



DREAM LEARN WORK

ANNUAL REPORT 2012

1. INTRODUCTION

DLW's social mission is to **Give youth from less developed areas opportunities for a better future through education and employment**

In Brazil there is already a large diversity of NGO's working with children from the age 6 – 16 which offer various kinds of education, within sports, arts, culture etc.

DLW main target group is girls and boys between 18-25 years, and for recruitment of candidates we cooperate closely with NGO's like: Bola Pra Frente, Gol de Letra, Instituto Rogerio Steinberg, Karanba and Abrigo Raiha Silvia.

DREAM

One of DLW's goals is that these youngsters learn to «**dream**» and create their own expectations about their future, along with their elementary school and education

Through the sponsoring partners DLW is able to make dreams come through by presenting career opportunities and providing for relevant courses to reach the dream

LEARN

DLWs main goal is to sponsor courses, especially practical and technical education to young girls and boys from 16 to 25 years. DLW provide equal opportunities to girls and boys, and have only two basic requirements; The candidates must come from a less developed area with minor favorable future opportunities and have completed basic education (preferably "ensino medio") Our educational partners are SENAI and CIAGA, both Brazilian governmental institutions which provide us with technical education for our students

WORK

DLW aims to prepare and increase their opportunities for acquiring good jobs.

DLW's intention is that the students start to work at the companies which sponsored their studies

- Note however that there are no guarantees or firm commitments from the companies to employ all the sponsored students
- DLW believes that with the graduation diploma in hand, coupled with a strong Brazilian job market, the students are in any case far better prepared for acquiring a job

DLW is aware of the huge lack of skilled labor in Brazil, and that the member companies will have growing demand for such labor. Our differential idea is that the companies are able to meet this demand by training and recruiting through a social program. Hence, the program benefits both the youth from less developed areas, as well as the sponsoring companies.

DLW believes that this win-win situation makes the program strong and sustainable

2. STATISTICS, as per Jan 2013

Overview of the statistics showing the number of students since the beginning. (Detailed registration was only done from 2011, so the figures related to the employment rate are estimates only).

Total admitted	Total graduated	Currently studying	Dropped out, not graduating	Currently employed*	Currently available, graduated etc.
Jun:187 Nov: +36 Total: 220	108	59	53	64	44

3. MAIN ACTIVITIES

DLW's main activity is to provide courses for students who want to improve their lives.

1. COURSE OVERVIEW 2012

Course	Place	Start date	End date	Qty students
Welding	Senai Maracanã	December 2011	April 2012	11
Administration	Senai Laranjeiras	October 2011	April 2012	1
QHSE Technician	Senai Caxias	July 2011	March 2013	27
Safety course (CBSP & HUET) (1 week)	Falch Nutec Macaé	March 2013	March 2013	10 (from QHSE)
Hydraulics (520 hr)	Senai Benfica	June 2012	March 2013	7
Industrial Plumbing (623 hr)	Senai Barreto	Nov 2012	Aug 2013	16
Ship Electrician (480 hr)	Senai Barreto	Nov 2012	July 2013	20
Automation	Senai Benfica	Sept. 2011	Sept. 2013	2

English-courses

We are continuing the focus on English, and all courses will from now on have English as standard content in the curriculum. Previously, we have purchased the courses from an external provider, but from November, we will have the courses delivered from Senai, as part of the package. We hope that this solution will be successful, and will follow up the development closely. English is a must in Rio today and in the future. Feedback from Statoil, is that the students need to have more classes in English, rather than less.

2. Events and visits

❖ Seminar organized in cooperation with NBCC: “How to train and attract skilled labor”

Very successful, with highly profiled speakers like Erling Lorentzen, Ms M.Doréa from Firjan, Mauro Andrade from Statoil, Luis Araujo from Aker Solutions, Paulo Rolim from STX OSV and Tommy Nielsen from Karanba. Finally our own student Ana Carolina Sabino gave her update on how her dream is coming true, and our president Halvard Idland gave the closing speech focusing on how we can bridge the gap between the need in the market, and the availability of young people who are eager and willing to contribute in society. Around 65 participated in the event.

❖ Rio Oil and Gas

DLW was allowed to have a banner and space at the Innovation Norway booth during the ROG in RioCentro, Barra. We were present during most of the event, and had many visitors coming by for information and questions. Statoil also provided invitations for our students, and they were very proud and happy to attend the fair.

❖ School visits

We are always happy to arrange school visits when members of the “official” Norway, board members or other important contacts have the time and willingness to learn about our work. This year we arranged a visit for Ms. Katarina Sætersdal from NHO (July) and State Secretary Henriksen, Ministry of Oil and Energy (ROG).

❖ Students Social events

We have arranged or funded several social events for the students. The HSE class had a barbeque evening during Q1, and there have been several minor parties arranged in order to maintain good spirit and motivation during the lifetime of the courses. These are very popular activities among the students.

4. FINANCIALS

All figures in R\$.

SALDO 01.01.12	203.834,04	
Income from sponsors in Brazil	294.732,00	
training courses		189.586,00
English courses		18.680,00
Transportation for students		67.699,00
salary, tax and bus employee		14.137,00
marketing		4.419,00
bank fees		4.576,00
Total 2012	498.566,04	299.097,00
Saldo 31.12.12		199.469,04

In addition to the above, we received in October NOK 1.000.000 from the Ministry of Foreign Affairs. These funds have not yet been transferred to our account in Brazil. We are in need of some of these funds in order to finance our plans for 2013.

As per 31.12.12 the saldo on the Norwegian account is: 741.958,08 NOK

Please note that DLW spend only 13,2 % on administration (based on the total cost for the year), the rest of the funds are spent directly towards the students and the educational program.

DLW use recognized accounting companies both in Norway and Brazil, and all reports are filed according to local laws and regulations in both countries.

Brazil:

Accounting: ADV (Advanced Controlling Systems Contabilidade e Consultoria S/C LTDA)

Law-firm: KINCAID Mendes Vianna Advogados

Norway:

Accounting firm: Dyrkorn Regnskap

Financial audit: KPMG

5. LIST OF SPONSORS

Companies sponsoring students 2012:



Other Supporters:



6. OUR PARTNERS

We have a strong group of partners, both for NGO's and for support functions. Some of them have been our partners since the beginning in 2006, and some are more recent.

1. Educational institutions

SENAI

Senai, National Industrial Training Service, part of Firjan (the Industrial Federation) is responsible for most of the technical qualifying courses in Brazil, on the levels below university. Provides an extensive number of qualifying courses on different levels within all areas, from a large number of institutions. SENAI is recognized as the best institution for this type of education in Brazil.

<http://www.firjan.org.br/data/pages/2C908CE92593A88101259E111C1C502B.htm>

CIAGA

CIAGA is responsible for educating personnel for ships of all kinds in Brazil.

<http://www.mar.mil.br/ciaga/ingles/index.htm>

2. NGO's (Non-Governmental Organizations), for recruitment of students

Bola pra Frente

Established in 2000 (Guadalupe), first partner of DLW in Rio. Supports approx. 1000 children age 6-17 and their families through activities within sports (mainly football), education, arts, culture and professional qualification.

http://www.bolaprafrente.org.br/pages/quemsomos_perfil.asp

Gol de Letra

Established in 2000, organization both in Rio (Caju and Niteroi) and São Paulo. Assist 1300 children with focus on knowledge, culture and citizenship. Offer activities within sports, arts, culture and education

<http://www.goldeletra.org.br/default.aspx?section=233>

IRS – Instituto Rogerio Steinberg

Established in 1997 (Leblon). Focus on identifying and developing children with special talents and high motivation, from families with limited financial capacities. Cooperating with specialists and institutions in many areas, the organization has until today assisted 32 000 participants, and many of their students conclude with graduation from acknowledged universities.

<http://www.irs.org.br/instituto/quemsomos.asp>

Karanba

Established in 2006 (Main: São Gonçalo, and 8 centres in south and north part of Rio), supports today approx 1200 children age 6-25 offering activities within sports, mainly football. The goal is to create opportunity for a better life, and to strengthen and build community relationships, encourage personal development and promoting positive values and attitudes.

<http://www.karanba.com/>

Abrigo Rainha Silvia

Abrigo Rainha Silvia (Itaboraí) was established in 1989, and is a shelter for pregnant women and their children. The goals are distinct and long term; to help the women to help themselves, through studies and responsibilities change the future for themselves and their kids

<http://abrigo.se/om-oss/information/?lang=en>

3. Partners Support functions (Brazil)

KINCAID Mendes Vianna Advogados

Law-firm. Secure that we operate within the laws and regulations of Brazil.

ADV Contabilidade e Consultoria

Accounting. Ensures that we deliver financial reports to the tax authorities, and that we adhere to accounting rules and principles of Brazil.

ZOOM Out Comunicação Corporativa Ltda

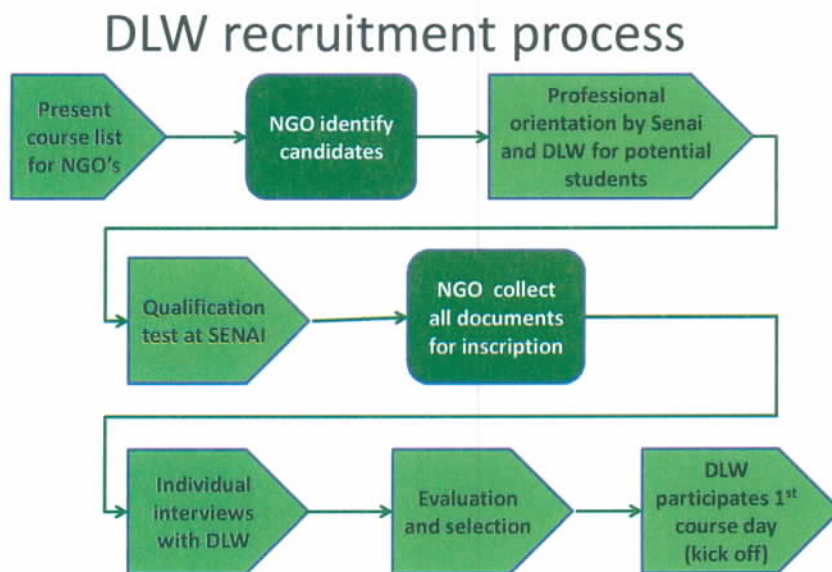
our partner for web- and communication strategy

7. IMPROVEMENT ACTIVITIES

During the year, we have continued to focus on improvement of the operation, and to further professionalize the organization. The most important activities are listed below:

1. Enhanced recruitment process (high level chart)

Too many students leave the courses before graduation, and for this reason we realized the necessity to improve the recruitment process. In this way we hope to improve the students understanding and knowledge about the courses before they start the program, so that they can maintain motivation to the end of the course. We also explain to them about DLW's mission, and their obligations towards themselves, the NGO and us.



2. Cooperation and interface agreements with all NGO's

The agreements with the NGO's have previously been too vague, and without firm commitments on both sides. We have now agreed the recruitment process with the NGO's, and to have regular meetings with them in order to discuss plans for future courses, results for their students, and any issue and problem that we are facing. In order to optimize the transportation time for the students, we are working to increase the number of NGO's, so that we can recruit students from the school's neighborhood.

The NGO's that we are currently working with are:

- ❖ Bola pra Frente, Guadalupe
- ❖ Gol de Letra, Centro and Niteroi
- ❖ IRS, Instituto Rogerio Steinberg, Leblon
- ❖ Karanba, São Goncalo
- ❖ Abrigo, Itaboraí (process to be agreed in March -13)

3. **Agreements with increased number of schools.**

We would like to extend the program portfolio and to reduce travel time for the students. A tentative program is now developed, and will be discussed with the sponsors and DLW board.

We are also working to improve communication and dialog with the schools, in order to follow up student progress and results, to improve ongoing programs and to plan future courses. Students are evaluated on 10 different criterias, and the observations are communicated to our management for further evaluation and analysis.

4. **Web- and communications strategy**

We need to professionalize and intensify all parts of our communication. We have entered into a partnership with a media service provider, who will help us with the following:

- ❖ Redesign, operation and maintenance of web-site
- ❖ Templates for documents and presentations
- ❖ Visiting cards
- ❖ Marketing materials, banners, flyers etc
- ❖ Distribution of newsletters

The agreement will come into effect from March -13.

5. **Sponsor dialogue**

DLW The communication and cooperation with our sponsors needs to improve, so that we can explore the different possibilities for mutual benefits from our work. Examples of areas of cooperation:

- ❖ Motivation seminars and lectures for students with help from sponsor's employees. Statoil has already helped us with this several times.
- ❖ Company visits for students. One visit has been arranged for a limited group of students to Wilhelmsen.
- ❖ Internships. We are currently organizing internships for our 25 HSE students. We hope to be able to provide internships for most of them.

We are already in close dialogue with some of our sponsors, and these initiatives continue into 2013, where we will reinforce the dialogue with these essential stakeholders and work towards developing and nurturing our partnerships in order to help our students enter the labour market.

6. **Job-search preparation**

We would like to help our students to be better prepared for the life after graduation, and to prepare them for the challenges with regards to job-search.

- ❖ How to prepare and improve CV
- ❖ How to write an application
- ❖ How to prepare and attend interviews
- ❖ Do's and don'ts

7. **OSCIP**

Kincaid is assisting us with the application for OSCIP registration. OSCIP will give our sponsors right to deduct their contributions from the taxable income.

8. ORGANIZATION

DLW has a small, but powerful organization:

Board in Norway:

Halvard Idland
Harald Martinsen
Terje Staalstrøm
Katarina Sætersdal
Paulo Guimaraes
Elina Tomren (secretary)

Board in Brazil:

Halvard Idland, Brasil Plural
Tom Ringseth, DNB
Nara Borges, Statoil
Tommy Bjørnsen, DNV
Helle Klem, General Consul
Tony André Håvelsrud, Kongsberg
Iris B. Frøybu (secretary)

Daily operation:

Norway: Elina Tomren

Brazil:

Iris B. Frøybu, Admin and Finance, NGO's and educational institutions

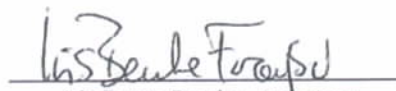
Dagny Nome, Communication and sponsor relations

Adams Souza, Student and NGO contact

Rio de Janeiro, 2nd April 2013



Halvard Idland, President



Iris Bente Frøybu, secretary



Nara Borges



Tom Ringseth



Tony André Håvelsrud



Tommy Bjørnsen



Helle Klem