recordings of webinars delivered in 2024 — one focused on project development and accountability, and another on fundraising — are available on the platform, developed in partnership with third sector

professionals. This allows participants to revisit the content, or access it for the first time if they were unable to attend the live sessions.

RESULTS BY THE END OF 2025

Fundraising training:
228 participants

English course:
55 participants

Project management training:
24 participants

Total:
273 participants





What Lupa Learning participants say:

“I’m really glad I found this platform. I spent five years working in fundraising at an environmental NGO, and want to continue building a career in social and environmental projects.”

Lígia Soares

“I’m joining with a lot of motivation and a real eagerness to learn more about fundraising. Thank you.”

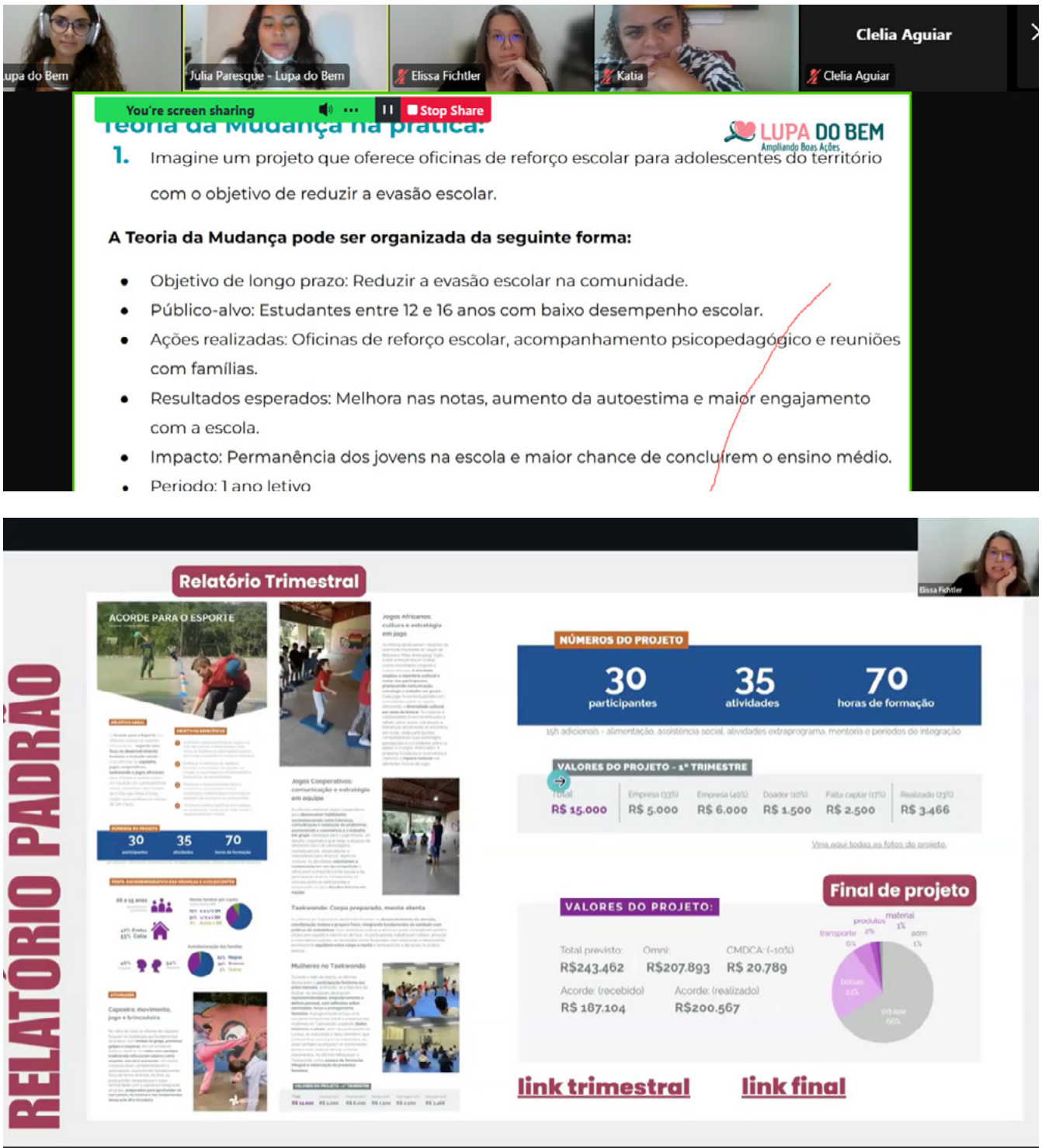
Wilson Carlos de Santana

■ Workshops:

In July 2025, we held two free online sessions with third sector specialists, aimed at individuals interested in strengthening their social project management skills.



Session 1: Project design for funding calls and application guidance
Guest speaker: Carolina Sampaio (Head of Fundraising at Instituto Terra)
Moderator: Rebeca Souza



Session 2: Project monitoring and reporting to sponsors
Guest speaker: Elissa Fichtler (Institutional Development Manager at Instituto Acorde)
Moderator: Julia Paresque

PERFORMANCE INDICATORS

Registered participants:

223

Day 1:

65 active participants

Day 2:

50 active participants

What participants say:

“I’ll admit, I joined expecting more of the same: initiatives that talk a lot but don’t really explain. But I’m genuinely impressed.”
Trycia, Instituto Saúde Unica

“I’m impressed as well. We’re just getting started, still on our second project at the NGO, and we don’t want to give up. I’m really glad I found you.”
Elys Chaves

■ Communication E-book

With the aim of supporting the institutional growth of social projects, in July we launched the “[Communication for NGOs and Community Projects](#)” e-book, written in partnership with communications specialist Marina Cipolla.

The publication brings together practical guidance on how to build effective communication strategies and strengthen both the online and offline presence of social initiatives.

Among the topics covered, the guide presents ways to engage communities, pathways for creating websites and newsletters, guidelines for developing presentations for fundraising, as well as a dedicated chapter on the use of Artificial Intelligence as a tool to support process optimization.

The publication was also featured in the media, with 16 placements across multiple communication outlets, reaching a total audience of **113,567,370** people. The coverage appeared in relevant third-sector platforms such as MSN, Folha de Vitória, and Última Hora Online, contributing to a total of **242** e-book downloads.



3. DONATIONS

Data from [IPEA](#) shows that, on average, 3 out of every 10 NGOs established in Brazil have ceased operations over the past decade. Limited funding and fundraising challenges remain among the main barriers faced by these organisations.

Against this backdrop, Sherlock Communications, through Lupa do Bem, supports NGOs and small-scale projects with one-off donations, with no requirements attached. The aim is **to strengthen community-led initiatives** and help **sustain the social projects** within the Lupa do Bem network.

Throughout 2025, we provided financial support to **82 organisations and social projects across Latin America**, allocating approximately **BRL 80,000 in donations**.

The projects we support operate across a wide range of areas, including health, sustainability, gender, human rights, technology and the digital economy, among others.

Compared to the previous year, the total volume of donations received by organisations decreased. This variation is due to the fact that, in 2024, the donation programme also included a contribution from Betfair — a client of the agency — which allocated £60,000 across six social organisations in Brazil, identified and supported by Sherlock Communications. In 2025, donations were funded exclusively by the agency.



Rádio TV Quilombo during the social initiative enabled by a Lupa do Bem donation. Vargem Grande, Maranhão, 2025.

“In a social organisation, any contribution makes a difference, whether in terms of visibility or financial support to carry out activities, **because it helps us reach places we have not yet been able to access**. It was essential to have the opportunity to amplify our voice with Lupa do Bem and to fund another activity for the young rural Quilombola population in the region.”

[Rádio TV Quilombo](#)

Testimonials from supported organisations:

“ We had a recurring issue during classes: the heat. Thanks to Lupa do Bem’s donation, *we were able to purchase four fans for our classroom, which is very hot. This had been affecting lessons and, consequently, students’ preparation for university entrance exams.* The donation made it possible to resolve this issue.”

Pré Vestibular, Bom Pastor

“ Being part of Lupa do Bem was important as it recognised our work and helped increase our visibility. Most importantly, *it strengthened the work of the Promotoras Legais Populares in their communities, supporting the promotion and defence of rights, as well as the prevention of violence.*”

Themis - Gênero, Justiça e Direitos Humanos,



4. STRENGTHENING OUR NETWORK

■ **Newsletter**

In 2025, the Lupa do Bem newsletter continued to perform strongly, with delivery rates between 98% and 99% and an average open rate of 33% to 35%. It also began to feature third-sector opportunities (such as courses and funding calls), alongside updates on our work.

Following growth in the third quarter, driven by qualified leads from webinars and workshops, the subscriber base expanded from around 230 to more than 700 contacts. While a peak open rate of 75% was recorded

in July, performance stabilised between 30% and 38% with the entry of new subscribers. Nevertheless, engagement remained consistent, with click-through rates reaching up to 5.4%, indicating increased reach while maintaining quality.

Before Webinars (Q1–Q2)

Smaller, stable audience, with consistent but moderate engagement

~230 emails per campaign

Open rate: 30%–39% on average

CTR: 1.7%–3.4%

Engaged audience: ~56%–60%

After Webinars (Q3–Q4)

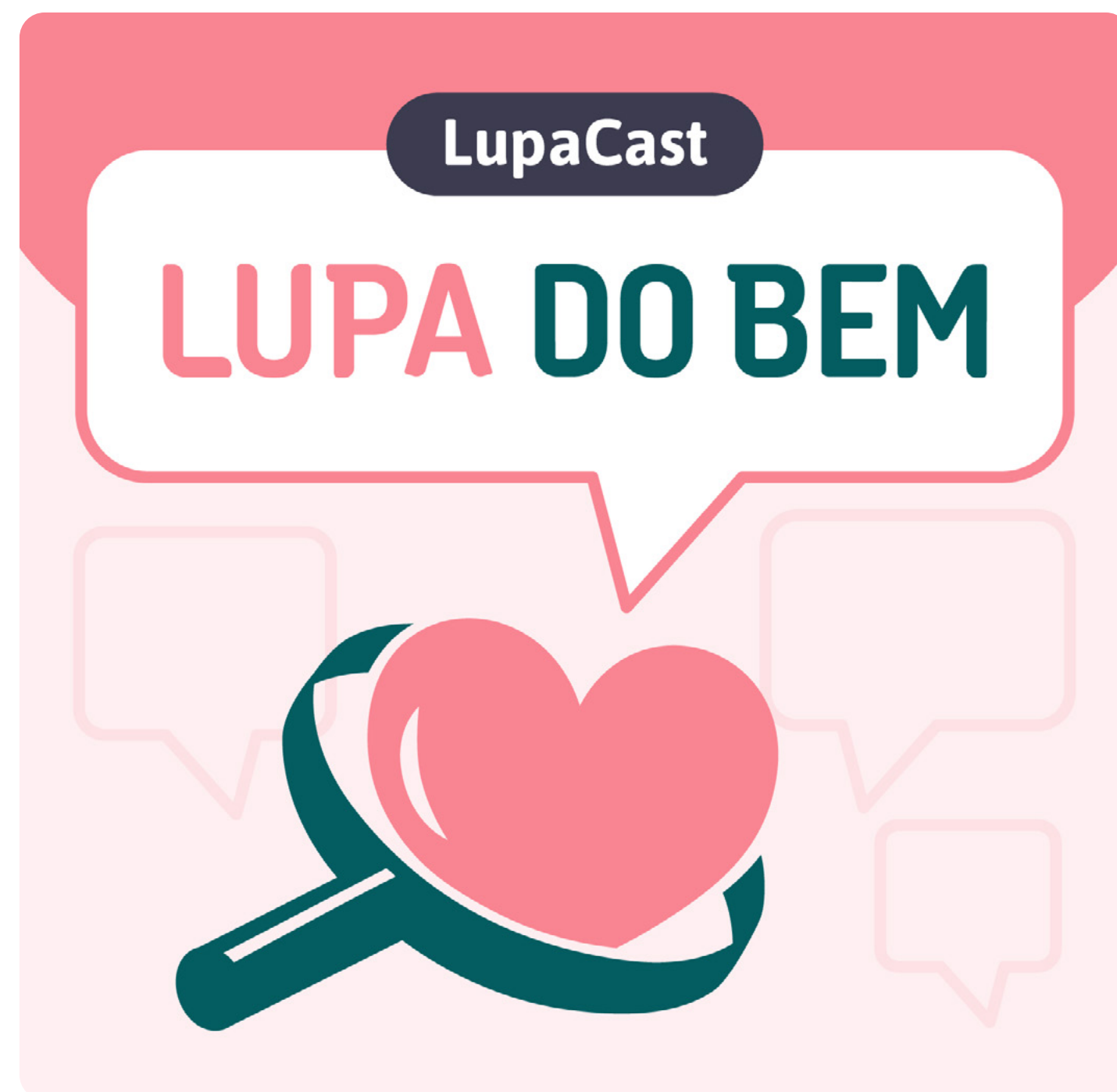
Rapid audience expansion with sustained engagement levels

Up to 700+ emails per campaign

Open rate: 35%–75% (peaks in key campaigns)

CTR: up to 5.4%

Engaged audience: up to 91% in key campaigns



■ LupaCast

Lupa do Bem is committed to the democratisation of information, and therefore uses a range of communication channels to broaden access to relevant content. One such channel is **LupaCast**, our podcast designed to **strengthen and amplify positive social initiatives**.

In 2025, the podcast featured themed episodes such as “What is an NGO?”, “COP30” and “Black Consciousness”. In addition, we launched a special segment titled **“Diversity and Inclusion in the Workplace”**, a four-part

series addressing diversity and inclusive communication across Latin America.

In August, we also launched **“Lupa do Bem – Histórias de Latinoamérica”**. With an expanded team, now including members from Spanish-speaking countries in the region, we produced three episodes highlighting social initiatives from Argentina, Peru and Costa Rica, showcasing their leadership and social impact across the region.

All episodes of LupaCast can be found [here](#).



■ Events

To consolidate our work within the third sector, in 2025 **we took part in 19 events**, which resulted in coverage across our website and social media channels, as well as strengthened relationships with partner institutions in the sector. Key events included [Agenda SP+ Verde](#), [Prêmio Melhores ONGS](#), [Festival ABCR](#), [Conferência Ethos](#) and [Impacta Mais](#).

At **Agenda SP+ Verde**, the largest pre-COP30 event in the country, the Circularity Hub featured Sherlock Communications representatives as speakers on its opening day. **Fabiana Rosa**, Head of Social Impact and



ESG at Sherlock Communications, **joined the “How to Turn Circular Economy into News” panel**, alongside other communications professionals.

As part of the official programme, Isabela Guaraldi (Senior Account Executive and CSR Project Coordinator) and Danielle Cameira (Public Relations Manager) also led a workshop entitled “Circularity on the Agenda: Strategies to Communicate and Engage”.

This active presence was key to expanding our understanding of global trends and practices.

5. PARTNERSHIPS

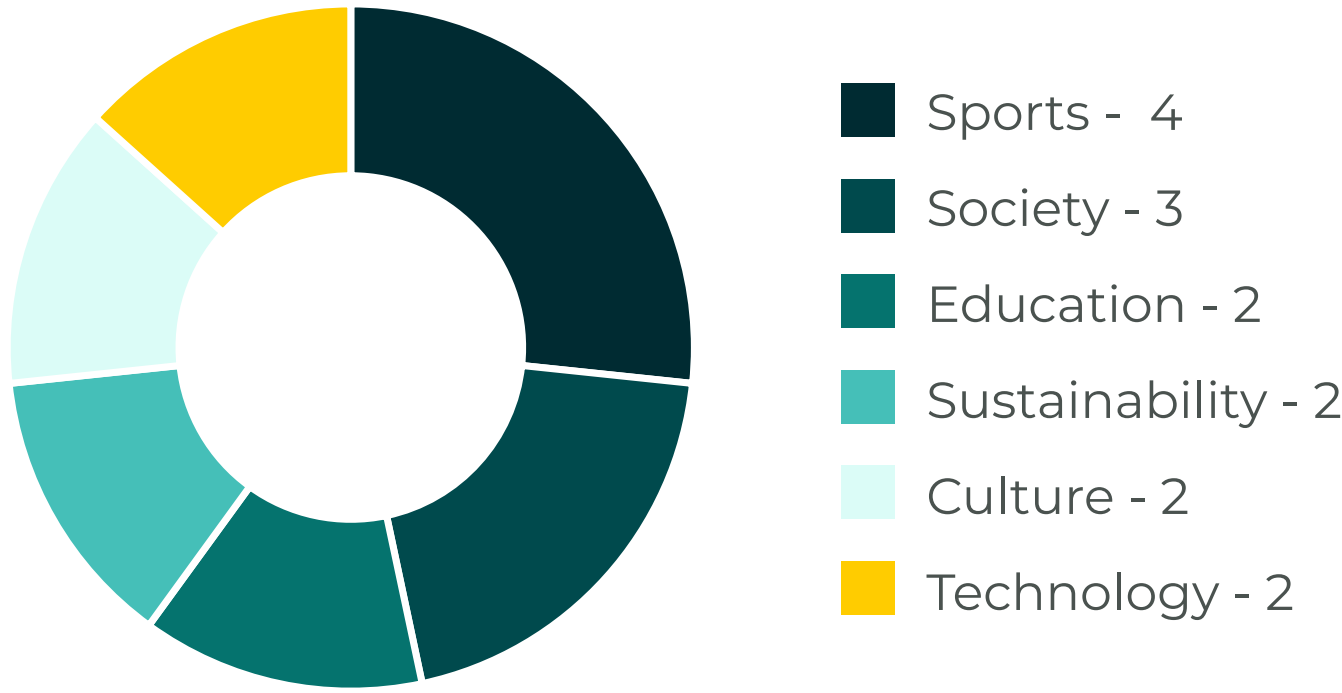
■ **Catraca Livre**

Our partnership with Catraca Livre expanded the distribution of content originally produced by Lupa do Bem, increasing the visibility of social impact initiatives among broader audiences. Exclusive content was also developed for the **Causando** section.

A total of 15 articles were published in 2025.

Each piece reached an average of around 8,500 readers. Overall, stories covering NGOs and social projects **generated more than 124,000 additional readers**, reinforcing the collaboration’s role in expanding reach and visibility.

Categories of NGOs covered include:



■ **InnContext**

InnContext is a civil society media outlet supported by Fundación Avina, focused on amplifying stories and perspectives from across Latin America.

The collaboration with Lupa do Bem began in February 2025, following the conclusion of a previous partnership with RedAcción. Since then, 19 articles have been published and 6 additional republications have been distributed through partner outlets, broadening the visibility of social and environmental initiatives in the region.

Featured projects include [Sinkumunchis](#), [Quilombo Aéreo](#), [La Cana](#), [Mujeres que no fueram tapa](#) and [Cia Ballet de Cegos](#) with coverage across media outlets in [Bolivia](#), [Guatemala](#), [Argentina](#), [Honduras](#) e [Paraguay/Paraguay](#)

With approximately 1,968 monthly readers, InnContext maintains a highly engaged audience focused on civil society narratives in Latin America. The collaboration extended the reach of Lupa do Bem’s coverage by an **estimated 46,000 additional readers**.

6. RECOGNITION OF LUPA DO BEM

In 2025, Lupa do Bem gained international recognition, with Sherlock Communications receiving multiple awards for the initiative as an innovative approach to social impact and corporate responsibility.



PRWeek Awards – Finalist in Corporate Social Responsibility



PRWeek Purpose Awards – Honourable Mention for Best Use of Technology or AI



Ragan CSR Awards – Honourable Mention in Community Affairs



SABRE Awards Latin America – Winner in Corporate Social Responsibility

CAMPAIGNS WITH CLIENTS



In 2025, our corporate social responsibility journey reached a new level - not just as an internal practice, but as a genuine expression of our values. Building on this maturity, we began offering social impact and ESG strategies as integrated services within our clients' campaigns, creating real value where it matters most.

Based on studies and research - [including our own CSR Report 2024](#) - we identified that Latin American consumers significantly value companies that are genuinely committed to social and environmental causes. Given that we work exclusively with foreign companies expanding into the region, we understand that this approach represents an important strategic differentiator for positioning these brands among Latin American audiences.

Over the past few years, we have accumulated practical and meaningful experience in this field through pro-bono campaigns and direct work with grassroots initiatives, especially through Lupa do Bem. This journey has established us as experts both in the responsible and careful handling of social and environmental issues

and in bridging the gap between global companies and local community initiatives.

In this way, we have expanded not only the reach of the actions developed, but also the depth and relevance of the social impact generated.

THE IMPORTANCE OF ESG-COMMITTED COMPANIES

Today in Latin America, consumers are not just buying what companies sell. They are buying values, commitments, and purpose.

There is a growing expectation that brands will actively respect people, protect the environment, and contribute positively to the communities in which they operate. At the same time, local NGOs and social leaders are calling for deeper, more authentic collaborations - ones that go beyond one-off initiatives and generate lasting, meaningful impact.

The data clearly reflects this shift. According to the Sherlock Communications 2024 CSR Survey, corporate social responsibility plays a decisive role in shaping brand perception across the region: **81% of Latin American**



consumers say that Corporate Social Responsibility actions influence their opinion of companies. When asked how businesses can make a positive impact, 59% highlighted environmentally responsible supply chains as the most important factor. Furthermore, **77%** said they would not recommend companies that are not socially responsible, and **72%** stated they only buy from or hire services from companies that demonstrate social responsibility.

Perceptions from Brazilian NGOs reinforce this view. The feedback collected revealed significant frustrations: **79%** noted that some companies still carry out actions that do not generate long-term community impact, while the same proportion pointed out that companies often do not engage closely enough with local projects to truly understand their needs.

This expectation is directly reflected in consumer behavior. A study by [Kantar](#) (2025) found that **50%** of Brazilian consumers reduced or stopped purchasing from brands associated with negative social or environmental impacts, highlighting how strongly values influence purchasing decisions.

Corporate reputation has therefore become a critical business asset. “Corporate Reputation and Communication: [The Most Relevant Intangibles for Business](#)” (2025) identifies corporate reputation as the most important intangible asset for companies, with particularly high relevance in Latin America.



CONNECTING COMPANIES AND NGOS: OUR 2025 CAMPAIGNS

1. MANAGEENGINE + MAIS MENINAS NA TECNOLOGIA

In 2025, Sherlock Communications partnered with ManageEngine to carry out a Corporate Social Responsibility initiative focused on engaging the next generation of women in technology. Our Social Responsibility team was responsible for structuring the program, identifying potential partners, developing the proposal, and coordinating the activation with the Mais Meninas na Tecnologia NGO, providing full support throughout the entire workshop experience.

On August 16th, 2025, ManageEngine hosted the event at its headquarters in São Paulo, welcoming 16 girls aged between 9 and 16 from peripheral areas of the city. For many of these participants, it was a transformative opportunity to see, in practice, that a career in technology can be part of their future.

During the visit, the girls got a glimpse into the daily life of an international company, learned about the roles women play in the technology sector, and took part in a hands-on activity, creating characters through AI prompts which they developed themselves.

The presence of female tech professionals was one of the most important elements of the day. By sharing

their career journeys, these professionals reinforced the importance of diversity in the sector, and demonstrated that inspiring and achievable paths exist for girls from all backgrounds.

Throughout the event, the girls showed enthusiasm and were fully engaged in all activities, successfully collaborating across different age groups. **For many, the day provided a new perspective on their own potential.**



In this campaign, we worked with children and teenagers, reinforcing the long-term transformative potential of initiatives such as these. To better understand the participants' feelings and engagement levels, we conducted a simple survey, asking them to describe their emotions following the visit using emojis. All 16 participants who attended the event responded with one of the following options:

EMOJI	MEANING
🥰	Very happy
✍️💻👋	I would like to come back another day
🎉	Fun and joy all round



Their accounts and stories bring the numbers to life and reveal how this initiative awakened new dreams and possibilities. Below are two testimonials that demonstrate the real difference which this day made:

I found it truly amazing to see people working in this field. I was in awe when I saw the professionals in action."

Lívia Gomes de Souza

Seeing more women working at an international technology company was truly inspiring for all of us."

Emanuelly Santos



2. THE LUMISPHERE EXPERIENCE

Sherlock Communications partnered with one of the agency's clients, The Lumisphere Experience, to expand cultural access for children and young people from vulnerable communities in Rio de Janeiro. This initiative was carried out in collaboration with four NGOs from the Lupa do Bem network: Instituto Educar+, Coletivo Frente Cavalcanti, Um Passo a Mais Capoeira, and Telhado Verde Agroecológico. Each organization engaged 30 participants, with a total of 120 children taking part in two days of immersive activities.

The exhibition, carefully designed to be inclusive and accessible, combined cutting-edge technology with an engaging narrative to explore the urgent issue of global climate change. Its main goal was to promote awareness and environmental education, inspiring young participants to imagine new possibilities for their own futures - and for the future of the planet.

In addition to its direct impact on children and teenagers, our PR team successfully secured media coverage of the initiative by TV Record, which broadcast the event live and published a dedicated report on its online news portal. This coverage reached an audience of more than 5 million monthly visitors, increasing the initiative's visibility and reinforcing the importance of environmental education in vulnerable communities.



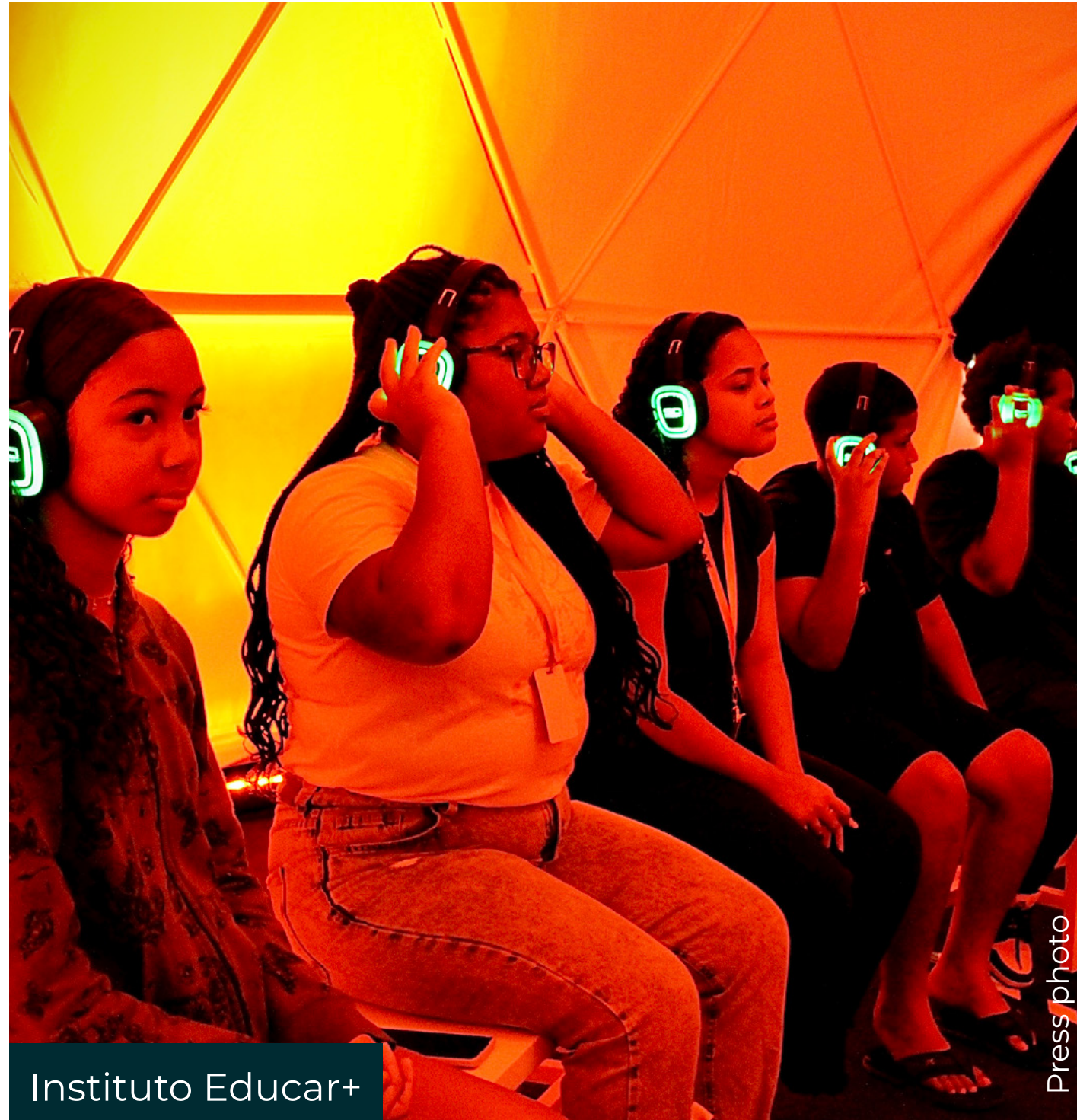
“We brought together participants of all ages, creating a truly intergenerational experience. For many, this was their first visit to the Museu do Amanhã and, for several children, it was their first time in the city center, opening up a whole new world of possibilities.”

Leandro Ferreira, Coletivo Frente Cavalcanti



“Taking the children from our community to the Lumisphere Experience was like opening a window to the future. The sensory immersion in sounds, visuals, and climate-focused narratives sparked deep reflections among them: what kind of planet do we want to help grow? Technology became an educational bridge, helping each child reflect on their role in building a sustainable future. The experience connects directly with our work at Telhado Verde Agroecológico, where we cultivate not only gardens, but also awareness, a sense of belonging, and hope. Every look of wonder reaffirmed our mission: to educate in order to transform.”

Jéssica Devita, Telhado Verde Agroecológico



Instituto Educar+

Press photo

“It was an incredible experience. Our participants left feeling impacted and inspired, especially by the interactions they had and by the way the exhibition uniquely and interactively presents key themes related to the future of the planet, sustainability, and our collective responsibility in building that future.”

Taina Brito, Instituto Educar+



Press photo

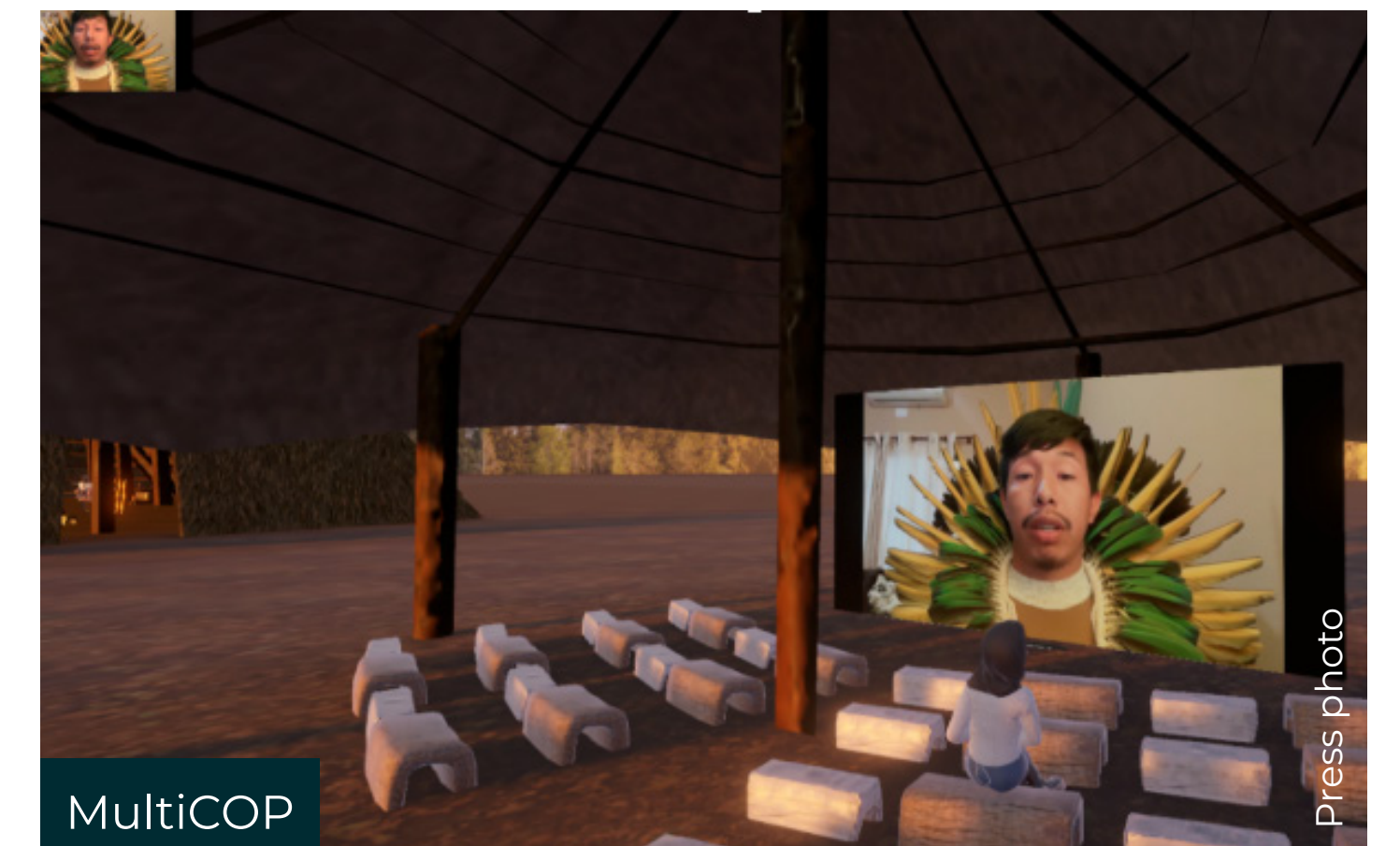
Uma Passo a Mais Capoeira

“This initiative had a very significant impact on us. Sharing climate-related themes in a playful and engaging way with our youth and children is priceless. We hope to undertake more actions like this one so that we can continue to guide and inform our community.”

Vando Vieira, Um Passo a Mais Capoeira

3. MULTICOP

The COP30 presidency issued a call for a global ‘joint effort,’ inviting organizations from around the world to propose events and activities that engage local communities and mobilize different forms of knowledge in support of strategic climate action.



MultiCOP

Press photo

In response to this call, MultiCOP - an international online conference taking place in parallel to COP30 - was created, inviting diverse communities to unite in a global collective effort for knowledge. By bringing together contributions from indigenous communities and holders of traditional knowledge, academic researchers, NGOs, community action groups, artists, creators, technology innovators, startups, museums, and cultural institutions, the initiative seeks to create an inclusive space for dialogue between multiple forms of climate knowledge.

As part of the partnerships to promote this event, Sherlock Communications developed a 360° communication plan to engage the local community and raise visibility for the project.

Media engagement:

- We generated 17 publications from our media alert (surpassing our initial KPI of 5).
- The event was highlighted in the country's most prestigious environmental and sustainability portal, Um Só Planeta (700,000 monthly readers).
- Observatório do Terceiro Setor (39,500 monthly readers) published the information on its website and social media, fulfilling one of our wish list items. The Vida Mais Sustentável portal (1,000 monthly readers) also covered the event.

- Following your suggestion, we published a MultiCOP overview after the event's initial date, which resulted in an additional 12 publications.

Design & Content Development:

- Our Design team developed a comprehensive Brand Guide, including logo, typography, graphic elements, and a keyword cloud.
- Blog Content: The first of two planned articles was written and published on the [Sherlock blog](#), focusing on UCL's work and MultiCOP. The keywords are available in the SEO tab of the Campaign Tracker. Note: due to the delay in the second launch, the second article was not completed.

Community Engagement:

- Our team reached out to a strategic network of NGOs and leaders focused on indigenous rights, environmental issues, Black communities, and urban movements via email, WhatsApp, and Instagram, reaching approximately 1,000 people.

Key Invitations:

- **Indigenous:** Amazon Tech House (Anderson Suruí), ColetivoTybyra (DaniloTupinikim), ANMIGA (Watatakalu Yawalapiti), Game Huni Kuin (Guilherme Meneses), Organização Caianas (Valéria Surubi).

- **Environmental:** Instituto de Estudos Amazônicos (Mary Allegretti), Ecovila Aldeia Moarandu (Janaína), Engajamundo (Ana Rosa).

- **Urban:** Seja Democracia (Cleber), Eu Amo Minha Quebrada (Junior), Revista Periferias (Daniel Martins), Lab Experimental (Marina e Josana), Rio on Watch.

- **Black Communities:** Coalizão Negra por Direitos (Maíra), Rádio e TV Quilombo (Mary de Jesus).

Lupa do Bem Mobilization:

- We published three posts on Lupa do Bem's social media channels (Instagram, LinkedIn, and WhatsApp group) between October 24 and November 4, mobilizing our network.

Social Media Posts (Lupa do Bem):

- **Instagram:** [\[Link 1\]](#), [\[Link 2\]](#), [\[Link 3\]](#)
- **LinkedIn:** [\[Link 1\]](#), [\[Link 2\]](#), [\[Link 3\]](#)
- **Social Media Support:** We shared a document containing guidelines to help boost MultiCOP's audience and engagement across its existing social media profiles.

OUR CLIENTS AND ESG ACTIONS

1. C40



C40 is a nonprofit organization made up of global city leaders, focused on tackling climate change in major cities around the world. In 2025, our team supported C40's Laneshift project in Rio de Janeiro, an initiative aimed at decarbonizing heavy vehicles such as vans and trucks.

Sherlock Communications delivered a 360° communication campaign encompassing public relations, extensive audiovisual production, design, event staffing, and social media.

The highlight of the campaign was a high-level event that brought together key stakeholders from Brazil's freight and logistics sector, as well as political representatives from the city of Rio de Janeiro, to announce the opening of 15 new electric hubs by 2028. Approximately 70 strategic stakeholders attended the event to discuss Rio's urban mobility agenda. Given the timing - October 31st, with COP30 fast approaching - the urgency of reducing dependence on fossil fuels was especially pronounced.

CAMPAIGN RESULTS INCLUDED:

56 qualified media placements, including an exclusive feature in Agência Brasil, reaching **70.9** million people

Photo and video coverage of the launch event

Photo and video coverage of the new electric hub on Avenida Brasil

Photo and video coverage of the electric hub in Barra da Tijuca

What the client says about our work:

"Sherlock is one of the best agencies I have ever worked with. Proactive, highly competent and agile, the team significantly strengthened our communication efforts and event delivery, consistently going above and beyond. Their expertise, professionalism and strategic approach truly add value, and any organization that partners with them will benefit from their work. I highly recommend them."

Anelise Gonçalves, Communications and Campaigns Manager - C40.



2. GIGANTES ELÉTRICOS

Between September and December 2025, we executed a PR and social media campaign for **Gigantes Elétricos**, an international coalition of civil society organizations already active in Europe and the United States. The coalition’s mission is to pressure major automakers and governments to commit to fleet electrification and a just transition to renewable energy.

The campaign in Brazil was designed to raise the coalition’s visibility ahead of COP30 and highlight a critical issue: the dependence on non-renewable fuels and the urgent need to develop cleaner, less polluting alternatives. Through strategic communications, the initiative sought

to draw public attention to sustainable mobility and the energy transition, positioning the coalition as a key voice in Brazil on these global environmental challenges.

Over the three months of the campaign, we secured 87 media placements, including coverage in high-impact outlets such as O Globo (22M), Click Petróleo e Gás (21.2M), Um Só Planeta (1.12M), Eixos (80.1K), Estradão (63.5K), Blog do Caminhoneiro (22.9K), Envolverde (21.5K), Mundo Logística (17K), and Frota & Cia (14.1K), among many others. We also secured a publication on the website of the Associação Brasileira de Transporte Rodoviário (ATR). In addition, we arranged nine interviews with established media outlets, including O Globo, Estadão, Eixos, Transporte Moderno, and Um Só Planeta.

As a result of the visibility and positioning achieved through the campaign, we received an invitation to participate in the Energy Summit, scheduled for June 2026 in Rio de Janeiro. The event organizers expressed interest in holding an online meeting in early 2026 to explore this participation opportunity in greater detail.

On social media, LinkedIn stood out as the most effective platform in terms of reach and audience engagement. Across the three pages, the average engagement rate reached 8.1%, a highly significant result.

What the client says about our work:

“*Sherlock Communications' ability to quickly dive into technical topics and get the messaging right was impressive. Their work helped us achieve 87 media placements, nine interviews in major outlets, and consistent social media posts that expanded our online audience reach. Sherlock Communications communicated effectively, met deadlines, and delivered high-quality work on technical subjects.*”

Liz Clark-Lim Communications Strategist, EV Transition





Press photo

UN SWA

3. UN SWA

Between September and December 2025, we carried out a transnational PR campaign for **the UN's Sanitation and Water for All (SWA) project**, designed to elevate sanitation from a traditionally invisible and technical topic to a central axis of debates on climate, gender, and public policy across Latin America. Anchored in the 2025 Sector Ministers' Meeting (SMM2025) in Madrid and building momentum in the run-up to COP30 in Brazil, the campaign repositioned sanitation as a matter of dignity, safety, and climate resilience, with a special focus on its disproportionate impact on women and girls.

In a media environment dominated by COP30 coverage, extreme climate events, and political crises, our strategy prioritized human narratives over infrastructure discussions alone. By highlighting the real consequences of inadequate sanitation - girls dropping out of school after floods damaged bathrooms, women exposed to violence while fetching water, and communities left vulnerable to disease during droughts - we repositioned sanitation from a technical challenge to a moral and social emergency.

By connecting the issue to **WASH (Water, Sanitation and Hygiene)**, gender equity, and climate adaptation, we broadened public understanding of the systemic impact of these issues. This narrative shift positioned SWA as a leading voice in the region, demonstrating that sanitation is not merely infrastructure, but a central element of social justice, public health, and climate resilience.

Throughout the campaign, we generated 180 qualified media mentions across six countries, securing coverage in agenda-setting outlets such as Forbes, Agência Brasil, UOL, Folha de S.Paulo, Estadão, IstoÉ, O Povo, El Economista, Revista Summa, and Xataka Brasil, among others. The stories consistently incorporated sanitation into broader discussions on climate resilience, public health, economic development, and women's rights - a framing that had been largely absent in previous years.

We also secured nine in-depth interviews with top-tier outlets, in which SWA spokespeople were positioned as indispensable experts at the intersection of climate, gender, and sanitation. Journalist feedback highlighted both the relevance of the topic and the strength of the narrative, confirming a measurable shift in editorial interest and trust levels.

As a result, sanitation moved from the margins of climate coverage to become part of central, agenda-setting conversations. Journalists began adopting the campaign's vocabulary, referencing gender-sensitive climate impacts, community resilience, and dignity - demonstrating a lasting narrative shift beyond standalone placements. What was once a neglected sector became essential for understanding climate risk and social inequality in Latin America, firmly positioning SWA as a key reference point in the lead-up to COP30.

4. BRITISH COUNCIL

During COP30, **Sherlock Communications supported the British Council** to promote its agenda at the conference through an integrated communication strategy in Brazil. The team developed press releases, carried out journalist relations activities, and produced social media content with the aim of raising the visibility of the organization’s initiatives and highlighting the role of education, culture, and youth in the global response to the climate crisis.

Among the agenda’s key milestones was the launch of the Next Generation Brasil 2025 report, a study gathering the perspectives of more than 3,000 young people aged 16 to 35 from all regions of the country on topics such as education, inequality, the future, and climate action. As part of the communications strategy, Sherlock secured an exclusive interview with Folha de S.Paulo, as well as wide coverage in national outlets such as CNN Brasil, TV Cultura, TV Gazeta, and O Povo. The story gained additional visibility thanks to Prince William’s participation in a panel dedicated to the Next Generation study, alongside young Brazilian leaders, during the conference. The initiative drove coverage in outlets such as BBC, G1, Veja, Portal Terra, Record TV, and Gshow.

Another highlight of the agenda was the presence of Gaia, a monumental sculpture by British artist Luke Jerram, installed in the Blue Zone of COP30. Suspended above the official negotiations space, the installation reinforced the

intersection of art, science, and sustainability, and gained media attention including a feature in Um Só Planeta.

Throughout the conference, our communications work resulted in more than 80 press coverage pieces, nearly 30 of which in Tier 1 outlets, significantly amplifying the visibility of the British Council’s initiatives in Brazil and reinforcing its positioning in the international dialogue on culture, education, and climate action.



What the client says about our work:

“We had a very positive experience working with Sherlock Communications during COP30. The team demonstrated great agility in developing materials and speed in making the necessary adjustments and adaptations, always with attention to detail. Their strategic vision was also fundamental in positioning the organization effectively at a time when the media environment was highly competitive and saturated”.

Claudia Yamada, Regional Communications Analyst, British Council Brazil



5. BUSINESS FINLAND



During COP30, Sherlock Communications provided remote support to strengthen Business Finland’s positioning at the conference through strategic media relations activities in Brazil. An exclusive interview pitch focused on COP30 was developed featuring Helena Sarén, Head of the Zero Carbon Future mission, highlighting Finland’s perspectives and expertise related to the event. As a result, Business Finland

was featured in a story published by Um Só Planeta (reach of 1.12 million). Beyond the conference agenda, Business Finland and the Finnish Ministry of Foreign Affairs held a Finland–Brazil Night - a side event dedicated to discussing the power of collaboration between Brazil and the Nordic country in developing bold climate solutions.

What the client says about our work:

“Working with the Sherlock team has been a turning point for Work in Finland's visibility in Brazil. The team is flexible and proactive, bringing new angles, valuable insights, and strong media relationships to our PR efforts. In 2024–2025, we achieved more than 1 billion in brand-building effect in Brazil. The Sherlock team truly delivers measurable results and feels like an extension of our marketing team. Thank you again, Sherlock, for the excellent work.”

Riikka Hirsto, Marketing Communications Manager

6. ELLEN MACARTHUR FOUNDATION

In 2025, the Ellen MacArthur Foundation sought to maintain its focus on driving systemic transformation toward a circular **economy, connecting climate, nature, and economic development agendas**. The Foundation’s participation in COP30 and the actions carried out in November reflect important advances in this positioning, particularly in dialogue with policymakers, the productive sector, and civil society.

On November 12th, during COP30, the Foundation hosted a panel entitled **“From Nature to Climate Action: Rethinking Biomaterials in the Circular Economy”**, held in the COP30 Green Zone in Belém. Moderated by Luísa Santiago, the Foundation’s Director for Latin America, the discussion brought together representatives from UNEP, ABIT, MDIC, and Michelin. The event marked the public presentation of preliminary findings from a study developed in partnership with the Latin America and Caribbean Circular Economy Coalition, which analyzes the alignment between circular economy policies and biomaterial policies in the region.

The circular economy was one of the strategic axes of COP30, proposing to move beyond the linear “extract–produce–discard” model and contribute to reduced emissions, lower pressure on natural resources, and ecosystem regeneration. In this context, the Foundation participated in a number of debate spaces throughout the conference, reinforcing its role in mobilizing key actors and promoting systemic solutions to the climate crisis.

In preparation for COP30, we developed strategic communications support materials in Brazil, including an institutional media kit, an article on the circular economy and climate, spokesperson presentations, and interview content on critical minerals. With remote support and in-person participation from the EMF team, these actions resulted in 13 press mentions, including the

publication of an article in Um Só Planeta, a scheduled interview with Folha de S.Paulo, and an interview with Capital Reset on plastics.

What the client says about our work:

“*Sherlock Communications' work is essential for amplifying our message's reach in Brazil and other Latin American countries. The consultants supporting us are extremely dedicated and proactive, always seeking the best strategies to help us achieve our goals.*”

Milena Lumini,
Communications Manager.

7. GLOBAL CSA CONFERENCE

Sherlock Communications was responsible for media relations for **the Global CSA Conference 2025**, an event created by the Clim-Eat think tank to promote sustainable and climate-smart agriculture and livestock farming, held between November 5-7th in Brasília, and running in parallel to the opening days of COP30.

Our team distributed a media alert and four press releases, presenting the agreements and proposals brought to

the table by experts from academia, industry, and government. We also coordinated interviews with Dhanush Dinesh, co-founder and chief climate catalyst of Clim-Eat.

In total, we secured **40 media placements**, the majority in specialized outlets, with an estimated **67,700 views** and reaching an audience of **855,000** unique visitors, including a feature in Agrolink **(821,000)**. In addition, Dinesh gave an interview to Neomondo, an environmental website affiliated with O Estado de S.Paulo.



CAMPANHAS PRO-BONO



CONNECTING EXPERTISE TO SOCIAL CAUSES

Beyond the work developed for our clients, our mission has always included a central commitment: strengthening the expertise of our consultants while supporting social organizations that lack the financial resources to access professional communications support.

Since the agency was founded in 2016, our pro bono practice has sought to amplify historically underrepresented voices, strengthen impact-driven initiatives, and contribute to the development of the communities in which we operate.

Year after year, we observe consistent results from this effort: organizations with a stronger institutional positioning, greater presence in both digital and offline spaces, and better preparation to sustain their work over the long term and expand their social impact.

In 2025, we supported the following initiatives:

1. PROJETO VIVAS

Projeto Vivas was created to expand access for girls and women to safe and legal abortion, strengthening reach to legal and health services in Brazil and Argentina. In addition, the project offers emotional and social support, safety, and financial assistance, always operating in accordance with the legislation of each country. **Our PR team supported the NGO in the development and distribution of three press releases related to its work.**



The campaign resulted in 58 stories published across national, regional, and specialized media outlets. One key highlight was an in-depth feature published by **Projeto Draft**, focused on Projeto Vivas' work and amplifying the voice of activist **Rebeca Mendes**.

Media coverage includes high-reach outlets such as **Estadão** (27 million readers), **UOL** (312.6 million readers), and **Vírgula** (64,600 readers), as well as **Breaking Hoje**, which highlighted the organization's five years of work. The recurring presence of **Rebeca Mendes** as a spokesperson also strengthened Projeto Vivas' positioning as a national reference in the defense of legal, safe, and accessible abortion.

2. AGTR

Asociación Grupo de Trabajo Redes (AGTR) has been active for more than 30 years in Peru, where it defends the rights of domestic workers and combats child labor.



In 2025, the organization received six months of pro bono support for a campaign focused on strengthening its institutional positioning through media communications strategies. The campaign was built around topics of interest to the organization, which were successfully placed in major national outlets such as América Televisión, Andina, and La República, among others.

By the end of the campaign, 64 media publications and 2 interviews had been recorded, granted to **Diario La República** and **Radio Vital**.



3. LA CANA



Our Public Relations team supported **La Cana**, a Mexico-based organization that works to provide opportunities for incarcerated women in various ways - including through health, education, and employment - and support their economically independent reintegration into society. Pro bono work began in 2024 with the development of a communications plan and, thanks to the results achieved during that period, the partnership was extended through to December 2026.

During 2025, we generated 85 publications from seven story pitches in prominent Mexican outlets, including in-depth features and content in different audiovisual formats. Key outlets include **Forbes México, Excélsior, MVS Noticias, Infobae, El Universal, Ruido en la Red, Yahoo Noticias, ABC Noticias, La Costilla Rota, Quadratín México, La Vanguardia, Diario de México, eFeminista, MSN, and Publimetro**, among others.

We also secured 19 interviews with high-reach outlets and media specialized in human rights and gender issues. Among the most relevant are **Milenio TV, Aristegui Noticias, El País, Proceso, Excélsior, Animal Político, Cultura Colectiva, La Cadera de Eva, El Heraldo de México, Imagen Noticias, Radio Mariposas Al Aire, Agencia EFE, and Glamour**. Considering both interviews and publications, the total estimated reach was 4.89 billion.

We also carried out two press activations. The first took place in the context of International Women’s Day, as we organized a journalist breakfast to highlight the specific needs of women in detention centers and promote the organization’s first institutional meeting with the media. The event featured a La Cana beneficiary, who shared her testimony and experience receiving support from the organization.

In addition to enabling in-depth interviews, the initiative aimed to strengthen the relationship between the

organization and prominent media outlets, positioning La Cana as a trusted reference on topics related to the prison system, women, and social reintegration for future coverage.



The second activation consisted of an interview round inside the Ecatepec prison, allowing journalists to witness firsthand the need for initiatives targeting this population, while also addressing the reality of children living in prison environments. High-reach outlets such as **Capital 21**, **Imagen Noticias**, **Animal Político**, **La Cadera de Eva**, and **El Heraldo de México** took part in the activity.

4. MUJERES DEL MAR



As part of a targeted campaign, our team provided pro bono support to **Mujeres del Mar**, a Chilean organization that advocates for women working in sea-related activities, promoting rights, sustainable practices, and economic development. The organization also plays a fundamental role in defending marine ecosystems against harmful industrial practices and fostering a more inclusive environment.

In addition to producing content for Lupa do Bem, we promoted an article titled [“Mujeres del Mar: the invisible protagonists of artisanal fishing in Chile,”](#) which was pitched to both general media and outlets specialized in women’s issues. As a result, the initiative secured coverage in Tier 1 outlet **El Mostrador**, which registers approximately 5.2 million monthly visits, along with five additional publications in **Revista La Ruta**, **G5 Notícias**, **Infogate**, **Portal Agro Chile**, and **PressLatam**.

5. FUNDACÁNCER



The **Fundacáncer** organization, based in Panama, received pro bono public relations support during its main yearly campaign: the **XXVI Caminata Familiar Susie Thayer 2025**, an annual event that brings together thousands of people in solidarity with cancer patients. The goal of the initiative was to position the walk as a nationwide movement, reinforce its humanitarian character, encourage public participation, and highlight that the funds raised go towards the purchase of an ultrasound machine for the National Oncology Institute (ION).

The strategy included actions before, during, and after the event, from editorial content production to interview coordination, and active media relations with strategic outlets. The walk engaged more than 15,000 participants,

strengthening the narrative of solidarity and social commitment, accompanied by extensive coverage across television, radio, digital press, and print media.

As a result of the campaign, we secured placements in national Tier 1 outlets such as **Telemetro, TVN, Radio Panamá, Radio Red, and Radio Blast**, totaling 63 publications along with five interviews, reaching an estimated audience of 16.3 million people.

The campaign also reached thousands of people across multiple platforms, consolidating the event's visibility and strengthening Fundacáncer's reputation as a benchmark in the fight against cancer in Panama.



6. EDUCAR+



Instituto Educar+, based in Brazil, has been a recipient of the agency's services on a pro bono basis since 2024. Founded in 2017, the organization works in the spheres of social inclusion, education, and culture, seeking to expand opportunities and broaden the worldviews of young people, teenagers, and children in a region of significant social vulnerability.

In the first year, a new visual identity was built by our Design team, alongside the development of website and social media strategies, as well as content and actions developed by the SEO team. In 2025, continuing our pro bono SEO support, we developed a campaign aimed at assessing the maturity of the SEO strategy, identifying growth patterns, and pointing out opportunities to expand institutional impact in the coming years.

Based on the data collected, we identified consistent progress throughout 2025. In addition, Instituto Educar+

maintained a relevant presence on the first page of Google, with an average position close to the Top 7. The growth in impressions throughout the year indicates a continuous increase in visibility, especially from the second half of the year onward.

TOP COUNTRIES BY CLICKS IN 2025:



Brazil: **801** clicks
19.986 impressions
CTR **4%**
average position **6,5**



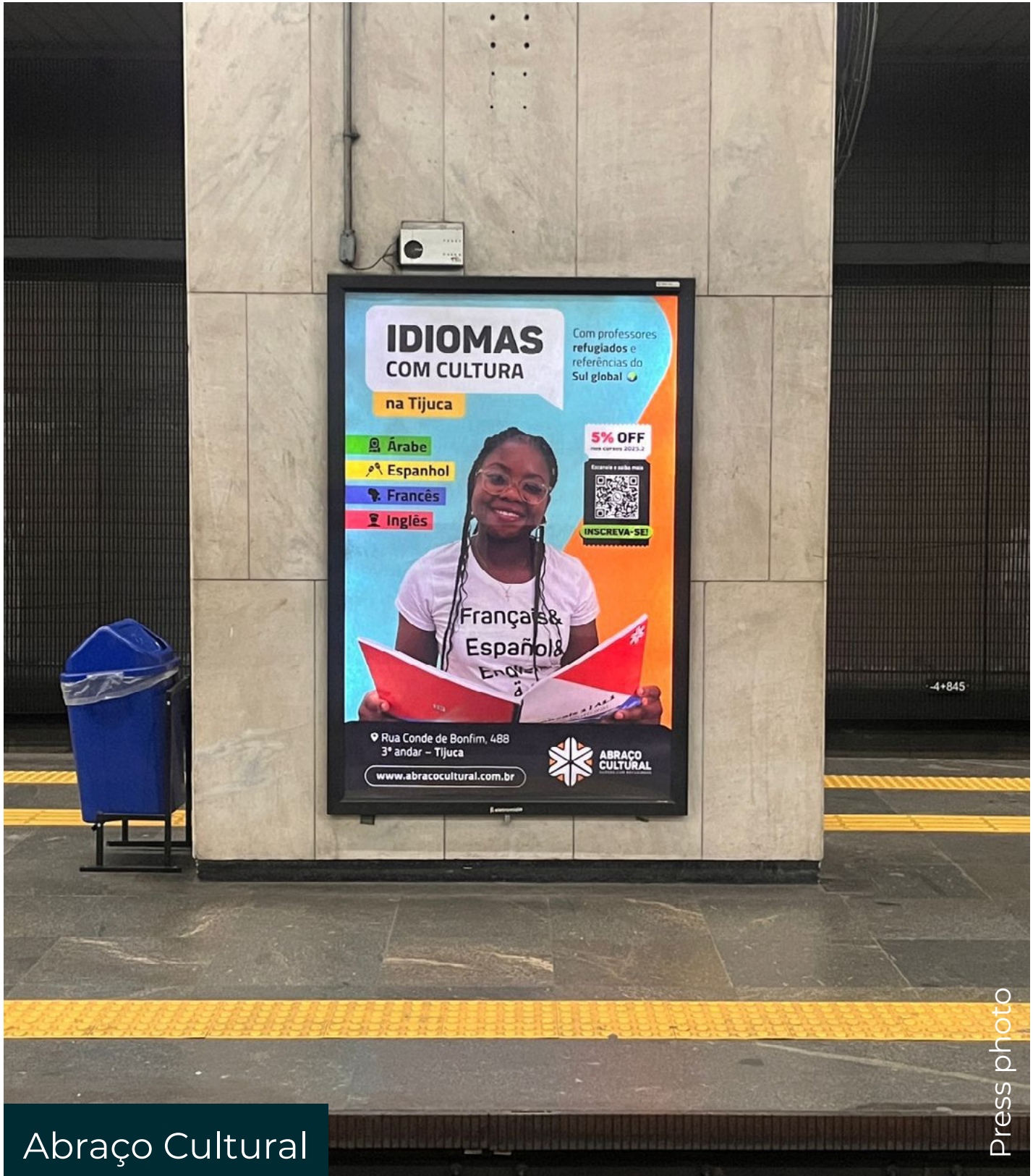
Portugal: **47** clicks

What the NGO says about our work:

“*With Sherlock's support, we were able to communicate more clearly our mission: to positively impact the children and teenagers of the Complexo do Chapadão. We are very grateful for the support, and the team is incredible.*”

Carol Santos, General Coordinator of the Institute.

7. ABRAÇO CULTURAL



Abraço Cultural promotes the inclusion of refugees in the job market by positioning them as language teachers with intercultural, decentralized, and diverse perspectives on education. Active in Brazil since 2015, the organization has received pro bono support from Sherlock Communications since 2019, through ongoing initiatives and one-off projects.

In 2025, our work focused on SEO content creation and optimization, blog management, paid media, and influencer marketing. The main challenge of the year was to expand reach and engage new audiences while strengthening Abraço Cultural's digital presence. Building on strategies developed in previous years, we consolidated results via the consistent production of relevant, SEO-optimized content aligned with target audiences' interests.

Organic traffic, which requires long-term strategy and planning, exceeded expectations, recording a growth of **417.8%**, rising from 9,000 in 2024 to **46,600 in 2025**. Impressions also grew by **312.4%**, increasing from 257,000 in the second half of 2024 to **1.06 million in 2025**.

The influencer strategy aimed to introduce Abraço Cultural to new audiences and boost the promotion of its courses, services, and the migrant cause more broadly. Content creators with a focus on education, history, and lifestyle were selected, resulting in authentic partnerships and high-quality content. In the first cycle, two paid collaborations generated an estimated reach of **5,100 people** and more than **7,900 views**.

In the second cycle, the strategy was expanded with two paid partnerships and four collaborations through scholarship exchanges. This phase resulted in an estimated reach of **113,800 people** and more than **14,300 views** to date. The model allowed the NGO to build a solid network of creators aligned with its mission and identify future growth opportunities, including early-stage

negotiations and more effective use of performance tools such as discount codes.

Finally, our paid media efforts also delivered significant results. We developed and managed campaigns on **Meta** and **TikTok**, focused on enrolling students in intensive and extensive courses through a combination of digital and out-of-home (OOH) channels. The campaigns generated more than **8 million impressions** and more than **55,000 clicks**, resulting in over **R\$ 1.7 million in revenue**. As a result, one in every two conversions led to an enrollment, generating **1,600 new students** and surpassing the initial target by **10%**.



8. CRICKET



Female Cricket

The **Brazilian Cricket Confederation** also received pro bono support in the face of a major challenge: introducing the sport to the country. There are currently around 7,000 players across Brazil, with both a men’s and a women’s national team - both operating under contracts and salaries paid by the Confederation to maintain the teams and foster the sport’s growth in the country.

An opportunity was identified following the announcement of cricket’s inclusion in the **2028 Olympic Games** in Los Angeles, which made it possible to position the sport in the Brazilian media by connecting the sport’s management with athlete development and the growth of the discipline.

Through media relations, five press releases were developed, highlighting key aspects of the BCC’s strategy, demonstrating the sport’s professionalization through

the Confederation’s institutional evolution, educating the Brazilian public, and underscoring the importance of the sport’s inclusion in the Pan American Games. Key highlights appeared in outlets such as **Zero Hora** (Rio Grande do Sul), **No Ataque!** and **O Tempo** (Minas Gerais), as well as nationally relevant websites including **R7**, **Lance!**, **MKT Esportivo**, and **SportBuzz**. Olympic sports portals such as **Olimpíada Todo Dia** and **Esportelândia** also featured the content.

One standout piece of coverage was the publication of the story of **Roberta Avery**, former player and captain of the Brazilian national team, elected as the new CEO of Cricket Brasil, on **UOL** - Brazil’s largest online news portal. The feature tells the inspiring story of the current head of the organization, highlighting how she transformed her life and grew the sport in Brazil. In total, the campaign led to 3 releases, which achieved coverage in **46 outlets** with a total estimated audience of **706 million**, including 7 Tier 1 outlets responsible for 90% of the audience.



Male Cricket

9. ABUELITOS HELADEROS



Abuelitos Heladeros

In Guatemala, **Abuelitos Heladeros** received support through our pro bono services, with the goal of boosting the **Gran Rifa 2025** - a fundraising initiative to raise money for food, medication, and dignified care expenses for elderly people in vulnerable situations.

The communications strategy sought to raise awareness of the reality faced by elderly individuals who depend on social solidarity. Through a humanized narrative and proactive Public Relations actions, the campaign built empathy and mobilized the public to contribute by purchasing physical and digital raffle tickets.

For the first time, the raffle was held in a hybrid format, which allowed for broader public participation and enabled the goal of **10,000 tickets sold** to be reached, with **100% of funds raised** directed toward the beneficiaries' well-being. The campaign's impact was reflected in **44 publications** in national and regional outlets, along with **3 interviews**, generating more than **13.6 million impressions**. This broad visibility helped Abuelitos Heladeros consolidate its position as a trusted, community-connected organization capable of mobilizing large-scale support for social causes.



10. FUNDACIÓN ATROFIA MUSCULAR ESPINAL DE COSTA RICA (AME)



Our Public Relations team developed a communications campaign to highlight **World Rare Disease Day**, in partnership with the **Fundación Atrofia Muscular Espinal de Costa Rica (AME)**. The primary objective was to raise awareness among Central American audiences about the existence of rare diseases and explain how early diagnosis can save lives.

Based on a well-structured press release, the campaign positioned Spinal Muscular Atrophy (SMA) as a genetic and hereditary condition, incorporating testimonials, data, and key messages to emphasize the importance of the organization's work. This approach successfully introduced the topic to the media, generating **13 press mentions** and reaching an estimated audience of **8 million people**.

The campaign was implemented in **Costa Rica, Guatemala**, and regional outlets, generating significant impact. The media relations work sparked journalistic interest in Tier 1 outlets such as **Diario Extra** (2.1 million), **Delfino CR** (1.1 million), **El Mundo CR** (1.1 million), and **Intercentro TV** (110,000).

At a regional level, coverage also included prominent publications such as **Vida & Éxito** (1.6 million) and the **Periódico Digital de América Central y el Caribe** (1.5 million). This approach broadened media coverage and campaign reach, engaging diverse audiences across the region.

11. REDE DE JORNALISTAS PRETOS PELA DIVERSIDADE NA COMUNICAÇÃO

In an effort to combat gender and racial violence in digital spaces, in August 2025 Sherlock Communications' PR team announced, the launch of the **Digital Protection Network for Black Women Communicators (REPCONE)** across Brazil, Peru, and Argentina - the first initiative in Latin America to unite cybersecurity, emotional support, and legal protection for Black, Indigenous, and quilombo-la journalists and communicators.

The webinar announcement marked the beginning of a series of actions, awareness campaigns, and coordination efforts to strengthen digital protection networks for Black women communicators in Latin America. Our PR campaign achieved more than **60 pieces of**

coverage across the three countries, with interviews on radio stations such as **CBN Amazônica**, **CBN Goiás**, **Rádio Educativa da Bahia**, and **Agencia Presentes** in Argentina, as well as publications on the website of the **Federação Nacional de Jornalistas (Fenaj)**, **Foro de Periodistas**, **Jornal de Brasília**, **Peru21**, and specialized outlets such as **Observatório do Terceiro Setor** and **Alma Preta**. In total, the campaign reached an audience of more than **17 million**.



To combat the discrimination and racial violence faced by Black Latin American journalists in offline spaces, **REPCONE** also launched, in late November, a guide entitled **“Digital Protection for Black Women Communicators in Latin America”**, available in both Portuguese and Spanish. The document brings together strategies, best practices, and tools to strengthen digital security, informational integrity, and the fight against online gender-based violence.

The launch was announced during the **“Resistir é Comunicar”** (“To Resist is to Communicate”) event, held at the School of Communications at the **University of Brasília (UnB)**, and brought together journalists, activists, community leaders, researchers, and rights defenders, including representatives from international organizations. Our team was present in Brasília, participating in the event and providing photo coverage and interviews for press release production. We achieved **34 publications** in Brazil and Peru, reaching a total estimated audience of **1.81 million**.

What the NGO says about our work:

“The partnership with the Sherlock Communications team was extremely positive. Your work brought strategic precision, attention to detail, and sensitivity to the subject matter - all fundamental elements for communicating a project like *REPCONE*. The collaboration was agile, professional, and resulted in qualified visibility for the initiative. I was very satisfied with both the process and the results achieved.”

Marcelle Chagas, **REPCONE** coordinator and member of Rede JP.

12. INSTITUTO QUIMIOTERAPIA E BELEZA

We developed a pro bono campaign for the **Instituto Quimioterapia e Beleza (IQeB)** NGO in support of **Outubro Rosa** (Breast Cancer Awareness Month), with the goal of expanding the visibility of the **9th edition of the**

KEY COVERAGE HIGHLIGHTS INCLUDE:

ESTADÃO – “I HAVE CANCER, NOW WHAT?”

Published in the special health and wellness section, with national reach and strong organic performance. Average audience of the section: **3.5** million monthly visitors.

ESPORTIVIDADE

A portal specialized in sporting events in the city of São Paulo, with a qualified audience among runners, cyclists, and wellness enthusiasts. Average audience: **38,000** monthly visits.

SOCIAL BAURU (Agenda Social Bauru)

A local outlet focused on lifestyle and culture, with a strong digital presence and more than **200,000** social media followers. The coverage highlighted the regional leg of the Pedalada Rosa in Bauru. Average audience: **38,000** monthly visits.

Pedalada e Caminhada Rosa through Public Relations strategies. The initiative sought to encourage social mobilization and contribute to fundraising efforts aimed at supporting the treatment of women with cancer.

The NGO promoted two in-person events: a solidarity bike ride, held on October 12th on **Avenida Paulista** in São Paulo, and a solidarity walk on October 19th in **Bauru**. Participants received special kits, and all funds raised went towards supporting the treatment of beneficiaries served by the institute.



13. FAIR FASHION

In 2025, for **Blockforce/Fair Fashion**, we executed an integrated public relations strategy focused on positioning

blockchain and artificial intelligence as essential pillars for transparency, traceability, and sustainability in supply chains, initially within the fashion sector.

Our communications initiatives highlighted the growing demand for reliable data, measurable environmental impact, and technological innovation, in response to the evolution of consumer expectations and new global regulatory requirements.

Throughout the year, Blockforce strengthened its role as a reference in digital traceability and climate accountability, connecting its narratives to relevant global debates such as **COP30**, as well as significant developments in Brazil, including the methanol crisis involving illegal alcoholic beverages. Media presence reinforced the company's positioning as a strategic partner for brands committed to supply chain integrity, sustainability, and information credibility.

In total, we secured **169 media placements** throughout the year, generating an estimated reach of **236,000 views**. Some of the campaign's key results were published in prominent outlets such as **Exame**, **Future of Money** (Exame's podcast), **BP Money**, **Correio do Povo**, **Viva Portal/Estadão**, **Valor Econômico**, **Cointelegraph**, and **Crypto ID**. The strategy also achieved international reach, with an interview published by **Cripto Noticias** in Argentina, reinforcing the brand's relevance beyond the Brazilian market.

We also strengthened the company's spokespeople's positioning through a consistent thought leadership strategy, securing bylined articles in influential outlets such as **Exame** and **Mercado & Consumo**, as well as the establishment of a fixed monthly column on the **TI Inside** portal. This approach reinforced the executives' authority on strategic topics, expanded their visibility among decision-makers, and ensured a continuous and qualified media presence throughout the year.

We also promoted Blockforce's participation in the **Blockchain Rio** event, securing media exposure and organizing interviews for the company's spokespeople. This activation helped to expand brand visibility within the blockchain ecosystem and reinforced its positioning through direct engagement with specialized outlets and industry audiences.

Blockchain a caminho do ESG

Uma jornada estratégica entre desafios e oportunidades rumo à sustentabilidade



Icebergs no caminho

Para uma Blockchain verdadeiramente ESG, é preciso antecipar e mitigar obstáculos:

- (E) Consumo de energia: modelos como Proof-of-Work demandam alta energia, impactando diretamente a pegada ambiental.
- (G) Regulação incerta: normas variam entre países e ainda carecem de clareza, dificultando compliance e transparência.

Sem ajustes estratégicos, a implementação ESG corre riscos significativos.

Como alinhar **tecnologia** e **propósito** de forma eficiente?

Blockforce/Fair Fashion

DOMINÓ DO BEM



WHAT IT IS AND HOW IT WORKS

The first version of **Dominó do Bem**, launched in December 2024, became Brazil's first blockchain-based platform designed to facilitate cryptocurrency donations to NGOs."

The initiative was created in response to the structural fundraising challenges faced by many NGOs in Brazil, and as an extension of the work developed by Sherlock Communications through **Lupa do Bem**. The platform leverages blockchain technology to expand access to international donors, and introduce an additional, innovative funding channel for the third sector, promoting greater financial sustainability for social initiatives.

Beyond its technological innovation, the platform fosters a crypto culture within Brazil's social impact ecosystem by enabling individual and corporate donors to connect with social causes. The initiative also

reinforces our commitment to expanding donor networks through a secure, transparent, and global donation process, building trust and supporting NGOs as they scale their impact.

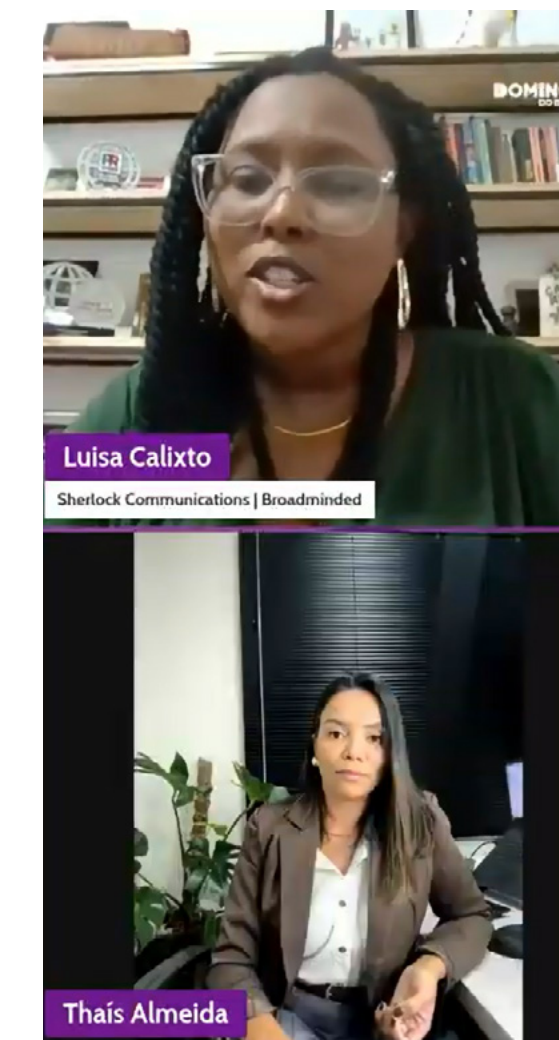
ACTIVITIES AND DEVELOPMENT

In the project's second year, we focused on structuring and improving processes in order to offer the best possible solution to both target audiences - NGOs and donors. With this in mind, we chose to pursue two paths: the technical development of the platform, and the production of educational content about the technology and how the platform works.

We focused on investing in platform development, updating the technology and tools used in its creation, and defining the strategy and development plan for the coming year. We began building an internal team to oversee, plan, and carry out the platform's Web3 development. Existing partnerships with external developers may continue to contribute, albeit on a more project-by-project basis. We are also in the process of developing a more streamlined offramp (donation withdrawal) for NGOs. The transparency portal also advanced throughout the year and is expected to launch in 2026.

Throughout our ongoing contact with registered organizations, we identified many questions concerning the technical aspects of the blockchain and cryptocurrency

world. In response, we worked across different channels to reach not only the NGOs going through this new process, but also potential donors who already have a basic understanding of the technology.



One of the key questions raised by NGOs concerned income tax filing, and what would change with the receipt of cryptocurrency donations. To address these concerns, we organized an **Instagram Live on the Dominó do Bem channel**, hosted by **Luisa Calixto**, a cryptocurrency specialist, and **Thais Almeida**, a crypto-asset accountant, promoted across multiple channels to reach NGOs and projects interested in joining the platform.

In parallel, we produced guides and materials to support the entire process between NGOs and the platform, helping them understand technical steps such as how to create a profile, fill in information, and withdraw funds from the digital wallet.

Toward the end of the year, we also launched a **mini-series of educational videos** aimed at demystifying blockchain, Web3 technology, and other topics related to Dominó do Bem. As a result, we reached nearly **500 people**.

RESULTS ACHIEVED

1. NGOS REGISTERED AND DONATION CAMPAIGNS:

This year, the focus was not on increasing the number of projects, but rather on restructuring the platform and improving key processes. As a result, the total number of projects remained consistent compared to the previous year.

- **Registered donors on the platform:** 35
- **Donations:** US\$ 970 donated by Sherlock Communications during the Giving Tuesday campaign.
- **Team investment:** Seven Sherlock Communications consultants, with hours dedicated to the project, equivalent to an approximate investment of **US\$ 11,100 (R\$ 57,000.00)**.

2. EVENTS AND AWARDS

One of the highlights of 2025 was our participation in Blockchain Rio, the largest blockchain and innovation ecosystem and event in Latin America. Luisa Calixto, representing Dominó do Bem, took the stage to present the initiative alongside other leaders in social impact and technology, such as [Alessandra Caldeira](#), [Iara Vicente](#) and [Nila Jr.](#)

During the event, Carolina Yokota, the project lead, connected with social impact startups to learn more about their work and explore collaboration opportunities. As a result of these connections, two articles were published about the project's activities:

Media:

- Blockchain and donations: **Luisa Calixto shows how technology can be a social solution**, in BP Money
- NGOs adopt blockchain to facilitate receiving foreign donations, in Exame.



The project's greatest achievement to date is the Blocknews Award, which recognizes initiatives that promote social impact, in the category "Blockchain for Good." The award represents the project's first recognition at the national level.



DEI



OUR COMMITMENTS AND PROJECTS

The Diversity, Equity, and Inclusion (DEI) Committee at Sherlock Communications is a strategic internal structure dedicated to integrating social impact and ESG practices into our organizational culture. Our role is to turn values into concrete actions by implementing policies and processes, influencing behaviors and narratives across the agency.

We understand that communication shapes realities and social perceptions. Therefore, the Committee works to ensure that Sherlock Communications acts as a transformative agent, strengthening our credibility in Latin America and avoiding the reproduction of stereotypes.

Our areas of focus are based on the following pillars:

- **Inclusive Culture:** Embedding DEI values into daily operations, promoting a safe and valued environment for everyone.

- **Accessibility:** Ensuring that recruitment, onboarding, and the workplace are fully accessible - at all levels.
- **Corporate Education and Training:** Developing specific training programs and equipping managers to mitigate unconscious bias, reflecting these learnings in our daily projects.

Since 2023, our overall goals have been guided by:

- Producing content grounded in strong visual and written creation, anchored in the diversity of socially marginalized groups.
- Demonstrating to our clients that we have the expertise to apply the pillars of diversity in language, as well as in textual and visual production.
- Showing that Latin America is diverse and complex, that there are many forms of communication across the region, and how important it is to have a company operating locally.
- Facilitating understanding of terminology to make language more accessible and inclusive.
- Providing linguistic tools and conscious choices to foster positive communication.

NEW D&I STRUCTURE

- Creation of focus groups on specific themes, such as: Gender; Ethnic-Racial; LGBTQIAPN+; People with Disabilities (PwDs); Accessibility (visible or invisible); Generations; LATAM Committee (regional perspectives).

DEI ACTIONS AND CAMPAIGNS

1. WORKSHOP

We held a workshop on anti-racist communication and everyday practices in partnership with RedeJP during Black Awareness Month. This initiative reinforces our commitment to collaborating with external organizations that promote diversity and inclusion.



2. RECRUITMENT AND SELECTION

Throughout 2025, the committee focused on developing inclusive practices, such as:

- **Talent Attraction:** Strategies to attract diverse profiles and create more inclusive recruitment processes.
- **Retention and Development:** Implementation of strategies to improve the retention of diverse consultants, including mentorship programs and career development plans.

3. COMMUNICATION AND AWARENESS

- **Content Calendar:** Celebration of key dates and events related to diversity topics.



- **Internal Workshops:** Organization of events and discussions for the entire team.
- **E-books:** Development of supporting materials with practical tools for application in communication and campaigns. The material includes a glossary and interviews, with a launch planned for 2026.

KEY DATES AND INITIATIVES

JANUARY

Religion Day (Newsletter): Reflections on religious diversity and respect for differences.

FEBRUARY

Carnival (Blog): Opportunities for inclusion and diversity in popular culture.

MARCH

Women’s Day (Campaign): Analysis of successes and missteps in PR and social media campaigns.

Trans Visibility (Social Media/Book): Partnership with LatAm influencers and themed reading.

APRIL

Autism Awareness (Newsletter): List of specialized media outlets in Latin America.

DE&I Backlash (Blog): Critical analysis of recent corporate decisions in the sector.

MAY

LatAm Health (Newsletter): Flu prevention and care in the workplace.

JUNE

Pride Month (Newsletter/Social Media): “Voices of Pride” campaign and regional event guide.

Blood Donor Day (Email/Flock): Encouraging blood donation across the LatAm network.

Refugee Day (Talk): Internal lecture on migration, terminology, and support.

JULY

Black and Latina Women (Newsletter): Informational edition celebrating regional culture and legacy.

SEPTEMBER

Yellow September (Internal): Launch of the Safe Space channel to combat harassment and discrimination.

NOVEMBER

End Violence Against Women (Social Media): Promotion of initiatives to combat violence across LatAm.

ANNUAL CENSUS

As of January 29th, 2026, Sherlock Communications employs a total of 151 consultants. We received 134 responses to the Census, representing a participation rate of approximately 88.7% of all company collaborators.

The results show that more than 60% of respondents are Brazilian, a trend that has remained consistent since last year. Other prominent nationalities include Mexican consultants (around 18%), followed by Argentinians (6.7%), and Colombians (6%).

WHAT IS YOUR NATIONALITY?

Argentina	9	6.72%
Brazil	81	60.45%
Chile	2	1.49%
Colombia	8	5.97%
Costa Rica	3	2.24%
Ecuador	1	0.75%
Guatemala	1	0.75%
Mexico	24	17.91%
Peru	3	2.24%
Espanha	1	0.75%
UK	1	0.75%
Total	134	

■ Age

Agedistributionremainsconsistentwiththepreviousyear’s Census, as the vast majority of the company’s collaborators are under 40 years old. Specifically, 50.75% of respondents are between 31 and 40 years old, and 36.57% are between 18 and 30. In addition, 9.70% are between 41 and 50, 1.49% between 51 and 60, and only one person is over 60.

Sherlock Communications is a fast-growing company that embraces rapid change and is constantly evolving. The fact that nearly 80% of our consultants are “digital natives” reflects this dynamism, with teams always at-tuned to the most impactful communication strategies through digital technologies. At the same time, the pres-ence of experienced team members, aged 41 and above, providesanessentiallayerofmentorshipandinstitutional

WHAT IS YOUR AGE RANGE?

No response	1	0.75%
18-30 years old	49	36.57%
31-40 years old	68	50.75%
41-50 years old	13	9.70%
51-60 years old	2	1.49%
Over 60 years	1	0.75%
Total	134	

knowledge, creating a balanced ecosystem where youth-ful drive is supported by strategic perspective.

■ Racial Identification

Regarding ethnic-racial identity, 61.19% of respondents identify as white, while 29.85% (40 individuals) identify as mixed-race or multiracial. Additionally, 5.22% (7 indi-viduals) identify as Black, 1.49% (2 individuals) identify as Indigenous, and 3 respondents preferred not to answer.

The most recent census data reflects a gradual and positive shift in the racial composition of our team. The increase in mixed-race and multiracial representation (from 25.5% to 29.85%), combined with the inclusion of two consultants who identify as Indigenous for the first time, signals an initial step toward building a more diverse workforce.

WHICH RACE/ETHNICITY DO YOU IDENTIFY WITH?

Black	7	5.22%
Indigenous	2	1.49%
Mixed-race	40	29.85%
Prefer not to answer	3	2.24%
White	82	61.19%
Total	134	

At the same time, we recognize that diversity is an on-going journey. Variations in smaller groups - such as the absence of consultants of Asian descent this year - remind us of the importance of consistently monitoring our data in order to identify opportunities for improvement in both talent attraction and retention.

Note: It is important to highlight that the “Mixed-race/Multiracial” category groups together individuals who identified as *pardo* (Brazil) or *mestizo* (Spanish-speaking Latin America) - terms rooted in specific regional contexts, consolidated here to enable comparability across countries.

■ Gender

At Sherlock Communications, women (cis and trans) make up 68.66% of the team, while 30.60% identify as cisgender men. In addition, one respondent identifies as non-binary. The data is similar to last year’s, with the difference that this year one respondent identified as trans.

The fact that the majority of our team is composed of women has been a constant since the company’s founding and is a source of pride for Sherlock Communications. At the beginning of 2026, three consultants who have been with the company since its foundation were promoted to partner-directors - an important milestone for women in leadership positions.

The inclusion of a trans person on the team demonstrates that our ongoing efforts toward inclusion are yielding results, albeit still below our ideal target. We continue to invest in talent retention, especially among underrepresented groups, and will keep doing so as part of our strategic planning throughout the year.

WHAT IS YOUR GENDER IDENTITY?		
Cisgender man	41	30.60%
Cisgender woman	91	67.91%
Non-binary	1	0.75%
Trans woman	1	0.75%
Total	134	

The percentage of consultants who identify as LGBTQIAP+ increased this year, reaching 23.13% of respondents - an increase compared to the 2025 Census, when 19.6% of the team identified as part of the community.

At Sherlock Communications, we have always maintained a strong commitment to LGBTQIAP+ inclusion, as we are aware of the prejudice these groups often face in the workplace. We strive to foster a safe environment

where individuals can grow professionally while enriching our work with diverse ideas and perspectives that drive innovation.

DO YOU IDENTIFY AS LGBTQIAP+?		
No	102	76.12%
Prefer not to answer	1	0.75%
Yes	31	23.13%
Total	134	

Sherlock Communications remains committed to the inclusion of people with disabilities within its workforce. In 2026, approximately 16% of respondents reported having one or more disabilities, while 3.7% preferred not to respond. This represents a significant increase compared to the previous year’s census, in which only 4.6% of the team identified as having a disability.

This growth is likely due, in part, to the inclusion of the “neurodevelopmental condition” option, which was added to the census for the first time this year. Committed to maintaining a safe and welcoming work environment for people with disabilities, our DEI team has been developing initiatives to ensure that all our offices and processes are inclusive for individuals with diverse abilities.

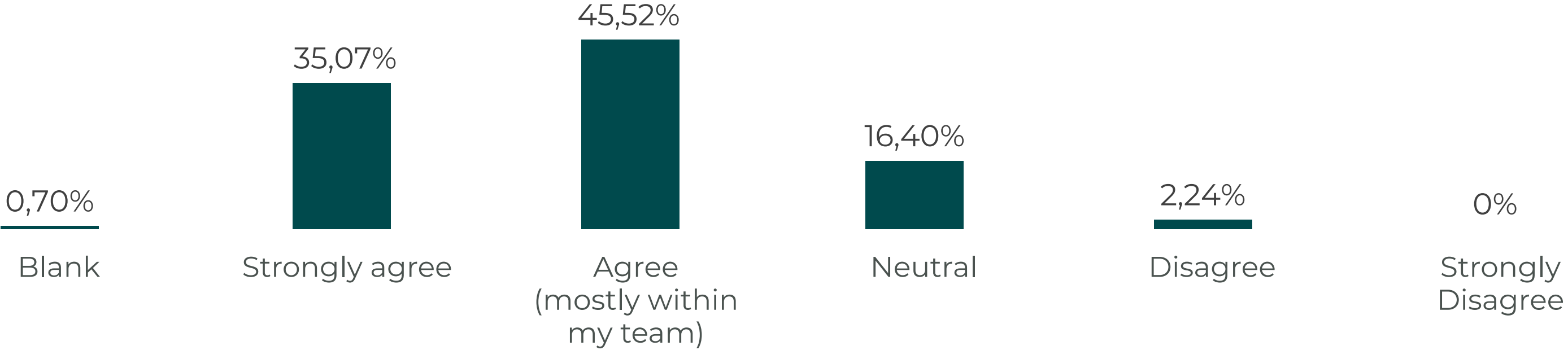
ARE YOU A PERSON WITH A DISABILITY? IF SO, PLEASE SELECT ALL THAT APPLY.

Yes, I am a person with a visual impairment.	3	2.24%
Yes, I am a person with a hearing impairment.	1	0.75%
Yes, I have a neurodevelopmental condition (ASD, ADHD, dyslexia, others).	16	11.94%
Yes, I have an autoimmune condition/chronic pain.	5	3.73%
Yes, I have reduced mobility.	1	0.75%
Total	134	

How the company is prepared to support employees with disabilities

Comparing this year’s census results with the previous cycle, there has been a significant shift in how the team perceives the company’s readiness to support people with disabilities. The percentage of respondents who believe that both the company and their team are prepared increased from 28.8% to 44.78%. Over the same period, “I don’t know” responses dropped significantly, from 47.1% to 20.15%. This demonstrates how our team’s awareness of internal progress toward diversity has improved.

Sherlock Communications respects my ideas and opinios



DO YOU BELIEVE SHERLOCK COMMUNICATIONS IS PREPARED TO SUPPORT PEOPLE WITH DISABILITIES?

	2026		2025	
I don't know	27	20.15%	72	47.06%
No	26	19.40%	17	11.11%
Only the company	2	1.49%	10	6.54%
Only the team	19	14.18%	10	6.54%
Yes, both the company and the team	60	44.78%	44	28.76%
Total	134		153	

Sherlock Communications is committed to fostering a healthy, inclusive, and inspiring work environment. Our Annual Census is an essential tool for assessing consultants’ perceptions across different aspects of organiza-tional life.

Regarding respect for ideas and opinions, the results were highly positive: 80.60% of respondents agreed or strongly agreed that their perspectives are valued - 35.07% strongly agree and 45.52% agree. Only 2.24% expressed disagreement, and no respondents selected “strongly disagree”.

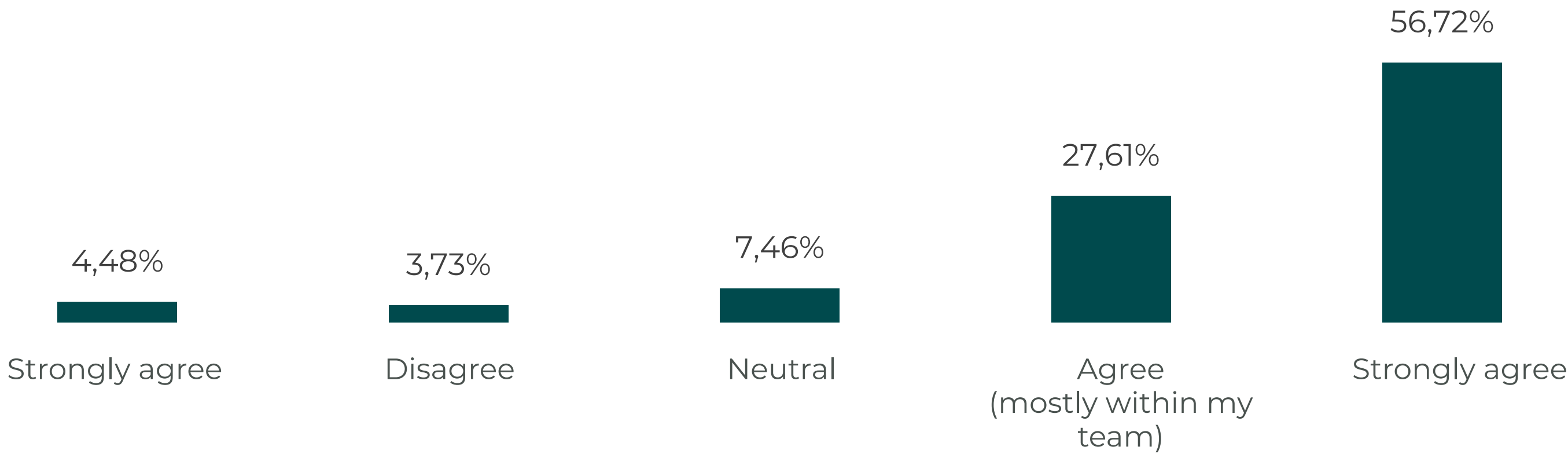
The Census results reflect a broadly positive perception of the work environment: 87.31% of respondents dis-agreed that discriminatory practices occur at Sherlock

Communications, with 70.9% strongly disagreeing. Another 5.22% remained neutral, while 9 respondents expressed concerns - an indication which we take seriously and continue to monitor.

These findings are reinforced by recognition of our efforts: 84.33% of respondents agreed that Sherlock Communications actively works to promote an inclusive environment, with 56.72% strongly agreeing. However, we recognize that positive results do not lessen the need for ongoing action - inclusion remains a continuous commitment.



At Sherlock Communications, I see the company engaging in creating an environment where discriminatory practices are repudiated



NEXT STEPS:

1. Improve Internal Communication and Visibility of ESG Actions

We will strengthen internal communication through ESG reports, training sessions, internal presentations, and shared content such as e-books and surveys. These actions will ensure that ESG initiatives are clear, visible, and integrated into everyday work.

2. Increase Diversity (Overall and in Leadership Positions)

We will use data from the Internal DEI Census to guide recruitment, leadership development, and internal policies. Inclusive hiring practices, accessibility standards, and continuous monitoring will support the development of more diverse teams and leadership.

3. Inclusive Job Openings and More Diverse Hiring

We are reviewing and improving recruitment processes to reduce bias, ensure the hiring of diverse candidates, and apply accessibility guidelines. We are also developing a diversity-focused talent pool to keep qualified candidates from underrepresented groups consistently within our hiring pipeline. This will expand access and strengthen diversity from entry-level roles to leadership positions.

4. Governance, Clear Processes, and Transparency

We aim to ensure structured reporting, compliance policies, and regular presentations across the agency. These actions will enhance accountability, clarity in decision-making, and institutional trust.

5. Employee Engagement, Participation, and Integration

We promote engagement through training, cultural activities, workshops, and open feedback channels. Our focus is to strengthen a sense of belonging, psychological safety, and continuous participation.

Our ESG focus for this new chapter is centered on building a strong organizational culture. By 2026, Sherlock Communications will implement tangible changes in recruitment, internal culture, and inclusive communication, while also consolidating DEI (Diversity, Equity, and Inclusion) governance, internal education, and core policies throughout the year.

Our objectives for this period are to increase workforce diversity, based on Internal Census data, and ensure that our consultants experience a sense of belonging, safety, and inclusion. These goals will be achieved through:

- Conducting an annual census;

- Expanding the participation of underrepresented groups in recruitment processes;
- Applying an accessibility checklist across Sherlock Communications’ physical offices.

Additionally, we will develop a culture-focused area, including initiatives such as a book club, a free library, and language classes through the Abraço Cultural project.

Engagement within our internal community will also be monitored to support the continuous evolution of our initiatives. This will include hosting four annual workshops and training sessions, conducting a company maturity assessment, maintaining a calendar of key dates for communication campaigns, and creating support materials for our consultants, including two free e-books focused on inclusive communication and practical tools for campaign implementation.



Photo: monkeybusinessimages/iStock

CORPORATE SUSTAINABILITY



The Sustainability practice is Sherlock Communications' strategic arm dedicated to embedding environmental, social and governance principles into the company's operations and culture. Structured to translate commitments into concrete practices, it guides both internal projects and external initiatives, ensuring that sustainability and corporate responsibility are integrated into decision-making and value delivery to the market.

The practice is organised around the following pillars, which reflect its priority areas of work:



ENVIRONMENTAL PILLAR

Reduction and offsetting of environmental impacts, with a focus on carbon emissions management and waste management across the São Paulo and Rio de Janeiro offices (company-owned offices).



SOCIAL PILLAR

Promotion of positive social impact through community engagement initiatives and a structured corporate volunteering policy.



GOVERNANCE AND INSTITUTIONAL COMMITMENTS PILLAR

Ongoing strengthening of ethics, transparency and corporate accountability, through the structuring and formalisation of due diligence and compliance processes, consistently embedding ESG values into the agency's strategy and operations. Sherlock Communications is also a signatory of the UN Global Compact in the United Kingdom and Brazil, operating in alignment with the initiative's ten universal principles.

Guided by these pillars, throughout 2025 we structured and delivered the following actions:

1. SHERLOCK COMMUNICATIONS AT COP30: STRATEGY, REACH AND RESULTS

COP30 represented a singular moment for organisations working on the climate agenda. Sherlock Communications was present at every stage, from planning through to execution, supporting clients in communicating with clarity, credibility and impact.

Integrated Approach, Measurable Results

Throughout the campaign, **Sherlock Communications developed tailored PR and communications strategies for nine international clients, including multinationals, global foundations and impact-driven initiatives**, securing meaningful coverage in leading media outlets across Brazil and internationally.

The coverage generated reached **more than 1.5 billion people**, with features in Folha de S.Paulo, Forbes, G1, Estadão, Terra and others.

Building Editorial Authority

Alongside its PR activities, Sherlock developed a robust owned content strategy, positioning the agency as a reference on the topic well ahead of the conference:

- Publication of the “COP30 Report” on the agency’s website, offering insights and unpacking complex topics set to be at the heart of the debates in Belém, through a Latin American lens.
- 16 thought leadership articles on LinkedIn, authored by ESG Head Fabiana Rosa.
- 13 link-building articles and 10 blog posts for Sherlock Communications, integrated into the campaign calendar.
- 65 social media posts between July and November, generating 20,709 impressions and an engagement rate of 6.7%.
- The “Demystifying COP30” series, comprising 14 videos on the Lupa do Bem Instagram channel, making knowledge more accessible and reaching 177,123 people.

Internal Capacity-Building

To ensure consistency and depth in the agency’s approach to the topic, Sherlock Communications held a workshop with more than 90 consultants across Latin America, aligning teams around the social and environmental agenda and strengthening the agency’s capacity to deliver climate communications with substance.

2. CARBON EMISSIONS MONITORING AND OFFSETTING

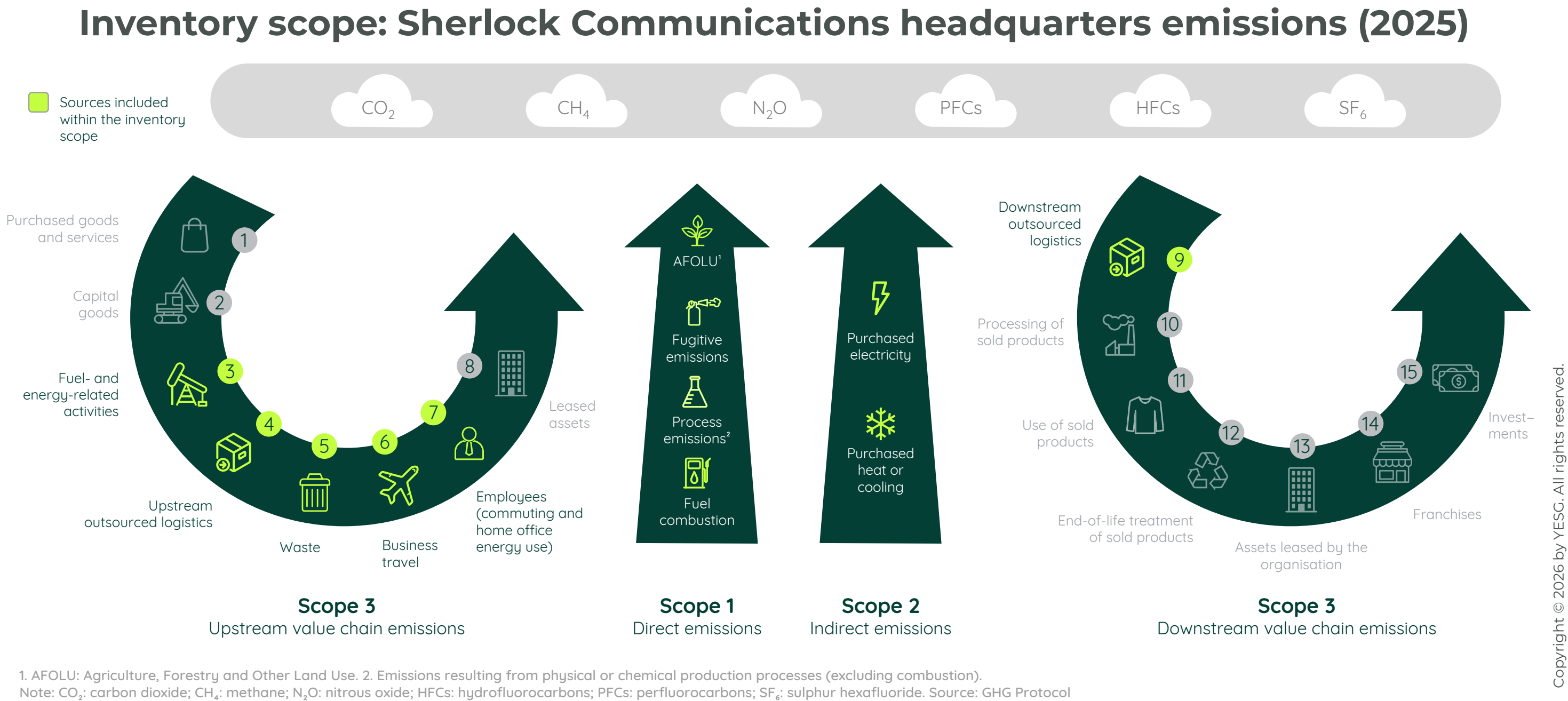
In early 2025, 204 tonnes of CO₂ equivalent emitted during 2024 were offset through Verified Emission Reductions acquired from the [VTRM Renewable Energy 2](#), project, certified under the Verified Carbon Standard (VCS).

VTRM Renewable Energy 2 is a grouped project focused on the implementation and operation of renewable energy plants in Brazil. Its initial instance is a wind complex known as the Complexo Ventos do Piauí, comprising

seven wind farms, with the aim of reducing greenhouse gas emissions by displacing electricity generation from fossil fuel sources.

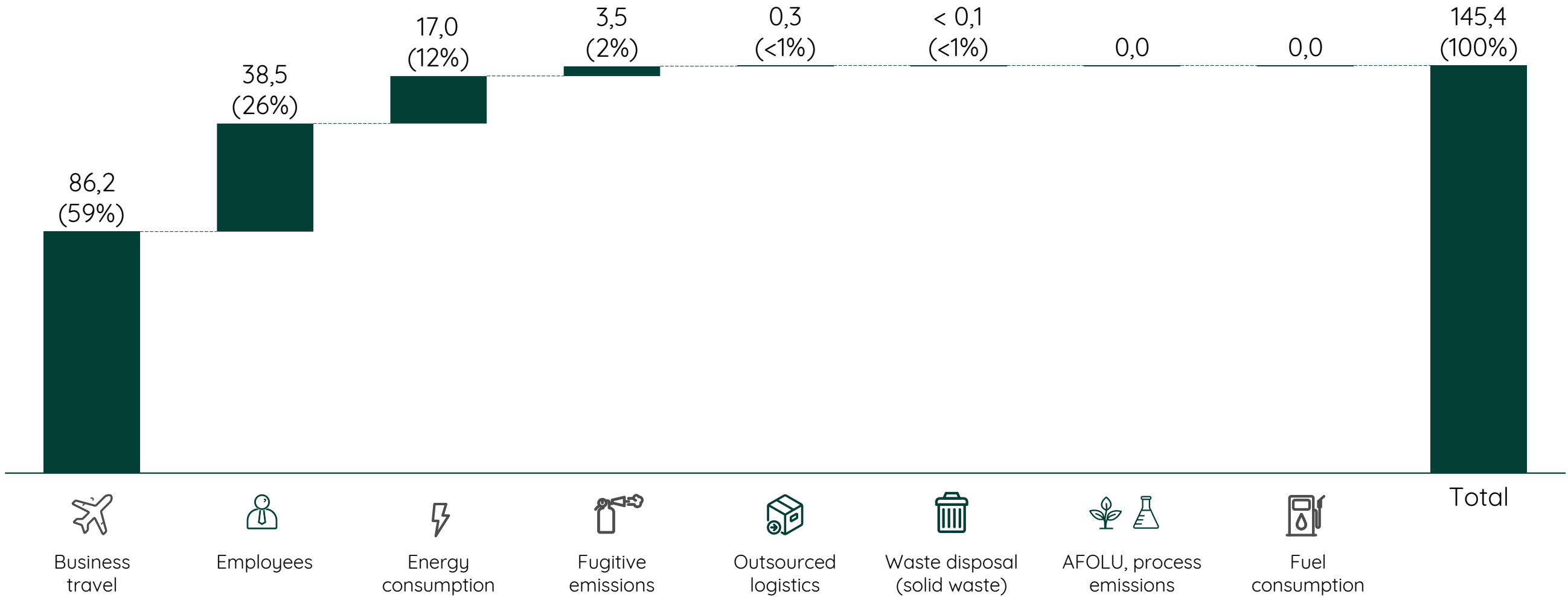
In 2025, we continued our efforts in partnership with YESG (formerly Compensa.Eco) to measure carbon emissions throughout the year, based on the GHG (Greenhouse Gas) Protocol, ensuring we would be able to offset them at the start of the following year (2026).

The representation below illustrates the emissions sources and scopes assessed across Sherlock Communications’ operations in 2025:



Sherlock emitted approximately 145 tCO₂e in 2025, of which 59% resulted from business travel

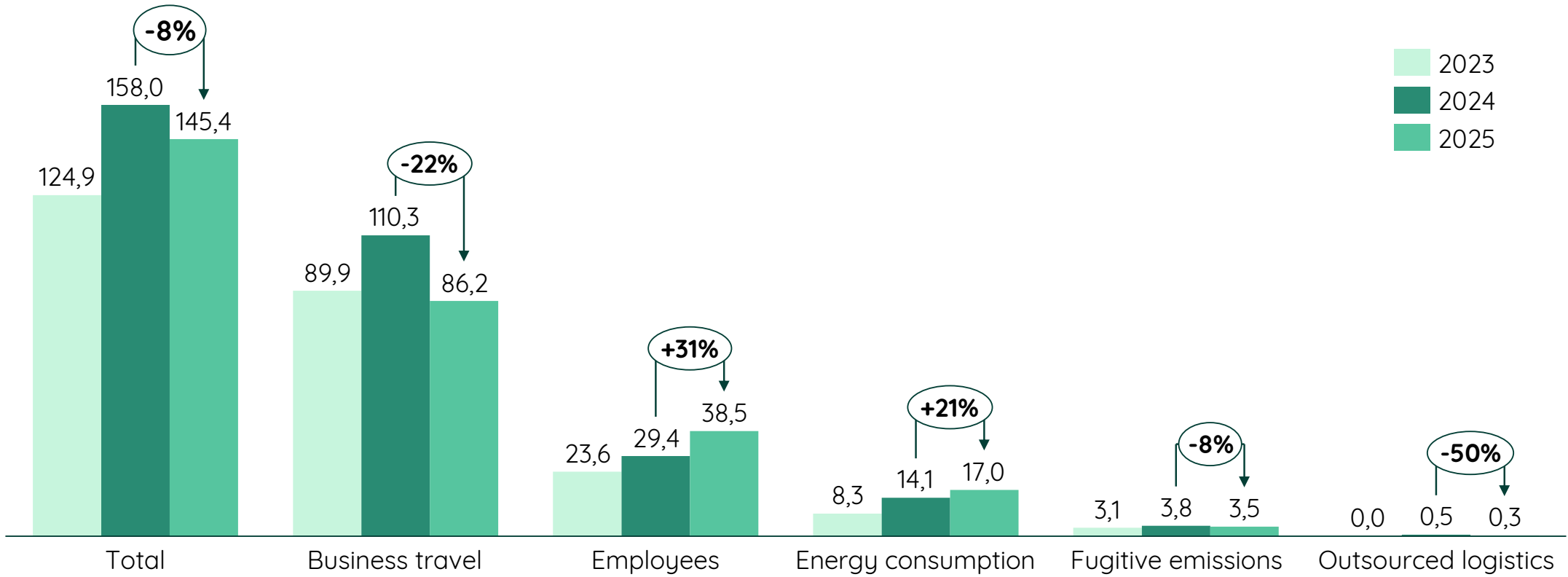
Breakdown of Sherlock Communications' GHG emissions in 2025, by emission source (absolute values in tCO₂e and relative share as % of total)



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Year-on-year comparison: an 8% reduction in emissions in 2025 compared to 2024, driven by a 22% decrease in business travel emissions.

Comparison of Sherlock Communications' GHG emissions from 2023 to 2025, including total emissions and breakdown by source (in tCO₂e).



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In 2025, Sherlock Communications generated 145 tonnes of CO₂ equivalent, with the most significant contributions coming from: corporate travel (59%); staff commuting to offices and energy consumption on days worked from home (26%); and energy use in offices (12%).

Compared with 2024, we registered an 8% reduction in total emissions, driven by a **22% drop in travel-related emissions.**



Photo: kupicoo/iStock

Corporate Travel

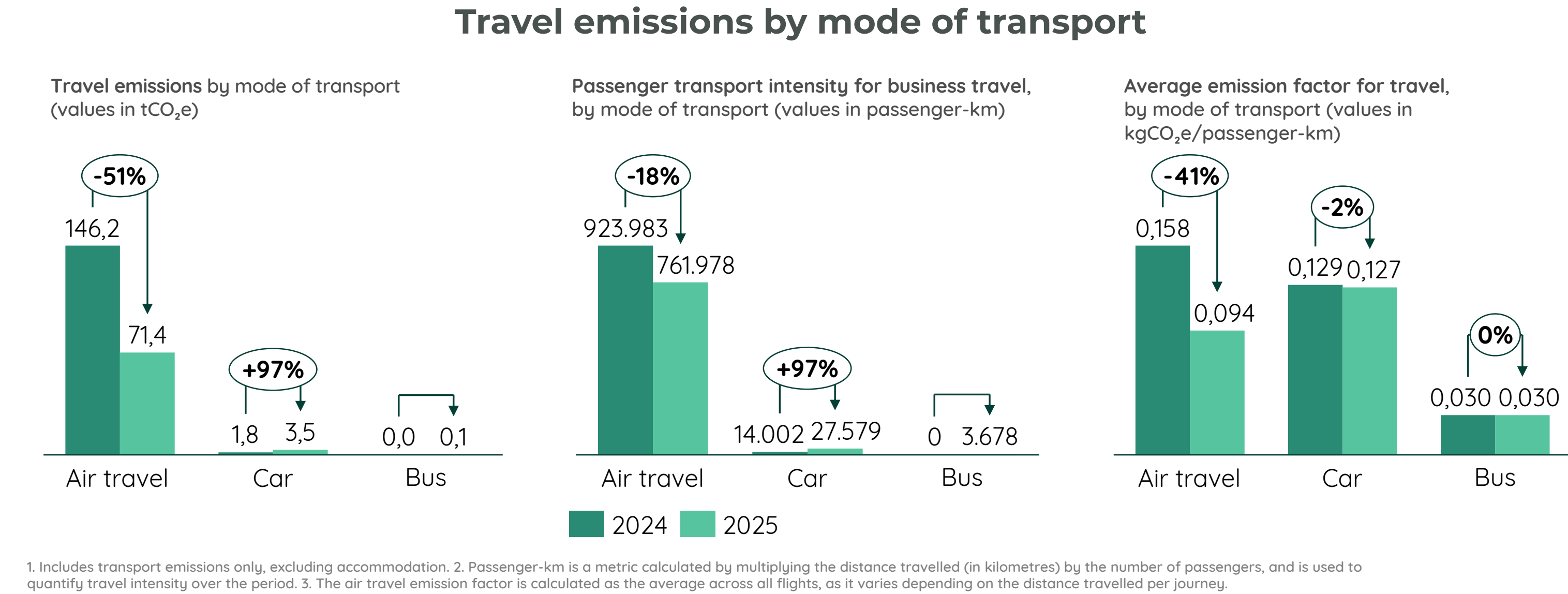
In 2025, our staff made a total of 2,049 trips, of which only 113 were by air. Nevertheless, this mode of transport accounted for the majority of the impact, representing 83% of travel-related emissions.

In 2024, the total number of trips was lower, amounting to 1,146 journeys. However, air travel accounted for a larger share of trips that year, with 124 flights - a higher figure than that recorded in 2025. Thus, despite the increase in total travel in the most recent period, an 18% reduction in air travel, combined with a 41% decrease in the air transport emission factor, resulted in a 51% reduction in emissions associated with this category of travel.

Workforce

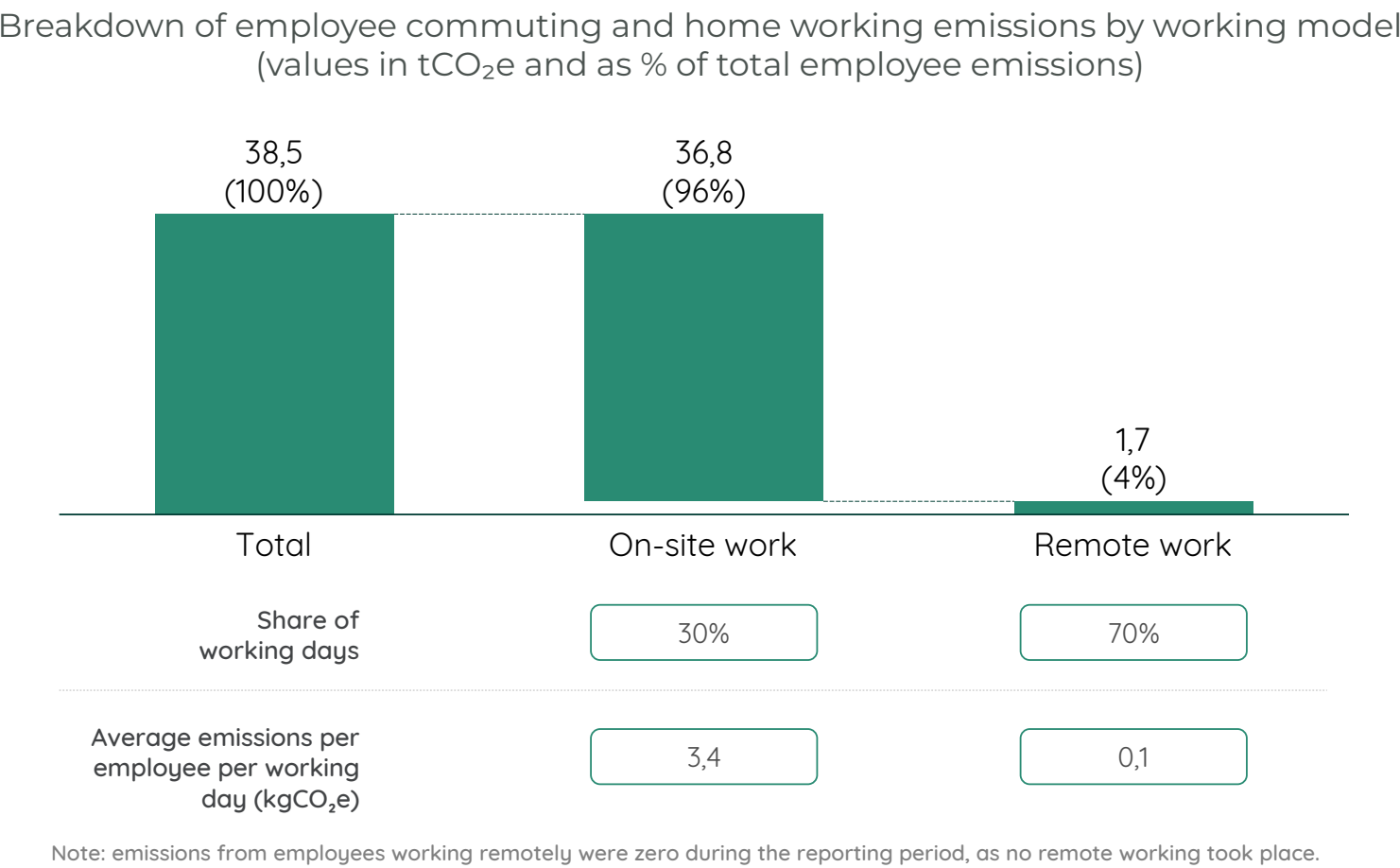
Within the 26% of emissions related to consultants commuting, 96% are associated with in-person work, despite it having taken place on only 30% of working days.

Compared with 2024, we maintained a stable headcount whilst reducing the number of in-person days by 7%, a shift resulting from departures and new hires.



Sherlock Communications already has a structured hybrid working policy in place, which contributes to keeping this emissions metric at relatively lower levels. In addition, we have professionals based across different cities throughout Latin America - not limited to our office locations, such as São Paulo, Rio de Janeiro, Lima, Buenos Aires, Bogotá, Santiago and Mexico City. This model combines a more flexible way of working with a lower impact on daily commuting, whilst also strengthening team diversity by incorporating the distinct backgrounds and experiences of professionals from different regions, beyond the major urban centres in which we operate.

Employees: 96% of emissions arise from on-site work, despite it accounting for only 30% of working days

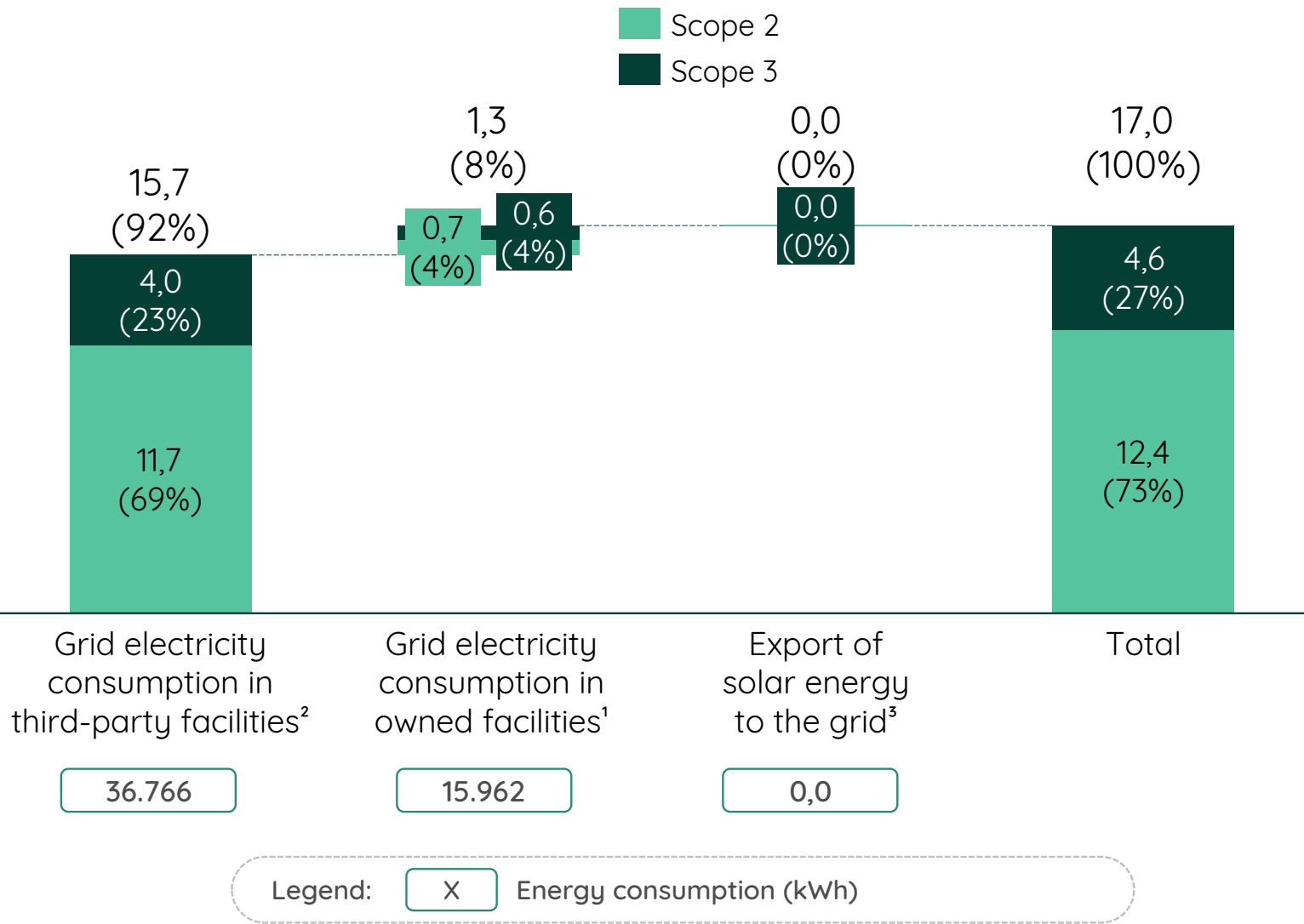


Energy

As in 2024, the majority of emissions related to energy consumption in 2025 were associated with the co-working offices used in Argentina, Mexico, Chile, Colombia and Peru, which accounted for 92% of emissions from this source.

Energy: 92% of emissions occur in third-party offices (no access to electricity bills)

Breakdown of energy emissions by source and scope (values in tCO₂e and as % of total energy emissions)



1. Facilities under the company's operational control, where electricity bills are accessible. Scope 3 emissions in this case arise from upstream value chain emissions related to electricity generation and transmission and distribution losses. 2. Facilities leased by the company where electricity bills are not accessible (e.g. co-working offices). 3. Under GHG Protocol guidelines, solar energy generation may only be used to offset Scope 2 emissions.

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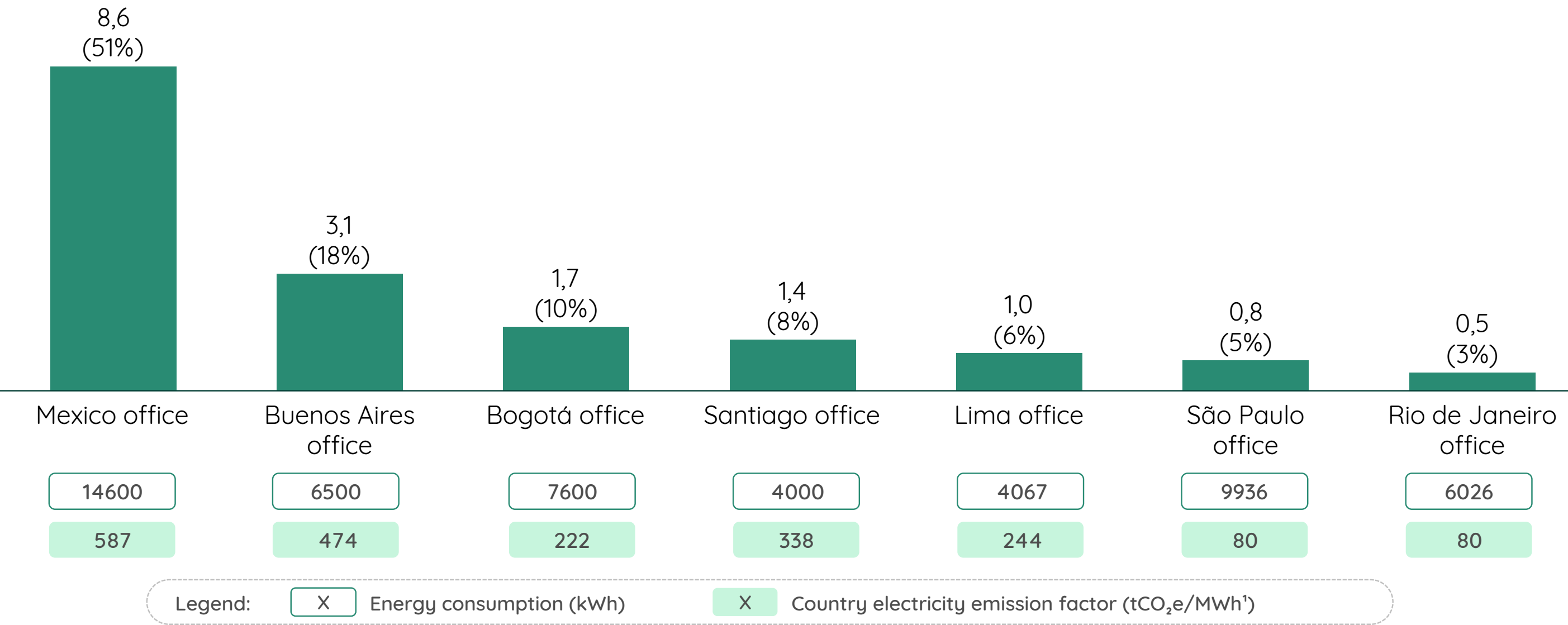
Mexico in particular made up 51% of energy-related emissions, reflecting the country's energy matrix profile and higher emission factors. By contrast, Brazil - despite housing more consultants and larger teams across its offices in São Paulo and Rio de Janeiro - accounts for just 8% of energy-related emissions, since the country has a predominantly renewable energy matrix, with approximately 87% of supply drawn from clean sources.



Photo: Abel Gonzalez/Stock

Energy: the Mexico office accounts for 51% of energy emissions, driven by the country's high grid emission factor.

Breakdown of energy emissions by the company's business unit (values in tCO₂e and as % of total energy emissions)



1. Emission factor based on a WTW (well-to-wheel) approach, including emissions from electricity generation (Scope 2), transmission and distribution losses, and indirect emissions from the energy mix (Scope 3, Category 3).

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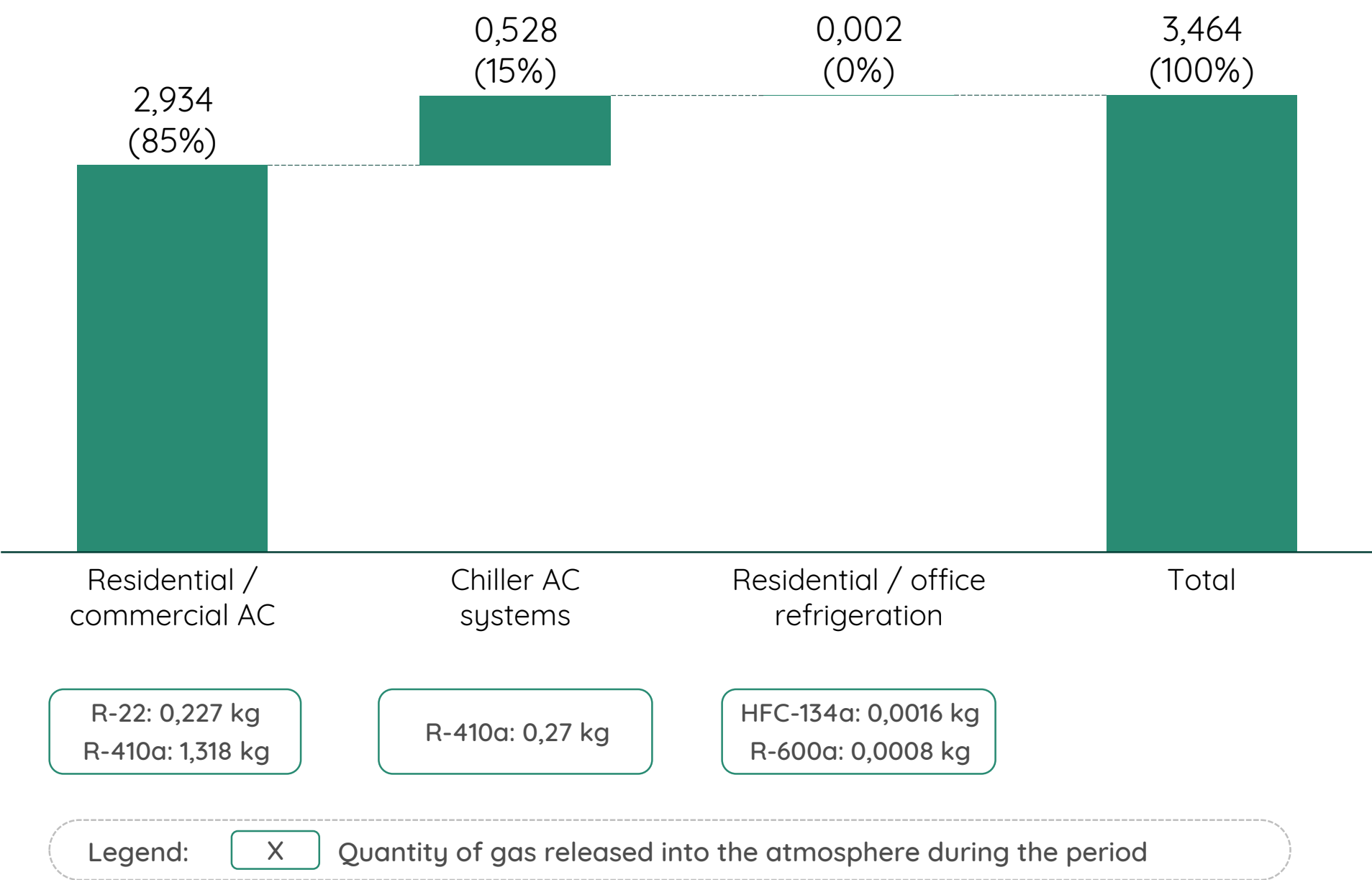
Fugitive Emissions, Third-Party Logistics and Solid Waste Disposal

Whilst they do not significantly impact Sherlock Communications’ total emissions, fugitive emissions (2% of total emissions), third-party logistics (<1%) and solid waste disposal (<1%) are reviewed on an annual basis.

85% of fugitive emissions are attributable to residential air conditioning (AC), a figure that has remained consistent since 2024.

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

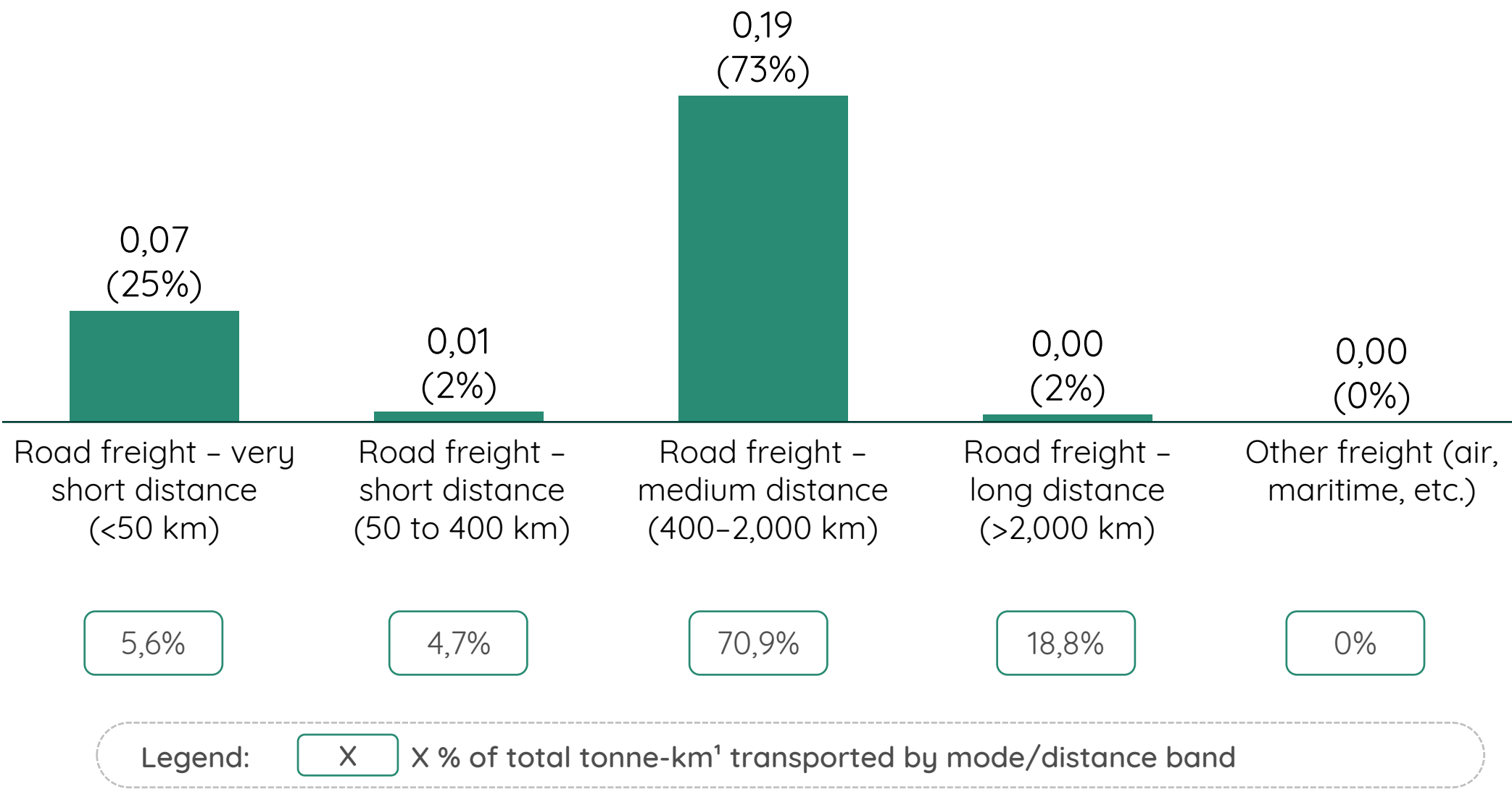
Breakdown of fugitive emissions by equipment type (values in tCO₂e and as % of total fugitive emissions)



Medium-distance land deliveries, between 400 km and 2,000 km, account for 73% of logistics emissions. Short-distance deliveries of under 50 km account for 25% of this total. Even so, third-party logistics emissions as a whole remained below the materiality threshold.

Outsourced logistics: medium-distance road deliveries account for 73% of logistics emissions

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



1. Tonne-kilometre (tonne-km) is a metric representing the transport of one tonne of goods over one kilometre, used to measure freight transport intensity across one or more deliveries.

Emissions Avoided Through Solid Waste Disposal

The representation below illustrates the positive impacts associated with solid waste management across Sherlock Communications’ operations in 2025:

In 2025, **approximately 1,113.7 kg of solid waste** was disposed of across the company’s operations, **with the majority directed towards recycling and composting.**

The adoption of these practices contributed to the mitigation of greenhouse gas emissions, with particular emphasis on the use of composting in the treatment of organic waste,

Waste: the disposal of organic materials accounts for approximately 80% of solid waste disposal emissions

Material	Treatment method	Disposed weight (kg)	Emissions (tonCO2e)	Emissions (% of disposal emissions)
Organic material	Composting	778,2	0,007	79,98%
Metals, aluminium and coffee capsules	Recycling	92,0	0,001	6,82%
Paper and cardboard	Recycling	138,0	0,001	7,48%
Cigarette butts	Recycling	1,5	<0,0001	0,08%
Plastic	Recycling	94,0	0,0004	5,10%
Glass	Recycling	10,0	<0,0001	0,54%

1. Avoided emissions data were calculated by the companies Regenera and Ciclo Orgânico, responsible for waste treatment. Source: emission factors sourced from DEFRA (2025).

which **avoided the emission of approximately 0.6 tCO₂e** compared to direct disposal in landfill. Following carbon footprint metrics from calculators such as **EPA (Environmental Protection Agency)** or the **GHG Protocol**, the avoided carbon emissions are equivalent to a car journey from São Paulo to Recife (2,600 km), the carbon absorbed by 10 trees over 10 years, or the energy used to charge more than **70,000 smartphones.**

IMPACT IN NUMBERS:

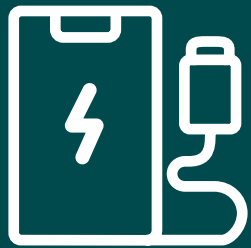
0.6 tCO₂e mitigated through composting. This is equivalent to:



2,600 km driven
in a passenger car.



10 trees
absorbing carbon
for 10 years.



70.000+ cell phones
charged.

This result highlights the importance of sustainable waste management strategies, particularly in the treatment of organic materials, which account for the largest share of the company’s waste output.

Consolidating Progress in 2026

In 2026, our focus remains on reducing our highest-impact emissions, primarily those associated with corporate travel. By eliminating the majority of long-haul flights, we have the potential to avoid the emission of 70.3 tonnes of CO₂ equivalent, corresponding to 48% of our current total emissions. We will therefore continue to prioritise actions related to corporate travel, consolidating it as a strategic and decisive front in our decarbonisation journey.

3. CIRCULAR ECONOMY

Waste Management

In 2024, we implemented a range of sustainability initiatives to promote environmental awareness across Sherlock's offices, whilst also providing the appropriate tools for proper waste management - particularly in Brazil, where we have two owned offices, in Rio de Janeiro and São Paulo. These included the collection of recyclables and organic waste, plastic bottle caps to support NGOs, and cigarette butts.

Building on the guidelines established in the previous cycle, we maintained our focus in 2025 on the conversion of organic waste. In São Paulo, our partnership with Regera Mundo enabled the conversion of 400 kg of discarded material into 40 kg of waste destined for composting, sparing the environment 30.9 kg of CO₂ emissions and diverting 128.7 kg of recyclable materials from improper disposal in nature.

Simultaneously, in Rio de Janeiro, our ongoing project with Ciclo Orgânico reinforced our commitment to the circular economy. **The collection of 680 kg of organic waste resulted in the production of 204 kg of organic compost and the mitigation of 476 kg of CO₂, consolidating an increasingly efficient and sustainable operational model.**

We also maintained the collection of materials for social and environmental purposes across our São Paulo and Rio de Janeiro offices. In total, 106.53 kg of plastic bottle caps were collected, with their value converted into direct support for animal welfare NGOs, funding essential neutering and sterilisation procedures.

In parallel, our tobacco waste awareness campaign resulted in the collection of 3,428 cigarette butts - an initiative that has become another pillar of our waste management approach - preventing the contamination of approximately 1,895 litres of water and preserving local water resources.

Single-Use Plastics Policy

In 2025, Sherlock Communications reached a significant milestone in its goal to eliminate single-use plastics from its operations. Building on the plan initiated in 2024, we carried out a detailed diagnostic across our São Paulo and Rio de Janeiro offices to identify remaining materials. On the basis of this inventory, we reviewed our procurement guidelines with the administrative team, permanently suspending the purchase of items such as disposable cups, stirrers, plates and cutlery.

This transition was accompanied by a strong internal awareness effort, encouraging our staff to make use of the reusable utensils already provided by the agency. We

also extended this policy to our internal events practice, ensuring that celebrations and social gatherings reflect our sustainability values.

Across our operations in the other Latin American countries where we operate, 100% of co-working locations are already operating without single-use plastics.

4. SUSTAINABLE EVENTS

In 2025, Sherlock Communications made progress in embedding ESG and Social Impact criteria into its events practice. We recognise that our productions, both internal and for clients, can generate impacts that extend well beyond physical execution, encompassing everything from conscious resource consumption and waste management to ethical supplier selection and community engagement.

We carried out a collaborative diagnosis with the events team to map areas for development and opportunities for sustainable innovation. The central aim was to structure processes that would reduce the environmental footprint of our productions, strengthening client confidence and consolidating the agency's commitment to high social and environmental impact.

On the basis of this diagnosis, we closed out 2025 with the creation of an ESG monitoring tool. This instrument

aims to standardise the assessment of social and environmental criteria across all Sherlock Communications productions, ensuring that sustainability is an operational pillar that's fully integrated into the agency's governance strategy.

In 2026, we aim to fully adopt this tool into the agency's events routine. Through close collaboration with the ESG and Social Impact teams, our objective is to institutionalise sustainable practices across 100% of the agency's productions, ensuring that social and environmental responsibility becomes an integral standard of our operational excellence.

5. DONATION CAMPAIGNS AND COMMUNITY ENGAGEMENT

Throughout 2025 we worked with the [Barraca Solidária](#) project, making monthly donations of clothing, footwear, blankets and other essential items to people living on the streets. We were also present at all social donation drives held throughout the year, which took place on the first Sunday of each month.

In addition, we supported the **Campanha do Agasalho**, a winter solidarity campaign run by the SP Invisível NGO, collecting winter items from our consultants for people in situations of social vulnerability. Thanks to these ongoing efforts and monthly collections, in 2025 we contributed to the wellbeing of approximately **1,000 people** living on the streets or in extreme vulnerability.

These initiatives reinforce our commitment to community engagement, as all of these projects are part of the Lupa do Bem network.



Barraca Solidária

6. UN GLOBAL COMPACT

In 2025, we maintained our commitment to the UN Global Compact, of which we have been signatories in the United Kingdom and Brazil since 2024. We remained engaged in promoting and embedding the initiative's ten principles across our operations, with particular focus on Human Rights, Climate Change and Responsible Communications.

Our ESG and Social Impact leadership group, comprising twelve members, remained active in attending meetings, courses and events promoted by the network, strengthening the exchange of experience and alignment with best practices. We also remained enrolled in the four strategic initiatives of the UN Global Compact: Water and Oceans, Human Rights, Communications and Engagement, and Climate.

7. CORPORATE VOLUNTEERING POLICY

In 2024, a corporate volunteering programme was launched with the aim of encouraging consultants to offer voluntary services to social organisations. Each consultant is entitled to dedicate two working days per year to this work. In 2025, eight consultants from Colombia took part in an initiative at the Banco de Alimentos de Bogotá in August. In December, five consultants from Peru participated in a donation drive for ONG Pan in Lima.

Testimonials:

“ During my volunteering days at the food bank in Colombia, I worked alongside a team to put together more than 250 food baskets destined for people living in informal settlements in Bogotá and for various foundations.”

Esteban Arévalo Marroquín, Consultant at Sherlock Communications.

“ I spent the day organising, sorting and packing essential food items into individual family portions, which would later be distributed to communities in vulnerable situations. Together with my team, I helped prepare these basic food parcels that directly support the food security of families in informal settlements in Bogotá and of local foundations serving people in need.”

Estefania Guzman, Consultant at Sherlock Communications.

“ Ever since we learned about Pan's work - setting up libraries so that children from the most vulnerable areas of Peru have access to guided reading - we decided to join their cause, sharing their story through the Lupa do Bem platform, as well as collecting books and educational games to give these young children more tools to support their learning.”

Pierina Nohelya Chicoma Castro, PR Consultant at Sherlock Communications.

■ Peru

In December 2025, Sherlock Communications Peru organised and personally delivered a donation of books, educational games, clothing and panettone to Pan, an NGO dedicated to strengthening early childhood education through libraries and other social projects.

In 2026, the policy will be reinforced across all internal channels and events, to ensure greater participation from consultants.



Colombia's team at the Banco de Alimentos de Bogotá.



Peru's team at NGO Pan, December 2025.

CONCLUSIONS AND GOALS FOR 2026

PROGRESS AND LEARNINGS IN 2025

For this section, we reviewed the targets established in the previous reporting cycle, with the aim of assessing the progress achieved, identifying effective advances and documenting key learnings throughout the period.

1. Target: Promote the accessibility of our offices for people with disabilities and identify opportunities for improvement to broaden inclusion.

- Develop a strategic plan for the effective implementation of affirmative hiring programmes, in collaboration with NGOs in the Lupa do Bem network, with the aim of identifying and recruiting diverse talent, considering the full structural requirements for such implementation.

□ Progress and Learnings

Over the course of 2025, it was not possible to fully implement the plan as originally envisaged. However, the period proved to be key in identifying relevant gaps that had not previously been considered, and that directly impact the sustainable inclusion of professionals hired through affirmative vacancies - most

notably, the need to prepare the wider team to properly welcome and integrate these colleagues.

As a result of this diagnosis, a comprehensive plan was developed and approved towards the end of 2025, covering structured stages of team capacity-building, definition of priority profiles, adjustments to internal processes and alignment with external partners. The plan was finalised and approved by December 2025, with implementation set to begin in 2026. Further details on the stages and targets are available in the DEI section of this report.

2. Target: Develop an innovative initiative to democratise English language learning for community leaders, expanding opportunities for social impact.

□ Progress

In response to this target, **Lupa Learning** was created - a free learning platform hosted on Google Classroom. The initiative offers access to more than 100 beginner-level English lessons, as well as an exclusive module focused on English applied to fundraising and the third sector, broadening the capacity of community leaders and social organisations to operate on a wider stage.

3. Target: Offset twice the CO₂ emissions generated during Sherlock Week, our flagship event, which accounts for more than half of our annual emissions.

- Develop concrete strategies to reduce our carbon footprint and equip the events team to embed sustainable practices across all planning, both for Sherlock Communications and its clients.

□ Progress and Learnings

The CO₂ emissions from Sherlock Week were measured and offset, resulting in the event being awarded **carbon-negative certification**.

Alongside this, conversations were initiated with the events team around embedding more sustainable and inclusive practices into the planning of internal and client events. However, it was not possible to establish a formal process during the period - a significant learning point carried forward into 2026.

As a next step, the 2026 plan already includes the development of clear, measurable targets for reducing carbon emissions at source, with a more preventive and strategic approach. Throughout the period covered, a significant share of efforts was directed

towards strengthening internal structures that were not yet fully consolidated within the area, with the aim of establishing more robust technical, methodological and operational foundations. This process is essential to qualifying and expanding the services which Sherlock can offer its clients as part of the **Social Impact & ESG** agenda, ensuring greater consistency, credibility and capacity to generate positive impact - both in its own initiatives and in projects developed in partnership with organisations and brands.

GOALS AND PRIORITIES FOR 2026

The targets set for the next reporting cycle were shaped by a thorough review of the progress, challenges and learnings from the period covered in this report.

Human Rights and Inclusion

Advance the implementation of an affirmative hiring programme by the end of 2026, ensuring the initiative is accompanied by the structural conditions necessary to enable sustainable inclusion in the workplace. This target includes:

- Delivering training and awareness-raising initiatives for teams, with a focus on diversity, equity and inclusion;
- Reassessing the accessibility of office environments, considering physical infrastructure, internal processes and working tools;

- Rolling out affirmative recruitment gradually, with ongoing monitoring to ensure the integration and retention of those hired.

Social Impact and Network Collaboration

Launch a global coalition and/or platform connecting communications agencies with civil society organisations across different countries, with the aim of broadening access to pro-bono communications support for NGOs seeking to strengthen their causes, campaigns and impact strategies.

The initiative seeks to:

- Facilitate meaningful connections between organisations and communications sector professionals;
- Encourage cross-sector collaboration;
- Amplify social impact through the application of the sector's technical expertise.

Climate Change and Environmental Management

Develop, approve and begin implementing a structured plan to reduce carbon emissions at source, prioritising preventive and systemic action over offsetting measures. The plan is expected to cover:

- Identification of primary emission sources;



- Definition of priorities, targets and timelines for reduction;
- Embedding of environmental criteria into event planning and operations;
- Establishment of mechanisms for ongoing monitoring and periodic review.

Social Impact & ESG Services

Consolidate Sherlock Communications' Social Impact & ESG offer as an integrated part of its wider service strategy, with the aim of supporting clients in broadening their communications campaigns. This work involves:

- Applying Sherlock's expertise to strengthen narratives, campaigns and impact-driven initiatives;
- Amplifying social and environmental causes through responsible communications strategies aligned with each client's values.

SHERLOCK COMMUNICATIONS

Sherlock Communications is a multi-award-winning communications agency operating across Latin America. With offices in Brazil, Peru, Colombia, Chile, Mexico, Argentina, Panama, Costa Rica, and Guatemala, **we have a fully bilingual, multidisciplinary team.** Our mission is to help companies overcome commercial and cultural barriers between Latin American and international markets.

The agency was named **Best International Agency 2024** and **Best Agency in LATAM 2025** by **PRWeek Global Awards**. Sherlock Communications has won and been highly recommended for more than 55 global awards over 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.

For more information please send an email to contact@sherlockcomms.com

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