

In Brazil, the vast majority of young people are educated within the public school system: more than 80% of children and adolescents attend public schools. Yet millions of students move through high school disengaged, with low expectations of themselves and limited access to positive role models, supportive networks, and concrete pathways to opportunity. The result is a large and persistent pool of talent living far below its potential, often locked into cycles of exclusion and with little real prospect of social mobility.

This challenge unfolds at a defining moment for the country. Brazil is approaching the end of its demographic dividend, a historic window in which there are proportionally more people of working age than children and older adults. When a country successfully prepares its youth during this period, it can accelerate economic growth and improve overall quality of life. When it fails to do so, inequality hardens and its consequences persist for generations. This is why the urgency we address is not only educational, but deeply social, economic, and generational.

At Embaixadores da Educação, we believe that transforming life trajectories at scale requires far more than access to school. It requires belonging, agency, relatable references, and sustained access to real opportunities over time. Our work is grounded in the conviction that public school students across Brazil can and should be equipped to become protagonists of their own lives, expanding their horizons and building viable pathways to the future. We do this by developing doers: young people who believe in what seems impossible and are able to act, create, solve problems, and transform realities with an entrepreneurial mindset and a strong sense of agency.

Our strategy is an integrated impact journey, not a set of isolated interventions. We begin by mobilizing and inspiring at scale through Create the Impossible, Brazil's largest school-based retransmission and community mobilization initiative. Delivered through football stadium-hosted events and simultaneous school retransmissions nationwide, it speaks the language of young people, expands horizons, sparks dreams, presents attainable role models, and strengthens self-belief and student agency.

We then turn inspiration into action through Empower, a project-based learning journey grounded in real challenges. Students identify problems in their own public schools and communities and design hands-on solutions, developing leadership, entrepreneurial skills, an action-oriented mindset, and the confidence that comes from solving real-world problems.

Finally, we ensure continuity through our Student Community Network — a living, grassroots network that sustains relationships over time, strengthens peer leadership, encourages collaboration and exchange, continuously shares opportunities, and recognizes hands-on students through scholarships for higher education, exchange programs, and other educational opportunities and awards.

We are unique because our impact is not territorial — it is decentralized, distributed, and national. Rather than concentrating resources in a few locations, we intentionally reach places where opportunity rarely arrives: small municipalities, rural areas, and remote territories. We operate through a community-based, network-driven model in which Create the Impossible is not an end in itself, but the entry point to a connected development pathway. Inspiration becomes action, and action becomes long-term trajectory.

Our impact potential is systemic because we act on the core levers that unlock change at scale: motivation, belonging, agency, relatable role models, and sustained access to concrete opportunities. When opportunity does not reach young people, we bring opportunity to where they are — so that stories of beating the odds are no longer romanticized for their rarity, but celebrated for becoming the norm.