



Public Notice:

Support for initiatives to promote black entrepreneurship.

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PRESENTATION

Grupo Carrefour Brasil has a historic commitment to valuing diversity, with greater emphasis on the inclusion of black people and the fight against discrimination as a way to contribute to combat institutional racism in the country.

In Brazil, where **56%** of the population self-identifies as black, it is essential that black women and men occupy their spaces in society and, once and for all, stop being treated as minorities. Therefore, it is necessary to firmly act to end the discrimination that still exists in our country.

We are taking the first steps in this transformation process and we want to invite society to participate in this change. So, we decided to launch this public notice to support initiatives to promote black entrepreneurship nationwide.

Are you interested in knowing more about what else we are planning?

➔ Access www.naovamosesquecer.com.br and learn more about it.

We can change our reality. Together we can make real changes.

HOW DOES THIS PUBLIC NOTICE WORK?

The notice accepts proposals from organizations that work in initiatives aimed at the development and improvement of entrepreneurship in Brazil, provided that all premises and criteria defined in this regulation are respected. For the purposes of this notice, “organizations” are understood to be any incubator, accelerator, association, non-profit organization and movements/collectives/groups of people organized to act in the above-mentioned cause.



BRL\$ 750 thousand will be made available by Grupo Carrefour Brasil for up to **15 organizations from all over Brazil**, approved at all stages provided for in these regulations, each of which will receive the amount of **BRL\$ 50 thousand** to support their activities.

WHAT ARE WE SEARCHING FOR?

We know that racism in Brazil is institutionalized and, therefore, it enhances the challenges that black people face when it comes to entrepreneurship. Even in the face of so much difficulty, in terms of access to credit and even lack of management support, black women and men have dreamed, developed and operated their own businesses.

It is necessary to transform the Brazilian entrepreneurial environment so that it welcomes and gives opportunity to black people, not only helping with capital, but strengthening and expanding black entrepreneurship and, in this way, contributing to the economic development of the black population.

For this purpose, we are going to support organizations from any region of Brazil that develop and implement initiatives to strengthen and generate income for small and micro black entrepreneurs.

The resources made available by Grupo Carrefour Brasil may only be destined to:

- Empowerment, training and mentoring activities;
- Provision of microcredit;
- Consultancy services aimed at structuring, developing and optimizing processes;
- Facilitating the distribution of technologies, tools and processes;
- Research and innovation investments that strengthen the economic recovery of the businesses.

WHO CAN PARTICIPATE?



Entries are open to organizations created and managed by black people and formally registered as legal entities for at least two years. They must have a proven track record of acting in projects related to the development of entrepreneurship in Brazil.

Organizations related to public agents, political parties or religious institutions cannot participate in this public notice.

IMPORTANT

It is prohibited the participation of organizations that have direct professional or family ties (1st degree type) with suppliers and partners involved in the selection process of this notice, with executive directors of Grupo Carrefour Brasil, or with members of the External Committee for Free Expression on Diversity and Inclusion.

If applicants with these relationships are identified in any of the following stages, the organization will be excluded from the process.

HOW WILL ENTRIES BE EVALUATED?

Organizations' entries will be evaluated according to the following criteria, the scores are highlighted below:

Classification criteria

History (score: 3)

We would like to know if the registered organizations develop or have already developed entrepreneurship projects exclusively focused on the black population.

Organizational Maturity (score: 3)

We want to understand the organizations' structuring levels to act fully, taking into

consideration their teams and the management and governance systems used.

Racial Diversity (score: 3)

We want to know if there are black people in the leadership and work teams of the project registered in this public notice.

Excellence (score: 3)

We want to assess the quality, experience and technical capacity of the team dedicated to the registered project, and what is its intended result and impact.

Scope (score: 2)

We want to understand the direct and indirect reach capacity of the registered project and its scalability power.

Intersectionality (score: 2)

We want to know if the organizations have initiatives aimed at specific audiences, considering the intersectionality among different minority groups.

Feasibility (score: 2)

We want to assess the possibility of implementing the developed proposal, as well as consistency with the budget and project planning.

Pandemic Response (score: 1)

We want to know if the organization has directed efforts to generate solutions to fight the pandemic and help the affected population.

Qualitative criterion*

*(exclusively for evaluation by the independent expert committee)

Transformation Potential (potential to make real changes)

We want to understand the organization's capacity to use the resources that we are going to make available in order to contribute to the strengthening and expansion of black entrepreneurship.

HOW DOES THE SELECTION PROCESS WORK?

During the selection process, the registered organizations will pass through elimination stages and will be evaluated by an external consultancy firm, according to the predefined criteria described above, with the participation of an independent expert committee.

Upon completion of each phase, the external consultancy firm will inform subscribers by e-mail about their status in the process and possible continuity in the notice process.

1st stage - Screening

Validation period for each registration, based on the fulfillment of the basic prerequisites required in the registration form and according to these regulations.

2nd stage - Information Validation

At this stage, additional information will be requested and applicants must send the documents that prove the data provided in the previous stage, as well as other documents that prove their existence under the terms informed in the form.

Basic list of documents



Copy of the Bylaws and/or Social Contract;

CNPJ (National Register of Legal Entities) Card;

Minutes of the organization's last election;

RG (Brazilian Identity Card) and CPF (Individual Taxpayer Registration Number) of the organization's legal representatives.

3rd stage - Pre-analysis

Analysis of documentation and information sent in the "Information Validation" step.

4th stage - Independent Expert Committee

Applicants who reach this stage will be evaluated by a group formed by three specialists from areas of interest related to the subject of this public notice.

5th stage - Grupo Carrefour Brasil Committee

The organizations approved in the previous stage will be analyzed by a group of executives from Grupo Carrefour Brasil and members of the Independent External Free Expression Committee.

6th stage - Compliance

Organizations that reach this stage will undergo a stage of compliance analysis by the compliance team of Grupo Carrefour Brasil.

7th stage - Hiring

After final validation in the previous stage, the approved organizations will be contacted by Grupo Carrefour Brasil to proceed with the hiring process. In due course, Grupo Carrefour Brasil will provide information about the hiring procedures.

Disclosure of results

The disclosure of the results of this notice will take place until **August 31st, 2021** on the official channels of Grupo Carrefour Brasil on Facebook and Instagram.

There are no appeals or clarifications regarding the selection stages. Any issues not provided for under these regulations will be decided by the specialized consultancy firm and executives of Grupo Carrefour Brasil at its sole discretion.

Nothing prevents organizations not approved in this public notice from participating in other editions or similar notices launched by Grupo Carrefour Brasil in the future.

HOW DO I REGISTER?

Entries are free and must be made exclusively through the website www.naovamosesquecer.com.br from **06/01/2021** until **11:59 pm** on **06/30/2021**.

If there are other Grupo Carrefour Brasil notices in progress, organizations are free to register in more than one of them, but it is certain that if the organization fulfills all requirements, it will only be approved in one notice.

Only applications with all the data requested in the form filled in will be considered. Entry forms with incomplete or incorrect information will be automatically disqualified.

After completing the form, the applicant will receive an email confirming participation in the notice sent by the selection team of Grupo Carrefour Brasil within **24 hours**.

The only way to register for this notice is by filling in the required form. Entries received in any other way will be automatically disqualified from the selection process.

The act of registration presupposes full agreement with the terms of these regulations.

HOW DO I GET IN CONTACT IN CASE OF DOUBTS?



Interested parties and registrants may contact the public notice's service channel by e-mail at edital_social@carrefour.com, from **Monday to Friday**, from **2 pm to 6 pm** (BRT – Brasília Time), during the registration period.

All communication carried out by the support team will be made through the email and telephone number provided in the form at the time of registration.

Project monitoring

Once selected, the approved organizations will be hired by the partner of Grupo Carrefour Brasil to monitor and follow up on public accountability for a period of twelve months. Those selected must establish goals and a schedule of follow up actions for this period and provide monthly reports, the reference model for those will be presented at the beginning of the monitoring process to guide the creation of reports. Organizations will be able to contact Grupo Carrefour Brasil's partner responsible for monitoring the projects whenever a question or difficulty arises.

GENERAL CONDITIONS

- 1.** The organization will only be considered as “approved” for the purposes of this public notice if the donation contract is duly signed. Thus, only with the donation contract signed by the organization and Grupo Carrefour Brasil, it will be considered as binding for the donation, always in accordance with the terms and conditions provided by the compliance area of Grupo Carrefour Brasil in the respective contractual instrument.
- 2.** The supported organizations undertake to provide updated information on the activities carried out with the provided financial resources, if requested to do so.
- 3.** If inadequate use of funds received as a donation or lack of transparency in accountability during the twelve-month follow-up period is proven, the donation will have to be returned with due adjustments, without prejudice to other applicable legal measures.
- 4.** Grupo Carrefour Brasil may request from the selected organization the following measures, which may be agreed upon and will be included in a contract signed by the involved parties:
 - Involvement of Grupo Carrefour Brasil's Corporate Volunteering in the organization's actions, upon prior agreement and scheduling between both parties.
 - Mentioning of the donation by Grupo Carrefour Brasil on the official social networks of the organizations and collectives selected in the public notice.
 - Use of the organization's brand on the institutional website and on the social networks of Grupo Carrefour Brasil during the term of the partnership, subject to prior approval by the organization.
 - Mentioning of the organization in promotional materials of Grupo Carrefour Brasil, such as press releases and annual report, among others, upon prior approval by the organization.
 - Availability and permission for use by Grupo Carrefour Brasil of videos and/or images of the organization by signing an Image Use Authorization agreement signed by those involved, whether they are representatives of the organization and/or people benefiting from the projects.

5. It is certain that, when registering to compete for this public notice, the organization declares that it is aware of the **Code of Ethics and Conduct of Grupo Carrefour Brasil**, available at the following link:

→ https://www.conexaoeticacarrefour.com.br/files/Codigo_Etica_Fornecedores.pdf