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20 YEARS OF “REDE CIDADÃ”: EDUCATION INVOLVING MIND, BODY AND EMOTIONS IN THE WORK FOR SOCIAL INCLUSION

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Abstract: This article aims to present a report of professional experience that highlights the Civil Society Organization (CSO) Rede Cidadã, which will celebrate its 20th anniversary in 2022. The CSO, in its service of social inclusion of young people in the market, has sought to work with the integration of work, called socio-emotional, in its process of supporting young people, people with disabilities, the elderly, homeless people and young people in socio-educational measures, its target audience. The OSC is a Social Assistance Entity that develops programs and projects in a continuous, permanent and planned way, bringing together civil society, companies, public bodies, social organizations and volunteers, to bring solutions in generating work and income. With the slogan “life and work, a single value”, the CSO bets on socio-emotional training, oriented towards the development of skills, as a structuring element in its path. It consists of an experiential educational process aimed at expressing personal, social and professional identity, inspired by several methodologies arising from Integrative and Complementary Practices in Health (PICS). The focus on individual transformation seeks to contribute to broader social change. Due to the social relevance of the work, also demonstrated by the numbers achieved, which has already hired more than 90,000 people, it has been arousing the interest of studies, and it sought to establish a partnership with the Public University, together with the AfeTAR Laboratory, a Technological Development Unit (UDT) located at the State University of Rio de Janeiro (UERJ). From this meeting, this article was born, which estimates, as a result, to discuss the work of the CSO, using materials published on the internet, reports of official activities of the institution and the report of the founders. We conclude on the

relevance and need for further studies to highlight their work processes and methods.

Keywords: Social Inclusion, Scientific Research and Technological Development.

INTRODUCTION

Rede Cidadã is a Brazilian Civil Society Organization that works in the area of social assistance with programs for the inclusion of young people, adults and elderly people in situations of social vulnerability. Their mission is to promote self-knowledge, professional qualification and employability, and has been providing services to the community since 2002, with expressive results¹. In terms of numbers, they have had more than 90,000 hires since 2002, with 35,586 young people and adults being hired, including 57,106 apprentices; 218 seniors, who are people over 60 years of age; also 2,523 people with disabilities and, finally, 2,489 people living on the streets.

By themselves, these are visibly significant numbers. But they also form a network with 1,698 supported enterprises, involving 2,699 volunteers, 685 partner institutions and 3,588 companies. It was considered one of the 200 best CSOs in the world (88th place) and the 5th best in Brazil and throughout Latin America in the ranking of the NGO Advisor award. The Top 200 NGOs is the world's most respected ranking that assesses the local and international impacts of CSOs, and is carried out annually by NGO Advisor, an independent media organization based in Geneva, Switzerland. According to this ranking, Rede Cidadã is the 88th best CSO in the world. It has its headquarters in Belo Horizonte and centers in Rio de Janeiro, São Paulo, Ceará, Pernambuco, Rio Grande do Sul, and partnerships in other countries, such as Mexico, the United States, Chile, Colombia and Argentina.

1. Available on the website <https://www.redecidada.org.br/>. Accessed on 07/31/2021

Since its foundation in 2002, the Network has operated in the Social Assistance area, providing assistance primarily to users described in Law No. 8.742/1993 – Organic Law of Social Assistance (LOAS). In accordance with the normative set that governs the National Social Assistance Policy, Rede Cidadã militates in the cause of social inclusion of people in vulnerable situations, preventing social and personal risks, without discrimination, completely free of charge.

Social assistance offers promote integration into the world of work, with social protection and guarantee of rights, under the terms of the Resolution of the National Council for Social Assistance-CNAS No. 33/2011, and under these terms, a social project that proposes to establish a bond has started. between citizenship and work. They believe that the best way to promote citizenship is to prepare people to have economic autonomy and be able to assume the construction of their citizenship rights on their own. For this, Rede Cidadã created a methodology for the Generation of Work and Income and its main slogan is: “life and work, one single value”. The CSO works with the inclusion of young people, the elderly and people with disabilities, but for the purposes of this text, we will bring greater focus to work with young people, leaving the focus on the need for further studies and work.

This text is based on the report of the Institution’s Directors, Fernando Alves and Tatiana Carvalho, and is also being systematized by the AfeTAR Laboratory, of the State University of Rio de Janeiro. We’ll talk more about this partnership later on. The CSO, seeking to be able to unite the demand of companies for new professionals and young people, who represent 2/3 of the economically active unemployed population, according to the Institute for Applied Economic Research (IPEA), considered it necessary to offer it to

young people in communities low-income individuals, the minimum training necessary for them to be inserted in the labor market. But also, it was essential that there was a crossover between the individual skills of young people with the skills required in the functions available in the market. They call it “being able to put the right young person in the right job”.

As a strategy, they created ways to endow the social project with the characteristics of a human resources service offered to the corporate world, in the field of recruitment and selection. Thus, companies with the need to hire qualified professionals to develop their business can use the CSO methodology, integrating the need for labor with good social inclusion practices, through a social project capable of generating income for young people citizens of villages and slums and strengthens the conditions of access for these young people to the corporate world, which needs this worker. It is a very common speech by the director, “to promote access at the base of the social pyramid to the world of corporate work.”

The close relationship with the companies, especially with the human resources areas, gradually taught the organization to create continuous improvements for greater assertiveness in the training of young people and their allocation to the right place. The relationship between Rede Cidadã and the people managers showed that what they hire are technical skills, but what dismisses them are behavioral attitudes. The board had this perception, lived in the experience of the Network’s team, which made a great effort to insert young people in companies and perceived the low level of support for obtaining a job. In many cases, within a few months of work, many were fired. As they were able to talk to some of the young people, who returned to the Network after their

dismissal, they realized the need to include in their training the belief in values, the domain of self-knowledge and the perception of the importance of a job with meaning for life.

All of this, also aiming at the ability to deal with conflicts, would provide a substrate for building lasting relationships, taking advantage of talents at work and making the work support the realization of dreams. Therefore, it was necessary to increase the length of stay in the companies, which was only possible after attentively listening to the different needs presented by the young people, with the conscious use of their emotions. So, a question arose: how to prepare young people to master their emotional coefficient with the short term that these young people went through training at the CSO?

The search for scale of the social project had already been successful, but there was a counterpoint, training was quick and the methodology used 5 days to prepare young people to win the recruitment process in companies. How to add greater training in values and develop self-knowledge, so that they are better able to develop the necessary and aforementioned emotional balance, without excessively increasing the training time? The answers to these questions demonstrate the construction of a project which they call socio-emotional. This one, which achieved significant results, and thus continues to support the Network's work.

After a year of the project, the results of learning self-knowledge, proposed by the direction, and a deeper look at the aspects of listening and working with the emotional revealed, in the comparison between groups, a so-called "control group" and an "other group" of young people who participated in the work. Of the contractors who did not have the project's formation, only 25% continued after one year. And of the young people hired who had socio-emotional training, 78%

remained after one year. For the publication of this research, and so many other results achieved by Rede Cidadã, the Research Ethics Committee is in the process of taking the necessary steps, and what is mentioned here is said by the practical experience of the institution's directors, as mentioned above, authors this work. This action of fostering scientific research on methods and results has been strengthened in the partnership that Rede Cidadã has been establishing with the Public University.

Such expressive results, the desire to expand the proposal, and the resonance with the objectives of social transformation that are in the scope of studies at the AfeTAR Laboratory strengthen a partnership. The afeTAR Laboratory is a collective of researchers from all over Brazil, in the field of psychology and the like, which ranges from undergraduates to PhDs, with diversified research focuses and presents this possibility of strengthening ties and the need for studies and dissemination and discussion of results. The AfeTAR Laboratory is a Technological Development Unit (UDT) of the State University of Rio de Janeiro, coordinated by Prof. Dr. Alexandra Tsallis, whose methodology is the Actor-Network Theory (TAR), which also guides methodologically, this account, composed of human and non-human elements. The text consists of the experience lived by the directors, with the articulation between multiple actants for the construction of this text, composed this way since this introduction.

DEVELOPMENT

In its relationship with partner companies, Rede Cidadã had as its first objective to restore the value of work for life. A great slogan was adopted by the organization: "Life and work, one value". This objective guided the formation of the Rede Cidadã professional team itself and the main lessons to be taught to young

people in their preparation for the selection processes in the Network's partner companies. Another objective was for the project to help companies reduce turnover. And at the same time, they could support young people in the perception that their first job is the starting point for their professional career. All of this, bet the CSO, could result in an increase in the length of stay of young people at work, after joining the company. A final objective referred to the construction of the purpose of life and work, promoting the role of young people in building a better society in which to live.

This requires a review of the employability methodology, which continues to be constantly improved and generates interest in new studies. The Citizen Network is being studied by two master's students linked to the AfeTAR Laboratory, from MAI DAI (Master's and Academic Doctorate in Innovation), allocated in the Controlling and Public Management Program of the Faculty of Administration and Finance (FAF) at UERJ. One of them is seeking to map the changes in the Citizen Network Learning Program in the current context, future perspectives and innovative solutions, and the other master's student is working on mapping the effects of socio-emotional training aimed at employability created by the Citizen Network, accompanying social inclusion and its effects on the lives of young people, companies and the planning of sustainable technological solutions; and finally, it is also the object of studies by the researcher who is one of the authors of this text, Jackeline Aires. He has been following the "Consciousness Expansion Therapists" Course, which is linked to the CSO, and is being a field of research. Both students have based their work on the theoretical-methodological proposal of the Actor-Network Theory (ANT) and will unfold their studies in future publications.

METHODOLOGY

Rede Cidadã, through its experience, brought here in the voice of its directors, already had an awareness: it was not the classroom training and the most modern teaching resources that always bet on the cognitive, sufficient for the necessary change to strengthen the relationship of young people with the labor market. It was necessary to look for new techniques that directly affected learning how to manage emotions and raise awareness for greater success in relationships in the workplace. They realized, due to their vast experience, that it was necessary to bring to the formation of young people, more playful spaces, living dynamics with the potential to work on self-esteem, self-knowledge and the commitment of young people to life. This also required greater listening to the young people themselves in their role.

To this end, the methodology was expanded, reviewing and adjusting even those activities that already existed. The directors noted that there was a lack of processes capable of ensuring the development of self-knowledge, which went beyond the understanding of the young people's technical skills, but which also raised self-esteem, which allowed the domain of emotional awareness, which enabled greater capacity for conflict resolution, composing to young people the possibility of becoming collaborative and protagonist of their own employability. The 16-hour social technology used by Rede Cidadã gained another 32 hours. Added 6 experiential days, where the entire focus was on experiential dynamics, using integrated techniques to access body awareness - working circular breathing practices, biocentric education (CAVALCANTI & GOIS, 2015), guided by the process called CAV - Cycle of Experiential Learning.

The CAV is the learning method that allows the person to live a concrete and

playful experience, enabling the report of the lived experience reaching concrete action to apply in real everyday situations, through the internalization of concepts, methods and meaning. The entire systematization of this experience, and its possible results, are in the process of being processed by the Research Ethics Committee, under development in the partnership between the Citizen Network and the AfeTAR Laboratory, and justify the inclusion of this work in the axis “Education as a social phenomenon and overcoming social inequalities”, the target of this call for publication in an international journal and the main direction of the work developed by the OSC and which concerns the work direction of the AfeTAR Laboratory. Both share works that are concerned with social inclusion.

RESULTS

Very expressive innovations were adopted that had a decisive influence on the quality of the intended results: the inclusion of 32 hours of dynamic experiences with biocentric education techniques, non-violent communication and circular breathing. Appropriate physical space was created for living dynamics. As the dynamics required the involvement of young people for 8 hours on the same day, for two days in a row, healthy and balanced food was also offered for the participants to live the dynamics with more energy.

Although the body, emotions and mind are already deeply knowledgeable in Psychology and Psychotherapy, the body, emotions and mind are little recognized and explored in human development practices within the corporate world. When they do so, even in a superficial way, they are only intended to make a quick relationship so that superficial connections are established with cognitive learning. Being the cognitive supreme learning processes, almost ignoring the presence of the

body, emotions and their effects on the mind. The directors of the Network, therapists, consider it essential to understand the wide use of the body, emotions and their relationship with the mind that the methodology of Rede Cidadã has been using.

And what do directors understand as “Body, Emotions and Mind” as sources of self-knowledge? The body is on the scene all the time. We assume different roles and, consequently, different body postures according to the situations we face in our daily lives. The way of acting, gesturing and the way we move, how we sit, among others, are all acquired attitudes. Our so-called “spontaneous” movements are actually learned behaviors. The body is the identity of an individual and with it it demonstrates their state of mind, reflecting like a mirror what goes on inside them. It indicates the intensity of its presence in the world and has memory, as good or bad experiences are registered in it (BERTAZZO, 1998).

The directors of the OSC, drawing on authors who think about the body, such as Bertazzo, Kznaric, and others, consider it one of the crucial points of emotional aptitude to be able to discern, when feeling emotion, which to express and how to use it. In other words, the so-called “Emotional Intelligence” can allow to know and manage everyday emotions, instead of letting them dominate or interfere. As we only use 10% of our potential, directors are betting that we can learn to expand it in the domain of emotional impulse, and apply this skill in interpersonal relationships, where the key to this is self-knowledge. The sum of the two personal intelligences: intrapersonal + interpersonal constitutes the essence of emotional competence, which is the basis for personal and professional success and in the different roles played in life. This way, the body, the emotions and the mind interact in self-knowledge. (GOLLEMAN, 2012).

For the purposes of this article, an experience report on Rede Cidadã and its methods, we will not go into depth here on the techniques used, making room for future studies. The focus is to present the direction of work that has been developed by the Network, which bets on the reflexive-living method that integrates different approaches such as Biodanza, Circular Breathing (DAHLKE & NEUMANN, 2009), Non-Violent Communication, meditative practices, among others Integrative and Complementary Practices in Health (PICS), regulated by the National Policy on Integrative and Complementary Practices of the Unified Health Service (PNPIC-SUS - published in the Federal Official Gazette, in 2006), which continue to make up its inclusion work.

Through the practices used, emotions, in their language, could manifest themselves therapeutically. It was observed that many young people were able to move from a place of pain to an observant conscience. At this moment, when the pains were observed with the detachment favored by a relaxation experience, the consciousness was able to shed light and understanding on these energies, which, according to reports, lose the force of traumas. This is the path that Rede Cidadã chose to offer vulnerable audiences the emotional relief that allows them to resume life in its multiple possibilities. It is an exercise in self-knowledge that directly affects empowerment and is called consciousness expansion. Without this movement, they observed that many people were trapped in the vicious cycle of their traumas. They changed jobs, but they didn't change the limiting behaviors that kept them from succeeding in their working relationships. In this bet of the directors, there is the importance of working with what they call socio-emotional.

For all these reasons, Rede Cidadã adopted Vivencial Days to offer people self-knowledge

exercises and consciousness-expanding experiences, fundamental steps so that each one has full conditions to realize their emotional self-control, thus conquering their place in the world of work and make your first job the start of a successful professional career. Rede Cidadã has a consistent history of records and traceability of its result indicators, which has been arousing scientific interest in its methods.

CONCLUSION

Life and work, one value. This concept gained its own strength in Rede Cidadã. And it has been driving all institutional initiatives. In this direction, Employability has gained from the new methodology presented in this text, bringing sources of human development that go beyond the limits of exclusively cognitive learning to the scenario of training for work, expanding and deepening the meaning of education as a social phenomenon and vehicle of overcoming social inequalities. In this sense, the courage of this institution in creating conditions to work on the development of the emotional coefficient of low-income youth must be recognized, forming a new professional profile that can find inclusion at the base of the corporate pyramid.

The main conclusion to be observed reveals the relevance of the work of the CSO, which deals with training people for work, based on the human totality, integrating the body, emotions and mind, therefore, including the cognitive, and has been showing that more than preparing people, it has been a preparation for life and work, integrated, in a single value. Training people to change their personal attitudes, and with that, changing themselves, can contribute to changing the world and not just to get a job - this is the big change that Rede Cidadã's new Employability methodology has brought to the recruitment scenario and selection from the corporate

world, and has been arousing interest in studies and works.

Winning a job, reducing turnover, making a greater commitment to work and productivity, improving relationships in the workplace, being aware that the professional himself is the owner of his employability, adopting attitudes of empathy (KZRNARIC, 2015) with co-workers, the recognition of their own skills allocated to the proper function, and also the willingness to actions of solidarity and sustainability, all this constitutes an excellent result in the training of young people with the Network's new employability methodology Citizen.

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