



Come in, your knowledge  
is welcome



# ABOUT US

**Procomum Institute** is a civil society organization *focused on the development of social technologies and learning methodologies and the fostering of citizen innovation.* **The search for innovative and experimental ways to inform, engage and mobilize people guides our work. We believe on democracy and community engagement for the building of social, economic and political dynamics in the territories.**

**We believe in the creativity and power of networked communities in building solutions to social problems.**





# WHAT DO WE DO?

**"We listen and find a way to do it"**



- **We develop listening, mapping and network activation methodologies in diverse contexts**
- **Participatory methodologies for building innovative solutions and prototypes that tackle the current health, social, economic and environmental crises**
- **Training programs and strengthening of peripheral enterprises of social impact**
- **Training programs and strengthening of peripheral artists**
- **Training programs and improvement of architects for the development of quality and low-cost housing projects**





# WHAT DO WE AIM AT?

- a world that **respects, protects and fights for commons goods:** whether in nature, economics, science, education, technology or culture.
- **gender diversity, racial equality,** the search for economic **justice** and overcoming the idea that the human species is superior to the other ones.
- society that is structured through **affection, collaboration and the safeguard of life in all its forms.**
- **coexistence agreements** based on multiple needs, dreams, knowledge and achievement skills.
- **acknowledgement and respect for differences,** in search of a full and powerful life for everyone.







# OUR WAY OF DOING IT

**With creativity,  
care, dialogue  
and joy;**

**Asserting the knowledge  
of traditional communities:  
indigenous, caiçaras  
and quilombolas;**

**With enchantment,  
engagement  
and stimulating  
people's dreams**

**Joining forces with and  
from historically  
underrepresented  
populations**

**Opening codes  
and sharing  
knowledge.\***



**\*All the organization's publications  
and methodologies are on our website:  
<https://lab.procomum.org/publicacoes/>**





# OUR PROGRAMS



# PROCOMUM LAB

**Communities in action: Citizen innovation  
as a tool for promoting the commons.**

This is where magic happens and where we test and build our methodologies. Our citizen laboratory is a space for coexistence, knowledge production and strengthening of projects of social impact. A hub for all citizens, makers, social entrepreneurs, artists, hackers, permaculture workers, activists unified by the desire to meet their peers and together build the future we want to live.





# PROCOMUM LAB



- Network of nearly 500 people from different expertise and backgrounds working together on ideas and solutions
- 1,200 m<sup>2</sup> headquarters in a low human development index central neighborhood of Santos
- 20 communities of practice organized into Working Groups (WGs) or Study Groups (SGs).
- More than 100 prototypes developed and supported
- Technology, permaculture, gender and race, memory and ancestry, dance, audiovisual, solidarity economy, decolonial readings, medicinal plants, zero waste, conscious consumption, climate change.
- Programs envisioned from a practical, communal, contemporary and interdisciplinary perspective
- Training methodologies for strengthening democracy and collective construction





# COLABORADORA

**Learning and collaboration as a tool for personal,  
social and territorial transformation**

Colaboradora is our free and open school. Procomum Institute's training methodology has an unique method combining training, collaboration and hands-on, boosting networking and social impact





# COLABORADORA



- More than 150 participants trained or in training
- More than 1000 hours of different workshops
- More than 500 hours of mentoring
- Outdoor and collective visits and experiences
- More than 50 projects promoted
- Three thematic axes: arts and communities, social housing and creative entrepreneurship with social and peripheral impact.





# OUR HISTORY



# 2016



## LAB.IRINTO:

International event for listening and mapping  
of citizen innovation local networks

### What we have learned:

Innovating is also to assert, map and recognize the powers  
and features of the territory and existing initiatives.





# 2017



## Circuit LABxS 2017:

Citizen innovation public  
open call to put ideas  
and initiatives in practice  
to improve people's life  
and solving territory problems

## What we have learned:

Through the Circuit  
we developed and tested Maral,  
a methodology to activate a creative  
network in different territories.

## Circuit LABxS 2017:

Open learning meetings  
and IP knowledge exchange

## What we have learned:

Open learning and multidisciplinary  
emerge as tools for the  
consolidation of a creative network.

## Women (in plural) and the commons:

Citizen innovation created  
by and for women

## What we have learned:

Listening, care and repertoire  
as an essential part of any Procomum  
Institute activity and project.

## Ocupa LABxS:

Dreaming of a cultural space

## What we have learned:

Listening and activating  
a citizen laboratory for a creative  
occupation: prototyping  
and task force





### Circuit LABxS 2018:

When innovation arises from society's demands and emergencies

### What we have learned:

there's always need to expand innovation's concept and practice; the streets as a place of practice, diversity, resistance and creativity

### Colaboradora Arts and Communities - First Season

Art, training and collaboration as a tool for action.

### What we have learned:

The exchange of knowledge and aesthetic and artistic production strengthens the notion of community and territorial relations.

### Residencies 2018

Global south artists thinking art and aesthetic possibilities of a citizen laboratory.

### What we have learned:

Art as a triggering tool of new imaginary and narratives to create and understand a space of coexistence and promotion of the commons.





# 2019

**Colaboradora**  
**- Enterprises for Change**  
**- First Season:**

creative economy of those  
who actually work; entrepreneurship  
of those who transform

**What we have learned:**

Entrepreneurship goes hand in hand  
with social impact;  
innovation and creativity emerge  
and resist in the outskirts.

**LAB Climate Change:**

Citizen innovation actions  
and prototypes with solutions to the  
impacts caused by climate change

**What we have learned:**

Community leaders as protagonists  
in pointing out solutions  
for climate urgency.







2020



**Colaboradora**  
**Arts and Communities**  
**- Second Season**

Art as a tool to overcome  
a collapsing world

**What we have learned:**

Art as a tool for expanding the concept  
of territory; art providing elements  
for overcoming crises.

**Colaboradora**  
**- Enterprises for Change**  
**- Second Season:**

Methodologies of peripheral  
entrepreneurship  
are crisis transformation tools

**What we have learned:**

The Procomum Institute's way of doing  
things dialogues with peripheral  
entrepreneurship and the methodology  
is open to listening to different demands,  
even the most urgent and challenging ones.

**Colaboradora - Athis:**

The fight for housing is also  
a fight for decent housing

**What we have learned:**

What we have learned:  
It is possible to democratize architecture's  
execution in order to develop housing  
projects which include the quality  
of people's homes





# 2021



## LAB Narrative Memories and Black Technologies of Baixada Santista:

Research - action to highlight  
black protagonism in Baixada Santista.

### What we have learned:

It is necessary to face the historical  
erasure producing technologies,  
works of art and narratives based  
on the living memory  
of the region's black population.

## Commons Territories:

Creative agents co-constructing  
new possibilities for a citizen  
laboratory in times of crisis

### What we have learned:

The possibility of reopening  
and overcoming crises  
through art collaboration  
and reoccupation of the space

## Popular Health Agents:

Organizing different civil society  
agents to face the health and  
misinformation crisis

### What we have learned:

Health and care are commons

## Procomum LAB Methodology:

Activation of innovative networks  
having the strength, knowledge and  
local limitations as a method.

### What we have learned:

A community that defends and  
promotes the commons already  
has the necessary tools to create  
solutions as long as it is  
strengthened and organized.



# 2022



## Colaboradora Arts and Communities

Training of 16 local artists from the Baixada Santista region with workshops and classes on topics that are cross-cutting and relevant to different fields: cultural production, aesthetics, territory, and collaboration.

### What we learned:

In terms of education, A Colaboradora is Procomum's main project. Education is approached in a different way—collaborative and open to both successes and mistakes.

## Encruza Festival

49 cultural performances created by our LAB Procomum community over 9 days of festival, directly impacting 1,162 people.

### What we learned:

The festival — the first in the Bacia do Mercado region, an area often neglected by public authorities — celebrated the power of the community and the territory in which LAB Procomum is rooted and maintains close relationships.

## LAB Negritudes: Among Friends, Braiding Roots

Black women in a circle, talking with hair braiders, honoring memories, ancestral Afrotechnologies, and the Care Economy centered on the work being done

### What we learned:

The strengthening of the community through initiatives and projects developed at Procomum is now gaining autonomy and real possibilities

## Activation Fund

Distributing resources of up to R\$2,500 to support initiatives related to creativity and innovation — 32 initiatives were supported

### What we learned:

Sometimes, a small amount of money is just enough to give you the energy to get back to doing what you had to stop during the pandemic



# 2023



## LAB Tempestade – Baixada Santista and Olinda

Our first in-person citizen lab held outside the Baixada Santista territory, replicating our methodology in service of a careful reflection on climate change

### What we learned:

Baixada Santista and Olinda face similar challenges related to the environmental impacts of heavy rains



## LA Cuida Colombia and Uruguay

Care Economy Labs in Latin America, where we mapped and supported the development of 19 Latin American care initiatives, involving more than 120 people to strengthen these efforts.

### What we learned:

That care is a political and everyday practice — and by placing care at the center of our actions, we expand the reach, depth, and power of our initiatives

## Ocupa Arte at LAB Procomum

At the Lab Procomum space in Santos, we hosted three seasons of Ocupa Arte, featuring theater, music, photography, dance, makeup, lectures, and queer performance

### What we learned:

We believe in art as a tool for education, inclusion, connection, and transformation.

## LAB Relâmpago - Nós da Catraia

A Collaborative and Popular Inventory of the Cultural Heritage in the Municipal Market Complex and the Bacia das Catraias in Santos.

### What we learned:

Affirming the memory and knowledge of local communities is essential to preserving the heritage of a ancient territory in Santos, the Bacia do Mercado.



# 2024



## Climate Narratives LAB

A 3-day seminar on climate narratives that brought together specialists and communicators on the topic. A citizen lab for prototyping climate narrative initiatives, resulting in the development of 3 projects in Baixada Santista.

### What we learned:

To communicate and engage around climate change, it's essential to build a diverse network of mobilizers and communicators

## CLIC

A citizen lab to develop solutions for challenges raised by the Ministry of Social Development (MDS) regarding the Unified Registry (CADÚnico), resulting in the development of 5 initiatives by users and civil servants.

### What we learned:

Co-creating processes that connect government and citizens is a way to build effective public policies that meet implementation challenges

## South x South Convening

A gathering of over 36 activists, organizations, and collectives from the Global South (Asia, Africa, and Latin America) working on climate justice, focused on dialogue and network-building.

### What we learned:

Supporting the creation of a network connecting Global South activists fosters multiple actions that address shared challenges and strengthen a collective narrative.

## Climate Network

A climate coalition in the Baixada Santista region with 230 participants, focused on monitoring and supporting the implementation of guidelines set by the PACS (Climate Action Plan of Santos).

### What we learned:

Supporting spaces for dialogue and training with those affected by climate change is a way to foster organized and purposeful collective actions.



# SOLUTIONS UNDER CONSTRUCTION

- **Creation of cooperatives and other democracy and economic fairness tools for networks and communities**
- **Act in partnership with public and private entities, prototyping citizen solutions in scale and transforming citizen innovation into public policy**
- **Data collection and intelligence for strengthening civic space**





A man wearing a red baseball cap with 'DB' on it and a black basketball jersey with 'PISTONS' on it is holding a newspaper. The newspaper has a headline that reads 'UM GRITO DE SILÊNCIO'. In the background, there is a wall with a colorful floral poster and a framed portrait of a man.

# PROCOMUM IN THE MEDIA



A TRIBUNA

O que você est

Publicidade

LITTLE SENEGAL

Ps Ae

Apps para cada ideia.

Experimente

Adobe

Reencontro Lab traz programação multicultural na Baixada Santista

Evento segue até o dia 23 em formato híbrido

Atribuna.com.br

10 de novembro de 2021 às 11:13

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X

in

WhatsApp

A mostra Reencontro Lab, do Instituto Procomum, segue até o dia 23 de novembro em formato híbrido. O evento vai partilhar com o público os projetos realizados ao longo de 2021, ano em que o Instituto Procomum completa cinco anos de existência.

A Tribuna  
November, 2021

DR

LIFEHACKERS STARTUPS NEGÓCIOS CRIATIVOS ENTREVISTA DRAFT NEGÓCIOS DE IMPACTO INOVAÇÃO CORPORATIVA INSIGHTS NEWSLETTER Q

≡

NEGÓCIOS DE IMPACTO

Como o Instituto Procomum viu o potencial de Santos para criar um circuito de inovação cidadã

TATIANA DIAS - 13 MAR 2017

Co-fundada por Rodrigo Savazoni, a ONG lança projetos de transformação social que nascem na Baixada Santista, mas podem ir muito além.

DRAFT  
March, 2017

BONS EXEMPLOS

23 de maio de 2022

O COMUM É SE UNIR PELO BEM

Instituto Procomum fortalece vida comunitária e protagonismo dos cidadãos na sociedade

Por Leonardo Francisco e Ted Sartori

O nome do Instituto Procomum já deixa bem claro o objetivo da organização a partir da Baixada Santista: trabalhar pelo bem comum, ou seja, para fortalecer a vida comunitária e o protagonismo dos cidadãos na sociedade.

“Trabalhamos para difundir essa ideia, por meio de ações práticas, de reflexão crítica e do desenvolvimento de metodologias de fomento à criatividade e à produção cultural, científica e de conhecimento”, afirma Rodrigo Savazoni, diretor executivo do Instituto.

Organização sem fins lucrativos, o Instituto Procomum iniciou as atividades há cinco anos, em 2017, mas começou a ser gestado antes, em 2015, com a realização do projeto Tecnologias e Alternativas. O foco era repensar o papel das organizações da cultura livre em um contexto de transformações políticas e culturais importantes no País, no mundo e no ecossistema da internet.

“Fundamos o Instituto para fortalecer o tecido social por intermédio de diferentes tecnologias, aliando o uso das avançadas e modernas

Fotos: Divulgação Instituto Procomum

maissantos.com.br

Mais Santos  
May, 2022

BS9

Quinta, 26 de Setembro de 2024

Dólar R\$ 5,45 Euro R\$ 6,08

LITORAL e VALE

AL VALE DO RIBEIRA BRASIL MUNDO ESPORTES POLÍTICA + AQUI VISÕES POLÍCIA ESTADOS EXCLUSIVAS

CULTURA

Iniciativa do Instituto Procomum com a Santos Brasil Ocupa a Arte no Lab

Que desenvolverá projetos artísticos nas regiões da Bacia do Mercado, em Santos e de Vicente de Carvalho, no Guarujá. Além das duas instituições, conta também com o Incentivo Fiscal de Apoio à Cultura (Promicult)

Da Redação BS9

31/05/2023 - quarta às 15h00

Mais Lidas

ESPORTES

1 Joia de Bertioiga conquista inédito título brasileiro de tênis de mesa

NETFLIX-DOCUMENTÁRIO

2 Irmãos Menendez prometem contar novidades em documentário da Netflix

EM SANTOS

3 Eleições em Santos: Rogério Santos tem 46,4% dos votos válidos e pode vencer no 1º turno

BS9  
May, 2023



DIÁRIO

do litoral.com.br

Empreendedores desenvolvem produtos e serviços nos setores criativos com o objetivo de transformação social

Para comemorar, Instituto Procomum realiza evento gratuito e aberto ao público

DA REPORTAGEM

Publicado em 10/03/2020 às 12:00  
Atualizado em 10/03/2020 às 12:31

COMPARTILHE:    

Diário do Litoral  
March, 2020

DIÁRIO

LIFEHACKERS · STARTUPS · NEGÓCIOS CRIATIVOS · ENTREVISTA DRAFT · NEGÓCIOS DE IMPACTO · INOVAÇÃO CORPORATIVA · INSIGHTS · NEWSLETTER

NEGÓCIOS DE IMPACTO

Como, em menos de dois anos, o Instituto Procomum viu seus projetos de transformação social ganharem peso

LUANA DALMOLIN - 22 NOV 2018



DRAFT  
November, 2018

Meio Ambiente - Instituto Procomum realiza encontra para discutir impactos da crise climática na BS

abril 09, 2024



INSTITUTO PROCOMUM PROMOVE ENCONTRO PARA DISCUTIR EFEITOS E SOLUÇÕES PARA A CRISE CLIMÁTICA NA BAIXADA SANTISTA

Reunião ‘Construindo Uma Rede Comprometida Com A Justiça Climática na Baixada Santista’ acontece nesta quarta-feira, 10 de abril, às 18h, no LAB Procomum, em Santos (SP)



Preta Jóia  
April, 2024

DIÁRIO

do litoral.com.br

EDUCAÇÃO

Instituto Procomum abre chamada pública para ocupação de laboratório

Espaço dispõe de estrutura com mais de mil metros quadrados e conta com diversos equipamentos para atividades práticas, pesquisas e projetos

 LUANA FERNANDES

Publicado em 08/03/2024 às 16:38

COMPARTILHE:      



Diário do Litoral  
March, 2024



Baixada

16/04/2024

# Parceria seleciona projetos para enfrentamento das mudanças climáticas na Baixada Santista

Por Santa Portal em 16/04/2024 às 06:00



Divulgação

O Instituto Procomum (IP) em parceria com a organização africana Surge Africa, abre inscrições para o LAB Narrativas Climáticas – **Baixada Santista**, uma iniciativa com foco na inovação cidadã que visa selecionar propostas voltadas ao enfrentamento dos impactos causados pelas mudanças climáticas na região.

# Santos Portal

## April, 2024

Cultura + Cultura Negra + LGBTQIAP+] Projetos "Afrofeminino" e "Drag Queer - Territórios Performáticos" são realizados em Santo (SP), pelo Instituto Procomum.

novembro 23, 2023



NO INSTITUTO PROCOMUM, OCUPA ARTE NO LAB PROSSEGUE COM OFICINAS

DE AUTOCUIDADO, POESIA E ARTE DRAG, EXIBIÇÃO DE DOCUMENTÁRIO, EXPOSIÇÃO DE FOTOGRAFIAS E PERFORMANCES AO VIVO

Atividades com foco nos temas ‘Artes e Mulheres Negras’ e ‘Diversidade e Tecnologias LGBTQIAP+’ dão sequência à iniciativa

O Instituto Procomum (IP), em parceria com a Santos Brasil, realiza entre 25 de novembro e 9 de dezembro duas novas temporadas do **Ocupa Arte no LAB**, viabilizado por meio do **Programa Municipal de Incentivo Fiscal de Apoio à Cultura (Promicult)**. As atividades ocorrerão na sede da instituição (R. Sete de Setembro, 52 – Vila Nova), em Santos (SP).

Selecionado a partir do tema **Arte e Mulheres Negras**, o projeto ‘**Afrofeminino**’, das artistas **Preta Jô** e **Leticia Santos**, será desenvolvido durante a **2ª Temporada**, proporcionando encontros que estimulam o autocuidado, o saber ancestral e a arte.

A proposta será dividida em duas etapas. Na primeira, dia **25 de novembro**, sábado, das **14h às 19h**, a sede do IP receberá mulheres negras e indígenas para uma imersão, com **oficinas de autocuidado e de poesia**, além de uma **roda de conversa**, ambas mediadas por mulheres negras. São **30 vagas** e as inscrições podem ser feitas antecipadamente pelo link <https://lab.procomum.org/ocupa-arte-t2-projeto-afrofeminino/>

# Preta Jóia

## November, 2023



# Who We Work With

## Partners









# LEARN MORE

[contato@procomum.org](mailto:contato@procomum.org)

<https://lab.procomum.org/>

[procomum.org](https://procomum.org)

Instagram

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