EMBAIXADORES DA EDUCAÇÃO

A FEW STORIES AMONG THOUSANDS STUDENTS OF EDUCATION AMBASSADORS

PRISCILA FAVRETTO

From a small-town classroom... to the world

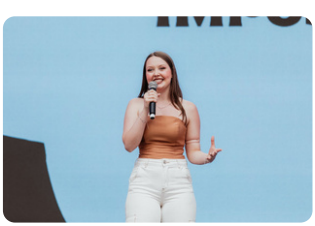
In 2022, during her first year of high school, Priscila Favretto first encountered Education Ambassadors while watching the Create the Impossible broadcast at her public school.

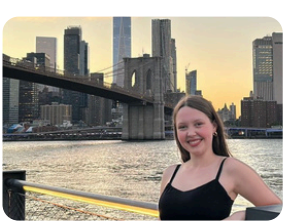
She had always been a dedicated student full of potential, but she lived surrounded by invisible barriers: the lack of opportunities. In her hometown of Água Santa, a small municipality in the state of Rio Grande do Sul, with **just three thousand eight hundred and forty-one inhabitants**, deep in Brazil's countryside where neither airplanes nor buses arrive, it often felt as though her dreams could go no further.

> ***"The limits of my town were the limits of what I could reach."***

At the beginning of 2023, Priscila decided to try. She applied to the Empower Challenge, a program created by Embaixadores da Educação, and developed a water conservation project for her school and community.
Her project became the national winner of the Empower Challenge that year.

* As a result, Priscila earned a fully funded exchange trip to New York and the opportunity to take the stage at Crie o Impossível 2024, sharing her story with thousands of public school students.

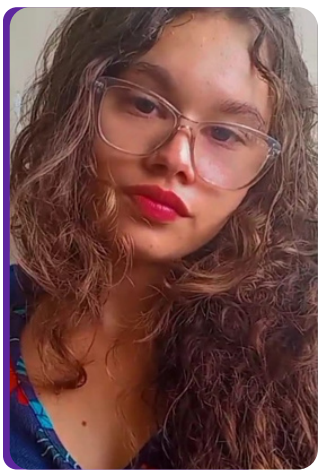




LUANA EMBIRUÇU

From lockdown to leadership

In 2020, during the height of the pandemic, when schools across Brazil were closed and millions of young people faced an uncertain future, a ninth-grade student was watching television at home without realizing her life was about to change.



That was how Luana Embiruçu, then 14 years old, first discovered Education Ambassadors (Embaixadores da Educação), an organization that empowers public school students through practical learning, leadership development, and access to real opportunities.

> ***"It's not an exaggeration to say that Education Ambassadors completely changed my life. From the day I discovered the program and decided to watch the Create the Impossible livestream, my journey began to transform."***

Through her engagement with the program, Luana received several recognitions and opportunities, including a laptop, a Kindle, books, a university scholarship, and even a trip where she was honored on the airplane while traveling to speak at Create the Impossible 2022.

Today, Luana is a Production Engineering scholarship student at SENAI Cimatec, holds technical certifications in Logistics and Microbiology, is a social entrepreneur, and continues to develop projects and research that strengthen her academic journey.

"Most of what I know today about communication, entrepreneurship, and project development I learned through Education Ambassadors. They encouraged me to pursue my dreams, even though I used to be very shy."

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RHYAN SANTOS

When curiosity meets direction

After graduating from high school, Rhyan was working full-time as a production assistant at a meatpacking plant when, during a break at work, he came across an Instagram post about a social program run by Education Ambassadors (Embaixadores da Educação).

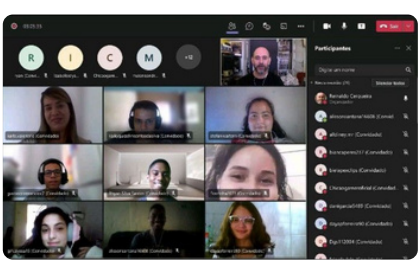
That click would change the course of his life.

Through a program developed by Education Ambassadors in partnership with Avanade, Rhyan experienced something he had never had access to before: socio-emotional mentoring, career guidance, practical pitch training, and workshops focused on both soft and technical skills, supported by a team that genuinely cared about each student.

The impact was immediate. Rhyan left his job at the meatpacking plant and secured his first programming position at BEES Brasil. For the first time, he found himself in an environment that expanded his view of what was possible.

From that point on, his trajectory continued to grow. He was accepted into competitive programs such as Access E2C, an initiative supported by the U.S. Embassy, learned three additional languages (English, Spanish, and French), and was later recommended and accepted into a fund that supports Black students.

"Today I work as a logistics apprentice, but my goal is to become a diplomat in the future. I plan to study International Relations and focus my career on international business and humanitarian work."



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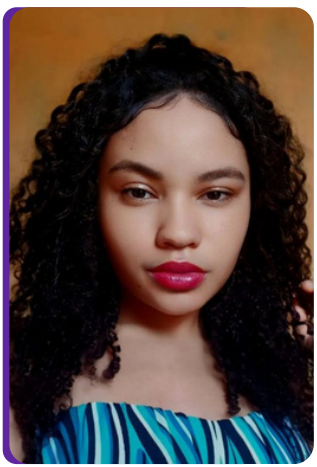
ELINE CORDEIRO

From a public school in rural Maranhão to higher education



In 2021, as she approached the end of high school, Eline, **a public school student from the countryside of Maranhão, a state in northeastern Brazil and one of the country's least economically developed regions,** was facing the uncertainty common to many young people in remote areas. Through a friend's recommendation, she joined a social technology program, which became her first connection to Education Ambassadors.

In 2023, Eline took the step that would transform her trajectory by joining the Empower Challenge, a program where students develop leadership and social impact projects for their schools and communities.

It was through Empower that Eline began to recognize her own potential.

> ***"Empower helped me see myself with more confidence. Through Education Ambassadors, I earned a full university scholarship and participated in courses that expanded my professional horizons. These opportunities completely changed my path and showed me possibilities I didn't even know existed."***

These are just a few of the many stories.

More than 350,000 students have been impacted across all Brazilian states and in over 800 municipalities, with a particular focus on young people in remote territories, rural areas, and small municipalities where access to opportunities is limited.