EMBAIXADORES DA EDUCAÇÃO

THEORY OF CHANGE

So that stories of beating the odds are no longer romanticized for their rarity, but celebrated for becoming the norm.

WHY?

To turn the exception into the rule.

VISION

Unlocking the potential of public school students* at scale across all Brazilian states, through a decentralized model with particular focus on young people in remote territories, rural areas, and small municipalities where access to opportunities is limited.

CORE PROGRAMS

CREATE THE IMPOSSIBLE

Brazil's largest school-based retransmission and community mobilization initiative, delivered through football stadium–hosted events.

- Expanded horizons and raised aspirations
- Strengthened self-belief through exposure to attainable role models
- Increased sense of possibility

EMPOWER

A project-based learning journey grounded in real projects, where students design and lead solutions to challenges in their public schools and communities.

- Hands-on execution of student-led solutions
- Leadership development
- Action-oriented mindset
- Strengthened sense of agency
- Entrepreneurial skills in practice

Student Community Network

- Sustained relationships that support ongoing educational trajectories over time
- Leadership development and peer-to-peer exchange
- Continuous sharing of opportunities
- Recognition and progression of hands-on students through scholarships for higher education, exchange programs, and other educational opportunities and awards

ENABLING CONDITIONS

Young people are more likely to engage when they see themselves reflected in the stories and role models presented;

Agency and leadership are developed through hands-on practice and the active solving of real-world problems.

Lasting impact is achieved through sustained engagement over time, not through isolated or one-off interventions.

MISSION

We design integrated, high-impact experiences and methodologies and foster a student community to engage, develop, and activate agency among Brazilian public high school students at scale, grounded in community-based, grassroots action, through inspiration and hands-on practice.

LEVEL OF CHANGE

To genuinely transform the life trajectories of public school students by reshaping, at a systemic level, how opportunity is accessed.

*In Brazil, where over 80% of children and youth attend public schools, students face widespread disengagement, low expectations, and limited access to concrete pathways to opportunity—at a critical moment as the country approaches the end of its demographic dividend.