





2015 INSTITUIÇÃO PLANO B

IMAGINE

www.instituicaoplanob.com.br

JABOATÃO DOS GUARARAPES
PERNAMBUCO



Reading and Writing Workshops for Child Development in Pernambuco

The education system in the Jaboatão Guararapes municipality is facing great challenges. With teacher shortages and dilapidated schools, the futures of local children and youth are jeopardized. Plano B works to overcome low educational attainment in the municipality by preparing youth for entry into technical schools.

The organization is expanding its activities into other communities, and plans to open its first “Plano B House”, through Projeto *IMAGINE*. The house will serve as a space to hold educational activities for children from the Novo Horizonte favela, focusing on reading and writing as transformative tools. Through these activities, the project aims to help children who are at-risk being exploited or entering trafficking, and instead allow them to live as children.

IMPACT

With support from **BrazilFoundation**, **Instituição Plano B** will:

- Offer activities in reading and writing, and monitor the development of 60 children aged 6-14 years from the Novo Horizonte community;
- Hold activities with parents and families to raise awareness on child development;
- Reduce the number of children at risk to exploitation.

60
children
attended

240
families
benefited
indirectly



“Children of low-income families can be taken to the streets in search of money, making them vulnerable to child traffickers.”

Plano B Team

2015 INSTITUTO CRIAR DE TV, CINEMA E NOVAS MÍDIAS

FORTALECIMENTO INSTITUCIONAL
DO INSTITUTO CRIAR
www.institutocriar.org



SÃO PAULO
SÃO PAULO

Audiovisual Training and Job Access for At-Risk Youth in São Paulo

Youth ages 15-24 comprise about 20% of the population in Brazil, according to IBGE data. Among communities with low social indicators, people in this age bracket are the main victims of social exclusion. Facing difficulties in finding steady occupations, they often resort to risky and unsteady employment.

To alleviate this reality, **Instituto Criar** has created an audiovisual training program for youth ages 17 to 20 with per capita income of up to half the minimum wage in the cities of São Paulo and Osasco. The organization aims to harness the potential of the audiovisual sector, which generates more than US\$ 450 billion a year worldwide, to insert these youth in the job market. Since its founding in 2003, more than 1,600 people have been trained through the Instituto's workshops.

IMPACT

With support from **BrazilFoundation**, **Instituto Criar** will:

- Implement its training program in TV, cinema and media for 150 young people per year;
- Develop critical-thinking skills in at-risk adolescents;
- Use audiovisual arts as a tool for personal and social transformation in youth.

1,600

youth

trained since 2003
throughout 11 terms

350

youth

impacted through the
Video Criar project

25,000

people
benefited



“ We need to transform the natural creativity of youth as an economic asset, and we must support innovators so that Brazil and its youth can grow. ”

Instituto Criar Team

2015 INSTITUTO ESPORTE & EDUCAÇÃO (IEE)

FORTEALECIMENTO INSTITUCIONAL DO IEE
www.esporteeducacao.org.br



SÃO PAULO
SÃO PAULO

760,000
children
and youth
benefited directly

25,000
teachers
and managers
trained

350
municipalities
in 20 states
reached

Endorsing and Expanding Sport and Physical Activity Throughout Brazil

More than R\$12 billion is spent in Brazil each year to mitigate the health consequences of obesity and sedentary lifestyles, according to the NGO Atletas do Brasil (Athletes of Brazil). The World Health Organization (WHO) recommends at least five hours of physical activity per week for children and youth. Schools in Brazil, however, do not adhere to this recommendation, with only 30% of primary schools having proper facilities for sport activities. Moreover, some schools do not even have physical education teachers.

Since 2001, the Institute has partnered with community centers and public schools to provide sport activities in low-income neighborhoods. Along with offering two classes per week, the Institute also encourages public school teachers throughout Brazil to become certified in physical education by offering them training.

IMPACT

With support from **BrazilFoundation**, **Instituto Esporte & Educação** will:

- Endorse and expand sport and physical activity by training teachers;
- Train instructors in specialized skills so that they can properly teach physical education and sports in afterschool programs;
- Encourage five hours of physical activity per week in each of the locations where services are offered.



“ We want to influence not only public policy, but all institutions that value sport through its fundamental elements such as teamwork, accessibility, health and civic engagement. ”

Ana Moser, Olympic Athlete and Founder of IEE

2015 INSTITUTO FAZENDO HISTÓRIA

GRUPO nÓs

www.fazendohistoria.org.br



SÃO PAULO

SÃO PAULO

Providing Guidance and Preparing Youth for Life Outside Shelters

In Brazil there are more than 37,000 children and adolescents living in shelters. According to the Municipal Social Assistance SP, there are approximately 8000 youths currently in group homes in São Paulo, the state with the highest number of youths in state care. When they age out of the group homes at 18 years old, many of these adolescents do not have the option of returning to their families of origin and are left vulnerable to a world of crime and life on the street.

Grupo nÓs, through a series of individual and group activities, helps prepare youth aging out of the system for the emotional and financial challenges they will face. The project facilitates youth development by utilizing support networks and partnerships.

IMPACT

With support from **BrazilFoundation**, the organization plans to:

- Provide monitoring and guidance for 30 16-year-old adolescents who live in shelters;
- Establish a housing project;
- Help youths develop professional skills;
- Teach conscientious use of money;
- Strengthen support systems and familial ties.

30
16-year-olds
monitored



“ When youth age out of the system it is a time of extreme vulnerability for them. Small acts of support can determine their future. ”

Claudia Vidigal, Instituto Fazendo História

This project is supported in partnership with FRANCESCONI TISCH FUND

2015

OBSERVATÓRIO DE FAVELAS

ESCOLA POPULAR DE COMUNICAÇÃO CRÍTICA

www.observatoriodefavelas.org.br



MARÉ
RIO DE JANEIRO

90
youth
trained in
digital media

420
hours
of classroom instruction

Production of
digital materials

Youth Engagement Through Community Media in Maré

Observatório de Favelas was created in 2001 in the Complexo da Maré, one of the largest favelas in Rio de Janeiro. It began as a civil society organization providing research and consulting services, aimed at developing awareness and understanding about the policies affecting the favelas and concerning urban living.

The *ESPOCC (Escola Popular de Comunicação Crítica)* began as a project of the Observatório in 2005, aimed at training youths and adults from the favela in the communications field, preparing them as critical thinkers and knowledge “multipliers”. Having acquired these skills, these students have greater employment prospects upon entering the job market.

IMPACT

With support from **BrazilFoundation**, the project will:

- Develop the skills of 90 students in digital and audiovisual media;
- Offer 420 hours of classroom instruction for youths in Rio de Janeiro;
- Produce digital materials such as documentaries and other media for activism.



“ Civil society needs to find its place in public matters. We must stop being spectators, and instead become leaders, organizing and building bridges for a more active citizenry. ”

Eduardo Alves, ESPOCC Coordinator, Observatório Director

2015 COLETIVO PAPO RETO

NÓS POR NÓS



Defending Human Rights and Security for the Residents of Complexo do Alemão and Penha

Papo Reto is an independent communications collective composed of youth activist residents of Complexo do Alemão and Penha in Rio de Janeiro. The collective works to defend the human rights and safety of the residents, who live amongst violence brought by drug trafficking and police activity.

The collective maintains a network of information exchange between community residents 24 hours a day. Its project called “Nós por Nós” works to ensure the safety residents in Alemão, and is a news channel that aims to show the realities of the favela by disseminating news and images that go unnoticed by the mainstream media. The collective also organizes events and leads efforts to ensure the community’s demands are met.

IMPACT

With support from **BrazilFoundation**, **Coletivo Papo Reto** will:

- Strengthen the production of audiovisual content showing community problems;
- Produce video narratives with residents.

207
people
connected in a network
of protection from violence

20
motorcycle
taxi drivers
provided with legal support

Video programs
posted weekly
on youtube



“ When someone is injured in a shooting, people call Coletivo Papo Reto to assure that there is no tampering on the crime scene. The same goes for when someone is arrested arbitrarily. ”

Raull Santiago, Social Activist at Coletivo Papo Reto

2015

VOZ DAS COMUNIDADES

#FALAJOVEM

www.vozdascomunidades.com.br



RIO DE JANEIRO

RIO DE JANEIRO

Youth Leadership Creating a Legacy for the Community

The community journal *Voz da Comunidade* was created by Rene Silva when he was only 11 years old to give visibility to the social issues of the Complexo do Alemão community that were often ignored by the mainstream media. In addition to becoming a reference in community media and citizen journalism, *Voz da Comunidade* portal also holds social activities in the Complexo do Alemão favela and youth debates called *#FalaJovem*.

The *#FalaJovem* project aims to create a space for exchanging ideas and dialogue in the community. Through the initiative, the residents identify local problems and discuss democratic solutions to them. These solutions created by those who live in Complexo do Alemão will contribute to the future and legacy of the community.

IMPACT

With support from **BrazilFoundation**, **Voz das Comunidades** will:

- Hold 12 workshops to create a space for dialogue, civic engagement, and problem solving;
- Influence the attitudes of youth and their sentiment of responsibility for the community.

12
workshops
held

100
youth
involved

150,000
residents
from Complexo do Alemão
benefited



“ The difference is that Voz das Comunidades is realized by us and for us. ”

Rene Silva, Editor in Chief at Jornal Voz da Comunidade



2014 ASSOCIAÇÃO DE ESTUDANTES DE PARAMOTI

ESCOLA POPULAR

PARAMOTI
CEARÁ



Reviving the value of history and culture in the Paramoti region

Culture can be a powerful tool to mobilize people, especially when it leads to the revitalization of the history and collective memory of a region and when it helps construct the identity its people. All too often in small cities in Brazil, access to culture is very limited and television remains the main source of leisure and information. Although the Internet is becoming more available with the opening of LAN houses, access to the web in rural Brazil is still very limited.

Despite its few cultural options, Paramoti has a rich historical legacy that has led to its designation as the “City of Peace.” **EPC Paramoti** has proposed to rescue and preserve the culture of the city, by improving access to the cinema and the library, and by organizing exhibits on the history of the municipality.

IMPACT

With support from **BrazilFoundation**, the project will:

- Create a schedule of cultural events for the community;
- Create a public awareness campaign that informs residents of their rich historical and cultural legacy;
- Reach 830 people directly and indirectly.

830

people
reached

Expansion
of cultural offerings
in the region

Strengthening
local culture,
traditions, and history



“ We hope to promote greater awareness and appreciation of Paramoti’s history for all those who participate in these activities. ”

Aurenir Luz, project leader



2014

ASSOCIAÇÃO INCUBADORA SOCIAL GASTROMOTIVA

CURSO PROFISSIONALIZANTE EM COZINHA -
EXPANSÃO SALVADOR

www.gastromotiva.org



Professional culinary training for youth in Salvador

Gastromotiva opened its doors in 2006 under the leadership of social entrepreneur and chef David Hertz with the goal to promote social inclusion and professional guidance for young adults through the practice of gastronomy.

The organization trains youths to work in restaurants as assistant chefs and helps them enter the job market, while also encouraging personal development, career plans and entrepreneurship. After establishing schools in São Paulo and Rio de Janeiro, **Gastromotiva** is expanding to Salvador, Bahia to meet the great demands for professional training and take advantage of job opportunities in the city.

IMPACT

With support from **BrazilFoundation**, the project will:

- Offer 280 hours lessons in gastronomy, citizenship and personal development to 50 low income students between 18 and 35 years old;
- Improve job market access by developing a job bank in gastronomy and providing career counseling.

755

program

graduates

since 2006

Expansion

to Salvador beyond
São Paulo and
Rio de Janeiro

Improve

access to jobs
and income generation



“ I love the course and I am learning a lot. I surprised myself
in the world of gastronomy. ”

Diego Rodrigues, Gastromotiva student



2014

INSTITUTO LUTHER KING DE ENSINO, PESQUISA E AÇÃO AFIRMATIVA (ILK)

MODERNIZAÇÃO PEDAGÓGICA DO
CURSO PREPARATÓRIO PARA VESTIBULAR E ENEM
www.lutherking.org.br



CAMPO GRANDE

MATO GROSSO DO SUL

Access to higher education for youths and adults in Campo Grande, MS

The city of Campo Grande in the “midwest” region of Brazil has a high level of inequality, which is reflected in the low levels of education of the most vulnerable populations, especially as it applies to students of African and indigenous descent. **Instituto Luther King** offers prep courses to 140 students per year, and also has a fund that offers scholarships to low-income, first generation college students.

The project supported by **BrazilFoundation** will train teachers in multimedia and classroom technology, which will, with the use of new didactic materials, create a modern pedagogical system to encourage learning. 20% of course spots will be reserved for students between 30 and 60 years old.

IMPACT

With support from **BrazilFoundation**, the Instituto will:

- Hold teacher training workshops in technology practices for the classroom;
- Format didactic material for digital media;
- Prepare all students for the ENEM (the national high school evaluation program);
- Improve the quality of education so that 90% of enrolled students pass the university entrance exams .

100%

of students
ready for ENEM

715

students
pass college
entrance exam

Train professors
in use of
technology



“ Having been a low-income student, my greatest dream is to ensure that this institution paves a way for other low income students to achieve dignity through education. ”

Aleixo Paraguassú, founder of ILK



2014

PRECE – INSTITUTO CORAÇÃO DE ESTUDANTE

FUNDO DE INVESTIMENTO SOLIDÁRIO - FINS

www.preceac.blogspot.com.br

PENTECOSTE

CEARÁ



Community funds as a strategy for sustainable educational initiatives

PRECE came to be in the community of Cipó located in Pentecoste, Ceará, as an initiative of seven students who would gather at an abandoned manioc flour mill to study for the university entrance test. Despite being of older age than the average student, they all ended up gaining admission to college. After 20 years, this cooperative learning methodology and the EPCs (popular cooperative schools) has spread to 13 communities producing excellent results: 650 youth have gained admission to college. Many graduates went on to technical schools and some eventually opened up their own businesses.

At this moment, the main challenge of the cooperative schools is its long-term viability and the continuity of the services offered to the communities. The Fund for Solidary Investment (FINS) is a community-led crowd funding channel designed to fund projects proposed, designed and coordinated by the students themselves and EPCs.

IMPACT

With support from **BrazilFoundation**, the project will:

- Develop a method for administering the FINS to sustain a network of EPCs;
- Benefit 100 students between the ages of 16 and 29 from rural communities in municipalities of the backlands of Ceará.

Benefit
100
students
directly

Support
youth
initiatives

Sustainability
for cooperative
schools (EPCs)



“ Believe in people, invest in their dreams: this is the motto of FINS. ”

Antônio Adriano, project coordinator

2014 ASSOCIAÇÃO CULTURAL QUABALES - MÚSICA, CULTURA, ARTE, CIDADANIA E MEIO AMBIENTE

QUABALES
www.quabales.com



Music as a tool for social transformation

More than 150,000 people live in the neighborhoods of northeast of Amaralina in the city of Salvador, a community with high crime rates and drug trafficking, which offer very few cultural and educational opportunities for its residents.

Quabales was created by Marivaldo dos Santos, a musician born and raised in Amaralina, who now resides in New York City and has been part of the innovative international percussion group “STOMP” for 15 years.

Quabales utilizes a musical style that involves expression through body movements and the use of conventional and unconventional instruments, often made by the students themselves with recyclable material collected from the community.

IMPACT

With support from **BrazilFoundation**, Quabales will:

- Expand access to cultural activities for 100 children in the region, providing a creative outlet that helps them develop their artistic skills;
- Encourage the community to reflect upon the rights and responsibilities of the family, community and school;
- Hold weekly workshops on percussion and expression, music theory, and constructing musical instruments from recycled materials;
- Help children gain self-respect, discipline, and develop independence, in effect improving their performance at school.

Musical education for

100
low-income
children

Civic engagement for

100
families

Training
future
professional artists



“ The efforts taken to improve the life of a young person reverberate positively throughout the community and society. ”

Fernanda Mello dos Santos, project coordinator



2014 INSTITUTO SOCIAL BRASIL PARA TODOS – ISBRAPT

TRABALHO SEGURO, VIDA FUTURA



Professional training and employment assistance for at-risk youth

In Paulista, a municipality of 300,000 residents on the coast of Pernambuco, a significant number of youth live in a condition of social vulnerability due to poor schooling, truancy, an unstructured familial environment, unemployment and lack of professional training. Many work informally or are simply unemployed.

The project looks to improve opportunities for 80 low-income youths by training them in workplace safety, ethics and citizenship. **ISBRAPT** will incorporate youth into the work force so that they can take advantage of the industrial jobs that are available in the region. More than 1,500 youths and adults have obtained the certifications from **ISBRAPT**, which has pedagogues, educators, social workers and psychologists on staff.

IMPACT

With support from **BrazilFoundation**, the project will:

- Train 80 low income youth who are enrolled in the Workplace Safety course;
- Provide training in ethics and citizenship;
- Place graduates in the job market.

Professional
training for
80
low income youth

Greater
ethics,
citizenship and
career opportunities



“ People can’t imagine how important these projects are in the peripheries of town, and how they transform lives. I am an example of this. ”

Cicero Delhany, president of ISBRAPT



2014 INSTITUTO DE PESQUISAS EM TECNOLOGIA E INOVAÇÃO – IPTI

CLOC (CRIATIVIDADE – LÓGICA –
OPORTUNIDADE – CRESCIMENTO)

SANTA LUZIA DO ITANHY
SERGIPE



Training in Logic and Java Programming

Santa Luzia do Itanhhy, one of the poorest cities in Brazil, has one of the lowest HDI standings, ranking 5,345th out of 5,565 municipalities. Having around 13,000 residents, 75% of families from Santa Luzia do Itanhhy depend on welfare programs from the state and federal government.

When the organization moved from São Paulo to a village in Santa Luzia do Itanhhy in 2009, IPTI created a software development model based on art, science and technology. The goal of IPTI is to mobilize teenagers and youths in the city and create opportunities for those youths who would otherwise move to large cities in search of work, training the youth in their development model. IPTI was supported by BrazilFoundation in 2013 and benefited 270 students, eight of which learned Java and now possess skills to obtain a job or launch a business in the growing job market in Santa Luzia do Itanhhy.

IMPACT

With support from **BrazilFoundation**, the project will:

- Provide 100 hours of training on subjects related to Java programming;
- Offer an 8-hour course in computer maintenance;
- Create opportunities for adolescents and youth to find skilled work.

270

students
benefited

Capacity-building
using Science
and Technology

100

hours
of training



“ One of the student’s mothers always gets emotional when she talks to the teachers; she is thankful for the special opportunity that her son had to graduate from this project. ”

Saulo Faria, project coordinator

2014 CASA DO ZEZINHO

OFICINA DE SEXUALIDADE
www.casadozezinho.org.br



Sex-ed for
300
adolescents

4
workshops
for parents, adolescents
and educators

Prevent
STDs, sexual assault
and unplanned pregnancies

Workshops for adolescents on leading healthy and responsible lifestyles

Casa do Zezinho opened its doors in 1993, and presently attends to about 1,500 children and adolescents per day, improving their lives in various ways through education. The organization is located in the “Triangle of Death” region on the outskirts of São Paulo where 350,000 people live in favelas.

The Casa helps children and youth who live in conditions of great vulnerability below the poverty line. Living in precarious homes and in an environment of constant violence, these children also have limited access to cultural activities.

The lack of privacy and family structure leads adolescents to engage in premature sexual behavior, whose consequences are exacerbated by the lack of sexual education, thus contributing to a high number of cases of sexual abuse and teenage pregnancy.

IMPACT

With support from **BrazilFoundation**, the Casa do Zezinho will:

- Educate 300 adolescents between the ages of 12 and 16;
- Contribute to demystifying taboos and prejudices;
- Teach students about STDs, their risks, and about preventing unplanned pregnancies;
- Offer orientation to young parents.



“ Our pedagogy of informal education offers ten thousand children and adolescents a means to realize their dreams. ”

Maria Corina Gama de Macedo, executive director and general supervisor at Casa do Zezinho.

2014

ADETT – ASSOCIAÇÃO DE DESENVOLVIMENTO TECNOLÓGICO DE TAUÁ

EMPREENDEDOR DIGITAL

TAUÁ
CEARÁ



Train
100
youths

in the diverse
areas of IT

400
people
impacted indirectly

5
startups and
cooperatives
incubated in 6 months

Income generation for youth

in the semiarid of Ceará through technology

In the past few years, Tauá, a city in the interior of Ceará with 55,000 inhabitants – half of which live in a rural setting – surprised many by being designated one of Brazil's "Innovative Cities."

Recently ranked 14th in the list of top digital cities in Brazil by the magazine *Wireless Mundi*, Tauá has attracted even greater attention from technology and communications companies, by creating a favorable environment for digital entrepreneurship. The demand for tech jobs in the region is on the rise.

ADETT, in partnership with the local government, trains youths and adults for the workforce by offering IT courses and by teaming up with tech incubators that teach coding and software and app development, fostering interpersonal, professional and entrepreneurial development.

IMPACT

With support from **BrazilFoundation**, the project will:

- Take advantage of employment opportunities in IT for income generation;
- Train 100 youths in the diverse areas of IT, reducing youth migration to large cities;
- Launch 5 IT startups and cooperatives to incubate at ADETT for 6 months;
- Contribute to the innovation, intellectual capital, and social and economic growth of the region.



“ The young participants who once struggled in a climate that had made agricultural work challenging can now generate income in IT. ”

Elvis Gonçalves, project coordinator

2014 LOVEFÚTBOL BRASIL

ARENA SOCIAL DE ALIANÇA
<http://www.lovefutbol.org/>



Creation of community soccer pitches to catalyze social change

Residents of low income communities in Recife, Pernambuco, do not have access to open, public spaces that are safe and adequate for leisurely activity. As a result, the community lacks a sense of autonomy, and there is low community spirit.

LoveFútbol believes that it can encourage social change and strengthen community spirit by creating fields for playing sports. Created by a young American, **LoveFútbol** is headquartered in Washington D.C. and has been mobilizing communities and developing safe places to play sports in Brazil since 2011. The organization has received prizes for its work, its methods already having been applied with great success in other countries.

IMPACT

With support from **BrazilFoundation**, the project will:

- Build one community indoor soccer court for 1,100 children and youth
- Increase community participation;
- Work as consultants supporting the community in this undertaking;
- Involve 140 adults and community leaders in the construction and administration of the courts;
- Create a platform for a development program (education, health, etc.) in partnership with other organizations.

Benefit
1,100
children and youth

70%
of children
in community have
a safe place to play

Mobilize
140
adult volunteers



“ A soccer court from LoveFútbol is more than a place to play; it serves as a tangible and lasting symbol of the community’s strength. ”

LoveFútbol Brasil

2014

ADEL – AGÊNCIA DE DESENVOLVIMENTO ECONÔMICO LOCAL

NÉCTAR DO SERTÃO

PENTECOSTE
CEARÁ



Encourage community development and environmental conservation through sustainable honey farming

Since 2009, **ADEL** has developed strategies to provide economic opportunities and social inclusion for more than 400 youths who live in the rural areas of the Rio Curu in Ceará. By promoting conditions for a productive and dignified future for rural youth, **ADEL** prevents youth flight in search of new opportunities in large cities.

The Néctar do Sertão project will help develop the network of honeycombs with bees native to the region, by encouraging and assisting 30 youths to start honey farming businesses. The purpose is to promote the involvement of the small lot producers in the more advanced stages of the honey making enterprise, aside from incentivizing more lucrative activities.

IMPACT

With support from **BrazilFoundation**, the organization will:

- Develop action plans for each business;
- Hold workshops on social action, honey farming and commercialization techniques, along with farming and principles of cooperative markets;
- Implement rotating funds;
- Create and maintain a regional network of honey farmers, encouraging the formation of a cooperative or association with a long term vision.

Business plans

eligible for
seed funding

30

rural youths
farming honey

Regional network

of honey farmers



“ ADEL has always valued and believed in young people as essential for changing the reality in the semi-arid. ”

Wagner Gomes, administrator at ADEL

2014

CRJPS – COLETIVO REGIONAL JUVENTUDE E PARTICIPAÇÃO SOCIAL

JUVENTUDE CONSTRUINDO CAMINHOS, TRILHANDO UMA HISTÓRIA – A EXPERIÊNCIA DOS COLETIVOS DE JOVENS

TUCANO
+ 12 CITIES
BAHIA



Regional
workshops for

65
youths

Influence
public
policy
affecting youths

35%
increase in
number of
participants

Youth and public policy in the semi-arid of Bahia

CRJPS was created in 2004 to train and mobilize young leaders as activists for public policies affecting youth in the semi-arid “sisal” region of Bahia, an area in Brazil calling for grassroots activism to uphold rights.

With support from **BrazilFoundation** in 2009, **CRJPS** helped pass several amendments in the city budget concerning policies on sports, culture, education and income generation for youth.

Because of **CRJPS** many young people have secured positions in different social, private and government entities. The project’s objective is to support knowledge sharing between these young leaders through technical training in sociopolitics for 13 youth collectives in the semi-arid of Bahia.

IMPACT

With support from **BrazilFoundation**, the project will:

- Hold regional workshops to help the collectives mobilize and grow in size;
- Advocate for more effective public policies concerning youth of the semi-arid;
- Increase the number of participants in collectives by 35%, to strengthen the collective’s “multiplier effect;”
- Directly benefit 65 youths between the ages of 16 and 29;
- Produce a booklet on methods used by collectives on grassroots activism.



“ We grew greatly in the past years with the rise of young leaders holding positions at different levels in the social, private and public sectors. ”

Dailson Andrade Santos, project coordinator

2014 ACREDITAR – CAPITAL HUMANO E TRANSFORMAÇÃO SOCIAL

OLHAR EMPREENDEDOR: QUALIFICANDO
NEGÓCIOS, TRANSFORMANDO PESSOAS
<http://acreditar.org.br/novo-site>

GLÓRIA DO GOITÁ
PERNAMBUCO



Train young entrepreneurs to improve their business management skills

The cities in the Goitá basin have a history of poor economic performance with few opportunities for work and income generation. However, the region is experiencing the benefits of a developing industrial sector, which is creating opportunities for entrepreneurs in that field.

Acreditar began in 2001 to help youths become entrepreneurs by improving their knowledge of finance and business management. Under the orientation of youths experienced in the area, the organization now has a solid foundation and an established methodology that has started over 8,000 businesses and has become a reference point in the area of microcredit lending. Acreditar proposes to train and orient young entrepreneurs so that they can improve their business management.

IMPACT

With support from **BrazilFoundation**, Acreditar will:

- Encourage entrepreneurs to support local development;
- Analyze operations and strategies of 300 entrepreneurs;
- Train 150 young entrepreneurs;
- Share business experience with entrepreneurs.

Train
150
young
entrepreneurs

Encourage
young rural
entrepreneurs

Guide
young
administrators



“ The idea is to make these youth aware of the regional needs and help them launch their businesses with greater confidence. ”

Acreditar team