

Experience report

Coffee with love: experience report about an action carried out with recycling mothers from the Northern Minas Gerais

Café com amor: relato de experiência de uma ação realizada com mães catadoras de recicláveis do norte de Minas Gerais

Abstract

Objective: presenting the results obtained by a project entitled “COFFEE WITH LOVE” aimed at the eradication of hunger, which had as reference the Sustainable Development Goals (SDGs). **Methods:** the study is characterized as a case studies of an action carried out by undergraduate students in Administration of a University Center of the North of Minas Gerais, with mothers who waste recyclable waste. Project management tools such as 5W2H matrix and logbook were applied, as well as strategies for implementing partnerships. **Results:** the action was carried out on the eve of Mother’s Day of the year 2021. The team members implemented tasks to collect food and cash amounts for a breakfast. The goals defined in the project were achieved and the results were positive. **Conclusion:** the project, in addition to having helped those in need, also helped those involved to connect with the spirit of solidarity. The application of management tools contributed to the success of the project.


Keywords: Social project. Management tools. Partnerships.

Resumo


Objetivo: apresentar os resultados obtidos por um projeto intitulado “CAFÉ COM AMOR” voltado para a erradicação da fome, que teve como referência os Objetivos de Desenvolvimento Sustentável. **Métodos:** o estudo é caracterizado como relato de experiência de uma ação realizada por alunos do curso de graduação em Administração de um Centro Universitário do Norte de Minas Gerais, com mães catadoras de resíduos recicláveis. Foram aplicadas ferramentas para gerenciamento de projetos, como matriz 5W2H e diário de bordo, bem como estratégias para implementação de parcerias. **Resultados:** a ação foi realizada às vésperas do dia das mães do ano de 2021. Os integrantes da equipe implementaram tarefas para arrecadação de alimentos e valores em dinheiro para a realização de um café da manhã. As metas definidas no projeto foram alcançadas e os resultados foram muito positivos. **Conclusão:** o projeto, além de ter ajudado a quem precisa, ajudou a quem estava disposto a se conectar com o espírito da solidariedade. A aplicação de ferramentas gerenciais contribuiu para o êxito do projeto.

Palavras-chave: Projeto social. Ferramentas de gestão. Parcerias.


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INTRODUCTION

According to ActionAid (2020), an international non-governmental organization that fights for social justice, gender equality and the end of poverty, about 15 million people are in poverty and hunger in Brazil, which represents a very high number.

In a survey carried out in 2020, ActionAid found that at least 68% of families lost income during the pandemic, 67% said they had to reduce the amount of some daily meal and 47% left one of the three daily meals due to lack of resources.

Considering realities such as Brazil, the United Nations (UN) defined the Sustainable Development Goals (SDGs), which are a global call for actions to end poverty, protect the environment, the climate and ensure that people, everywhere, can enjoy peace and prosperity. To this end, the 2030 Agenda was established, the result of the joint work of governments and citizens around the world to create a new global model that can minimize poverty, promote prosperity, the well-being of all, protect the environment and combat climate change.

In this context, was proposed, as a form of an academic work, a project focused on social entrepreneurship, developed in 2021, in the discipline Integrator Project, of the FUNORTE University Center, conducted by Professor Laura Adriana Ribeiro Lopes. In this case studies there will be presented the results achieved by the team that defined as the theme for the coffee with love project.

Due to the Covid 19 pandemic, also in Montes Claros, a city located in the North of Minas Gerais, several people lost their jobs, had to adopt the measures of distancing themselves to contain the contagion of coronavirus and began, with the help of other people.

The project entitled COFFEE WITH LOVE was focused on the issue of the eradication of hunger, one of

the areas of the SDDS. Hunger is an inhuman condition, and no human being should give up their meals.

METHODS

The objective of and report is to present the results of an action carried out by undergraduate students in Management, with mothers who waste recyclable waste in a city of Minas Gerais. The action was developed to mitigate the impacts caused by hunger, as well as reinforce the need to help people in situations of vulnerability, a fact that has worsened greatly due to the pandemic.

The institution House of Host, Love and Life was selected for the development of the project. It is an organization that helps people in need, in street situation, providing housing, medical care, vocational courses and food, in addition to maintaining the Project Recycling Love and Life.

The action was based and supported the classes of the Integrative Project discipline, which stimulated the use of administration tools to monitor the planning, development and its execution, such as, the 5W2W matrix, tool that contributed to the definition and his organization. For planning, a roadmap was adopted in that information about the project has been described in detail. To monitor the implementation of the actions, the Logbook was adopted for the definition of goals, responsibilities and deadlines for team members. In summary, the project was developed from the following stages: 1st stage: the students were oriented to the fact that the projects would have as reference the UN SDGs. 2nd stage: choice of the theme; 3rd stage: planning; 4th stage: division of tasks for the group; 5th step: execution of the project, which was carried out on 5/8/2021. Finally, the students recorded these steps in the form of case studies.

EXPERIENCE REPORT

In general, the project brought to the team members a new vision about solidarity and love for others. In this sense, the team members concluded that the project should not be treated only as an academic work, but as a work of love and affection that brought a meal to those who were in need and allowed the practice of citizenship and solidarity with others.

A team contacted the institution responsible for The Love and Life Welcome House to present the project. The institution welcomed the project with open arms and informed that there would be an event on May 8, 2021, the eve of the Day of the Maimed at mothers who are wasters of recyclable materials. The project has been defined COFFEE WITH LOVE, as the team was willing to partner of the action and assist in any way possible. From this partnership, the team members started the actions to collect food and cash amounts for a breakfast.

The project raised amounts of money used in full to purchase the food needed for coffee preparation. On the scheduled date, the coffee was successfully made, thanks to the partnership of the COFFEE WITH LOVE team and the institution LOVE AND LIFE.

FINAL CONSIDERATIONS

The project, in addition to helping those in need, also helped those who were willing to connect with the spirit of solidarity. The joy of seeing those women happy with the project provoked great reflections for the team members. During a devastating pandemic, we need more love for others, more charity and more empathy with those in need. This project brought a light during darkness and how much good it is to help.

At the end of the café, many women came to the team members and thanked them for the action. They felt special and valued on the eve of their Day, which is Mother's Day. A lady said, *"very obliged to you to have come and given us this, may God bless you immensely"*. Relief at that moment that everyone saw the gratification that is to help others.

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Figure 1 - Logo of the project. 2021.



Figure 2 – Breakfast table. 2021.

