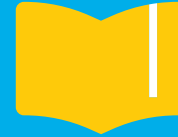




REPORT 2018



WORD OF THE PRESIDENT



[VIVIANE SENNA]

Ayrton Senna Institute is a non-governmental, non-profit organization with 24 years of service and one main purpose: improving the quality of education in Brazil. We exist to provide children and youngsters with opportunities to develop their potential through education.

We produce innovative educational knowledge and experiences that inspire efficient practices, qualify educators, and propose public policies focused on integral education.

More than after-school education, for us, integral education represents the full **development** of students. Learning to read, write and do the math – popular *cognitive skills* – is not enough in 21st century and to carry out relevant life projects. Children and young people need to develop **social and emotional skills**, such as emotional resilience, being open to new things, engagement with others, self-management and kindness.

We must invest in the full development of our students, in all its dimensions, to enable them to make choices that will result in a **better future** for them and for the world. More quality education means greater autonomy, better health, stability and personal fulfillment. We are sure about one thing: **education** is the driving force for **development** and **happiness**.

To accomplish the purposes mentioned above with objectivity and transparency, we have sought ways to improve our organizational structure. In 2018, an important step was taken. Over almost two years, dozens of leaders were involved in an effort to revisit the organizational structure of the Institute. The goal was clear: innovate to seek efficiency and assertiveness.

At the end of 2018, **a new model of action in the area of Education** was implemented, supported by values such as collaborative work, process improvement and digital transformation. More than looking into the future, we are now moving toward it.

We believe that it is time to add efforts to respond to Brazil's great educational challenge: **prioritize the learning agenda** of our children and youngsters. We can have an idea of the size of the problem by reviewing **Education Diagnosis**, a document drafted by Ayrton Senna Institute and delivered to the newly-elected government leaders.

We at the Ayrton Senna Institute have **identified drivers** that can help us overcome this challenge – all of these drivers are supported by a large body of scientific and empirical evidence. We believe that governments cannot make decisions based on partisan, political or ideological conveniences. We must look at what works based on evidence – and national and international successful cases – in order to make public policy decisions.

Literacy, teachers, management and integral education: the four drivers that can boost Brazilian development will be the great foundations that will sustain the future of Ayrton Senna Institute activities. We restate our commitment to Brazilian students and set the course for additional efforts, where there is still a lot to be done.

We are moving forward more strongly, thanks to the participation of educational professionals, researchers from different areas of knowledge, private sector organizations, and citizen engagement that is so important. We are sure that together we can change the life of children and youngsters in Brazil.



EDUCATION

INTEGRAL EDUCATION

The purpose of Ayrton Senna Institute is to change lives, and this is done by means of proposals that **promote integral education**. In addition to an effective learning process in all areas of knowledge, the objective of integral education is the full development of students, assisting them with their life projects. In addition, this is only possible if we invest in **pedagogical practices and public policies aimed at integral education**.

Our work builds, together with partner education networks, managers, educators and researchers from different areas, diverse ways of **adopting this perspective of integral education**, from the first years of Elementary School to High School completion.

Our educational initiatives and solutions are accompanied by **training actions** that support the comprehensive qualification of teachers and educators; and are supported by a large body of **evidence** and empirical knowledge gathered by our teams and supporters. Through **management and follow-up mechanisms**, we feed back this powerful cycle of knowledge generation and good practice dissemination.

Integral literacy

Illiteracy is a serious problem in Brazil. About 50% of the students reach the end of the 3rd year of Elementary School without knowing how to read or write. To cope with this situation, Ayrton Senna Institute has adopted the **concept of integral literacy**, which involves basic learning – reading, writing and math – as well as social and emotional skills. In this sense, three educational solutions were developed and expanded by the Institute in order to fight poor quality in the Literacy Cycle and the high rates of age-grade distortion.

The **Literacy Policy Management** program aims to promote students' comprehensive literacy in the first three years of Elementary School and thus increase their chances of success in school life continuity. Program actions involve a proposal of structuring or reformulation of literacy policies in partner education networks, emphasizing the adoption of process management tools and incorporation, in the curriculum, of other languages, such as scientific, corporal and digital ones. By diagnosing literacy level at the beginning of the year, teachers can use teaching methods and pedagogical practices that meet the needs of students.

2018 was a year of great expansion for the **Literacy Policy Management** solution.

2016	2017	2018
3 municipalities	24 municipalities	28 municipalities
54 schools	443 schools	1,425 schools
2,968 students	36,462 alunos	107,722 students

Data: Ayrton Senna Institute

More than 10,092 teachers, pedagogical coordinators and professionals from Education Divisions were formed by Ayrton Senna Institute teams in 2018 and were able to share this knowledge with 51,357 teachers from partner education networks.

Integral literacy has allowed more and more students to overcome their learning challenges:

	Diagnosis at the beginning of the year	Year-end result
N1	27%	4%
N2	24%	11%
N3	30%	39%
N4	18%	46%

Data: Ayrton Senna Institute

Student literacy is classified into four levels, from 1 to 4, and at level 1 the student cannot read and write. In the schools where the program was introduced, the number of students at the lowest level of literacy (level 1) was drastically reduced and the number of students at the highest level (level 4) had significantly increased at the end of the school year. At the beginning of the year, 27% of the students were at level 1, i.e. illiterate; at the end of the year, this index fell to 4%. At the same time, our proposal helped develop the social and emotional aspects of students with a methodology that focuses on integral education.

Strategies for correcting the flow

In 2018, Ayrton Senna Institute continued working with teacher training to implement two of its main programs aimed at literacy and flow correction: **Se Liga**, for illiterate students and students retained in a grade, enrolled in grades 3 to 5 of Elementary School; and **Acelera Brasil**, aimed at recovering proper school flow. By participating in Acelera Brasil, students learn enough to jump up to two school years and overcome age-grade distortion, while, at the same time recovering their self-esteem and developing other social and emotional aspects.

In 2018, **Se Liga** was present in 86 municipalities through nine municipal partnerships and four state partnerships. In total, 10,815 students were benefitted. But **Acelera Brasil** was in 61 municipalities – 10 municipal partnerships and three state partnerships – serving a total of 14,004 students.



Integral education in Elementary, Middle and High School

In 2018, one of our fronts of action to promote integral education in High School took the form of a partnership with the Education Division of the State of **Santa Catarina**. This partnership produced good results. In the 2nd Seminar of Knowledge and Practices in Integral Education, held in December, teachers and managers shared their best practices and the experiences of educators and students in the **Full-Time Integral High School (EMITI) Program**. More than 3,500 students and 500 educational professionals from 30 schools in Santa Catarina were impacted.

At the time, "**Monitoring and training of school teams: recommendations for regional coordinators**" and "**Pedagogical management support**" were launched. These e-books systematize the implementation efforts of the full-time integral education model in High School, as proposed by Ayrton Senna Institute. These works emphasize that integral education articulates practices implemented in schools and management methodologies, adopted by the networks.

The experience in Santa Catarina was shared at one of the world's largest education innovation events, **SXSWedu Conference & Festival**, in Texas, United States, held in March. The fact the event team selected our project - the only Brazilian case of success - was a recognition of the quality and potential of our work, and a great opportunity to disseminate the foundations of Ayrton Senna Institute to an international audience.

At the end of 2018, there were eight meetings between technical advisors from Ayrton Senna Institute and educators from the **State of São Paulo Education Division**. The main purpose was jointly creating a curricular prototype that would **take integral education to Middle School, part-time**. The objective of the initiative is the full development of students through active methodologies, curricular integration, leading roles in adolescence, and insertion of a curricular component specially dedicated to the Life Project. The prototype is expected to be implemented in 24 schools in the state capital as early as 2019.

Integral education in Elementary, Middle and High School



Social and Emotional Dialogues

Social and Emotional Dialogues is an educational proposal structured to plan, assist and systematically follow the development of students' socio and emotional skills in Elementary, Middle and High School, as a way to prepare young people and provide them with tools to face the challenges of the 21st century. In 2018, **Social and Emotional Dialogues was expanded**. Several actions were taken in terms of implementation, as part of promoting public policies of integral education in different education networks.

In the state of **Ceará**, a broader technical advisory service was initiated and structured on two fronts: formulating a theory of change related to the various educational policies implemented by the Education Division (SEDUC), and implementing the educational proposal of Social and Emotional Dialogues in network High Schools linked to the Classroom Mentor Teacher Program (PPDT) and a program of school monitoring by psychologists. A total of 338,000 High School students from 625 schools were impacted. In addition, more than 300 educators and psychologists were trained directly in nearly 75 hours of face-to-face and distance training.

As part of a partnership with **Sobral (CE)** Municipal Division of Education, in 2018, Social and Emotional Dialogues was implemented in Middle School classes. In this case, activities included developing students' social and emotional skills in subjects such as Physical Education, Portuguese Language and Mathematics. 21,000 students from 816 classes in 44 schools (100% of public Middle Schools) were impacted. In all, 870 teachers were involved.

For Elementary School, a cooperation agreement was executed with Sobral (CE) Municipal Division of Education to promote integral education in the schools of the network. To this end, the Institute launched an **Activity booklet** for social and emotional **skill development**, a prototype material introduced in the classroom with students in grades 1 through 5 during the 2018 school year.

This synergy between Sobral (CE) and Ayrton Senna Institute has started a long time ago. Together, they carried out actions to improve education in the municipality from 1997 to 2004, implementing several of the programs developed by the Institute. Therefore, the year of 2018 marks a new beginning for this partnership.

Also in the same state, specifically in **Fortaleza (CE)**, at the end of 2018, a partnership was established for the introduction of Social and Emotional Dialogues in the 6th grade of 105 schools in the municipality. Approximately 1,080 teachers are expected to participate in the activities of the proposal.

In June, Social and Emotional Dialogues arrived to the state of **Goiás**. The International Social-Emotional Skills Seminar, attended by 600 principals, marked the arrival of the educational proposal to 137 High Schools of the state public network (77 part-time and 60 full-time).



Integral education in Elementary, Middle and High School

Integral education in teacher qualification

In November, Ayrton Senna Institute, in partnership with the State Division of Education of **Piauí**, began implementing the **Teacher Social and Emotional Aspects** educational proposal, a project aimed at the full development of teachers. The project is intended to foster social and emotional skills among teachers for more effective performance in schools. Classroom management, enthusiasm, assertive communication, humor, self-reflection, management of negative emotions, and being open-minded are among the important skills to be developed.

The Institute was also present at **Reimagine Education**, the "Oscar of Education," held in November in San Francisco, California, USA. The event celebrates and rewards the best projects with transforming educational initiatives that impact students' learning outcomes and their employability around the world. At the time, Ayrton Senna Institute presented a pilot project developed in partnership with "Júlio de Mesquita Filho" São Paulo State University (Unesp) for a hybrid course (face-to-face and distance learning) to train teachers with a focus on comprehensive education.



National Curricular Common Core (BNCC)

The **National Curricular Common Core (BNCC)** of Early Childhood Education and Elementary and Middle Education, approved in December 2017, became the new national reference document for the curriculum of all schools in Brazil. It describes key learning rights for each area of knowledge in all grades of each educational phase. In its introductory text, the Core determines that a curricular benchmark should include comprehensive education in a systematic way.

To contribute to the joint construction of proposals and to share its expertise and knowledge, Ayrton Senna Institute has developed a series of actions, events and advisory services offered by different public network teams throughout the country.

One of these actions included a **technical advisory service** for drafting introductory texts in the curriculum of four state divisions, partners of **Lemann Foundation**: Alagoas, Espírito Santo, Sergipe and Piauí. During the workshops held, the teams of each division reflected and accepted the paradigm shift proposed by integral education and created strategies to implement it in the curriculum of their education networks.

In May, a **cycle of debates in Educational Management: Teacher training in the context of BNCC** was held in the city of **São Paulo (SP)**, an international event organized by Itaú Social and Ayrton Senna Institute, which brought together Brazilian and foreign experts, public managers, academics, educators and members of third sector organizations to discuss the impacts of BNCC on teacher qualification.

Seminar "Collaboration Regime: Strengthening the social and emotional skills of Mato Grosso do Sul students" was held in the state of **Mato Grosso do Sul**, an event that marked the beginning of a partnership between the State Division of Education and Ayrton Senna Institute. The technical advisory services helped the Division foster integral education in accordance to BNCC guidelines, as well as to make managers and educators aware of the importance of collaborative work when implementing the state's curricular benchmark.

Also in São Paulo, the Institute attended the **First Annual Meeting of the National Science Network for Education** in August. Ricardo Paes de Barros, Head Economist at Ayrton Senna Institute and professor at Insper, participated in round tables and lectures discussing topics related to the challenges of implementing BNCC in schools.

At the end of September, **BNCC digital guide: building an integral education curriculum** was launched to assist managers and teams involved in drafting the curricula of municipal and state education networks to ensure commitment to integral education, as indicated by BNCC. This guide describes the main roles of BNCC, provides a definition of curriculum and how it can be structured, and explains which concepts shape integral education.



Education & Technology

Educational solution developed by Ayrton Senna Institute, **Programming Literacy** promotes initiation activities in several **computer programming** languages. By qualifying teachers and developing digital projects in teams, the solution is intended to show how technology can help engage students in learning and promote full development opportunities.

The project targets Elementary and Middle School students and was already being developed in cities of the state of São Paulo and north of Rio Grande do Sul. Now it **was extended to the cities of Manaus (AM) and Caruaru (PE)**. In total, in 2018, Programming Literacy was implemented in 80 schools in 18 Brazilian cities in the states of São Paulo, Rio Grande do Sul, Pernambuco and Amazonas, impacting almost 190 educators and over 3,000 students.

At the end of the year, project partners hold events where students play leading roles: they make hands-on demonstrations of what they built throughout the year with the support of computer language - applications, games, animations, social media, etc. - and show the school community new ways of sharing learning. **The 4th edition of TechOscar of Itatiba (SP)**, for example, gathered more than 500 people, including educators, experts and family members.

Programming Literacy was highlighted at the annual **Computer Science Teachers Association (CSTA)** conference, an association with more than 25,000 teachers who work with Communication Science in Primary Education around the world. The event was held in Nebraska, United States, in July. Part of a panel on international experiences, Programming Literacy presentation addressed solution design and curricular structuring and mentioned the results achieved since the beginning of the program, about four years ago.

In order to stimulate a discussion about technological trends associated with education, Ayrton Senna Institute held in November, in partnership with Microsoft Brazil, the 3rd edition of **Expo EDUTEC**, in the city of São Paulo. Educators, representatives of technology companies, researchers and exhibitors gathered to reflect on how technology can be an effective tool in the student learning process.



BNCC Implementation

In the last three years, Ayrton Senna Institute has actively participated, in different sectors of Brazilian education, in discussions about the format of the National Curricular Common Core (BNCC) of Early Childhood Education and Elementary and Middle Education. Therefore, its approval at the end of 2017 represented a great victory to everyone who engaged and contributed to the quality of the document submitted to the National Education Council (CNE). Core implementation started in 2018, when Brazilian educators mobilized to make document guidelines effective for the curricula of their education networks.

To help education divisions implement BNCC by the year 2020 – a deadline determined by the Ministry of Education –, Ayrton Senna Institute launched a **BNCC digital guide: building an integral education curriculum** and participated, through its spokespersons, in interviews, news articles and press reviews on the subject.

The guide was intended to assist managers and teams involved with the curricula of municipal and state education networks in the effective application of **integral education** principles, as determined by BNCC, a vision shared by Ayrton Senna Institute. All efforts were made to support BNCC implementation, since, for the Institute, it represents an important step towards improving the quality of Brazilian education.

Brazilian education diagnosis

In November 2018, Ayrton Senna Institute was invited by the elected government team to submit a **diagnosis and ways to improve Brazilian education**. The Institute's contributions are the result of its expertise in producing knowledge production based on scientific and empirical evidence for the formulation of more innovative, effective and equitable public education policies.

The Institute listed the following strategic aspects to improve education: **learning how to read and write at the right age, training and appreciation of teachers, educational management, BNCC implementation and integral education**.

For Ayrton Senna Institute, addressing Brazil's serious educational problems is everyone's responsibility, a collaborative effort between the government, families and the society, as mentioned in the Federal Constitution, Article 205. In that sense, the Institute invited another organized civil society movement, Todos Pela Educação (All for education), of which it is a member, to present "Education Now!", a document listing measures created by a plural and nonpartisan group of education experts.

The work carried out during its 24 years of existence has allowed the Institute to gain a deep understanding of different Brazilian realities. In moments that were important for the future of the country, as in the 2018 presidential elections, the Institute stayed faithful to its trajectory and cause: advocating for quality education as the main driver of a fair, thriving and democratic society.



GLOBAL DEVELOPMENT

Ayrton Senna Institute has signed two **unprecedented international partnerships** in Latin America with countries that are considered a benchmark in education: Singapore and Finland.

Singapore leads the International Student Assessment Program (PISA), the Organization for Economic Cooperation and Development's (OECD) main international education ranking. In March, Ayrton Senna Institute signed a memorandum of understanding with NIE International, a consulting and training branch **of the Singapore National Institute of Education**, to **promote integral education actions** in Brazil.

A letter of intent was also executed between Ayrton Senna Institute, NIE International, the State Division of Education of Santa Catarina, Joinville City Hall and the Federation of Industries of the State of Santa Catarina (FIESC) to follow actions in STEM Education – a field of study consisting of Sciences, Technology, Engineering and Mathematics. This agreement benefited about 50,000 students from the public education network of Joinville (SC).

With Finland, Ayrton Senna Institute has established a partnership for innovative practices in education, especially related to **educator training and implementation of new educational technologies**.

The agreement was signed by the director of programs at **Finland National Agency of Education**, Lauri Tuomi.



SOCIAL PARTNERSHIPS

Formulating **new business models** and **strengthening relationship** with support companies were two main aspects of 2018. In this sense, we had to clearly communicate our social cause to different market sectors: urgency in fostering high-quality public education as a basis for a better country.

In 2018, **new companies** started pursuing the same goal and joined the Institute's team of partners. Among them the following can be listed: Accenture, Amil, Arcos Dorados, CCR, Instituto Far (Hinode Group), Linx, Localiza Hertz and VISA.

Renewals were equally important. P&G, Volkswagen Foundation, English Live, Instituto Natura, Instituto Cyrela, Boeing, CAPES and businesses associated with LIDE Educação extended their partnership contracts in 2018 and ensured the educational solutions of Ayrton Senna Institute continued to reach thousands of children and young people throughout Brazil.

Long-time partners play a key role in the pursuit of this goal. In 2018, for example, the 22-year partnership with Itaucard was strengthened. And also: Boeing, Citi Foundation, Droga Raia, Editora MOL, Live English, FedEx, Volkswagen Foundation, Neoenergia Group (Coelba, Cosern, Coelpe), Instituto EDP, Instituto Natura, Itaú, P&G, Suzano Papel e Celulose and some LIDE Educação businesses are among the partners who share with us our belief in education as a driving force for the development of the country.

In 2018, we consolidated the **salary donation** category, where employees from partner companies can donate a small portion of their paycheck to the Institute. Some partners even double the amount of the donation. P&G, BNP Paribas, Bayer, Buscapé, BCG, SAP, Castrol, Accenture and GfK are included in this category.

One of the great highlights of the year was a partnership established with Arcos Dourados, the world's largest McDonald's franchise. The **30th edition of McHappy Day in Brazil** also began to contribute to projects aimed at improving the education offered to Brazilian children and youngsters. Ayrton Senna Institute was the chosen organization. Results were excellent: more than 60 companies were involved in the anticipated purchase of tickets.

This is an example of **Cause-related Marketing**, a movement that engages the business world - companies, NGOs and consumers - in actions that benefit the society as a whole. The partners of Ayrton Senna Institute in this donation modality are: Itaucard, Itaú, Droga Raia, Allianz, CCR, English Life, MOL Editora, VISA, PBKids, Cinépolis, Amil, Compactor, Aramis, Ipsos, Perfex, Regispel and Melitta.

Ayrton Senna Institute, Ipsos Brasil, Cause and ESPM Center for Social and Environmental Development (CEDS) held the **2nd Cause-Related Marketing Forum** in November. The goal was to promote cause marketing as a successful strategic tool for social investment and, at the same time, increase business revenue and profitability. The event was attended by Englishman John Grant, author of *The Green Marketing Manifesto*, an award-winning book on new directions for marketing in a world driven by causes.

Ayrton Senna Institute was also present at the **5th LIDE Forum on Education and Innovation**. The event, powered by LIDE - Group of Business Leaders and by LIDE Educação with institutional support from the Institute, discussed the impact of education on the country's economy and the importance of developing skills and competencies to meet the demands of a new job market.

AYRTON SENNA AND SENNINHA



Different initiatives were undertaken to celebrate the 30th anniversary of Ayrton Senna's first championship victory in Formula 1.

Nike and **Corinthians** joined the Institute to honor our life-long champion. The **team's third shirt**, launched in the second half of 2018, featured a set of golden lines representing the 41 victories won by the driver. The colors were inspired by Lotus, the team Ayrton drove for in 1985 and 1986.

The Senna brand, together with McLaren and Eurobike, held a **special exhibition of McLaren Senna and McLaren MP4/6**, F-1 with which Ayrton Senna won the 1991 Brazilian Grand Prix. The two cars were displayed in front of McLaren dealership in São Paulo (SP) and then at the **Motor Show**. Due to the great success and appreciation of fans, McLaren Senna was considered the greatest Motor Show highlight according to the opinion of attendants, in a survey organized by UOL Carros.

Also as part of the celebration, **McLaren** and **Unique & Limited** launched a **special frame**, as well as a **collection of five posters** to honor Ayrton Senna and McLaren MP4/4 car. Another tribute came from **Rosland Capital** who created a **commemorative print run of 3,000 silver and gold coins**.

In memory of the driver's birthday, on March 21, the **#BeYourBest video** was posted in Ayrton Senna's official social media, in addition to the pilot's profile in **Giphy**, a GIF image bank.

Ayrton Senna Shop physical store was present in several Grand Prix championships around the world, including: GP Bahrain, GP Barcelona, GP Monaco, GP Canada, GP France, GP Australia, GP Great Britain, GP Austria, GP Germany, GP Hungary, GP Belgium, GP Italy, GP Russia, GP Japan, GP Mexico and GP Brazil.

Relay Marathon 15th edition **Ayrton Senna Racing Day** took more than 7,000 participants to Interlagos Racetrack, in São Paulo (SP). And another edition of **Senninha Racing Day** was held for children aged 3 to 10. The children's marathon emphasized the importance of practicing sports during childhood and provided a family interaction opportunity in different playful and recreational activities.

In the first half of 2018, a partnership with Kidy launched a **line of shoes** from Senninha character. The child character was also featured in a **line of building blocks** launched by Bee Me Toys. **Report Sulfite A4** received a **new package design** with a QR Code that takes consumers to Senninha's game app.

Senninha is also on the screens: **Gloobinho** TV channel debuted **Senninha na Pista Maluca** animated cartoon. Inspired by Ayrton Senna, Senninha character addresses new generations and shares fundamental values such as determination, motivation and overcoming, as well as social and emotional skills like resilience, empathy, teamwork and respect for others.

In the second semester, **Globosat** Children's Department took over the management of **Senninha's licensed products**. The brand's entire portfolio is now managed by Gloob and Gloobinho TV channels, and all product sales' revenues continued to be donated to AyrtonSenna Institute.

On Children's Day, shoppers at **OmniStory** store, in Villa Lobos Mall, interacted with Senninha and his pet dog Becão through a LED screen and **live action of the characters**.

POWERFUL FIGURES

2018 Performance



**PRESENT IN
15 BRAZILIAN
STATES**



**OVER
1.6 MILLION
CHILDREN AND
YOUNGSTERS
BENEFITED
WITH QUALITY
PUBLIC
EDUCATION**



**24 YEARS
OF SERVICE**

**455
PARTNER
MUNICIPALITIES**

**OVER
62,000
EDUCATORS
IMPACTED**

PROGRAM EFFICIENCY



The number
of students
served **doubled**
compared to 2017

(Performance Policy Management)



85% of illiterate students
completed their
grades adequately
knowing how to
read and write

(Se Liga)



93% of the students
served by the
program passed their
grades in 2018

(Gestão Nota 10 - Elementary School)



85.5% of the students
learned how to read
and write in grade 2
of Elementary School

(Circuito Campeão)



Among the students who
attended the program,
75% on average managed
to complete 2 grades in one
school year. The average
was **1.5 grade**

(Acelera Brasil)



100% growth
in the total number
of partner schools

(Letramento em Programação)



CEARÁ SOCIAL-EMOTIONAL DIALOGUES



Number of
state High
Schools

707

Dropout rate*
in state High
Schools

2017

6,6

2018

5,1

Source: Inep (Anísio Teixeira
National Institute of Educational
Studies and Research)

625

schools
involved

2018

338,000

High School
students impacted

304

educators and psychologists
trained directly

74

hours of face-to-face and
distance training offered
to educators and psychologists

	Schools monitored	Schools visited
June	151	94
August	168	85
September	225	110
October	128	53

84

follow-up reports
produced

2.244

students responded
to the learning
items analyzed

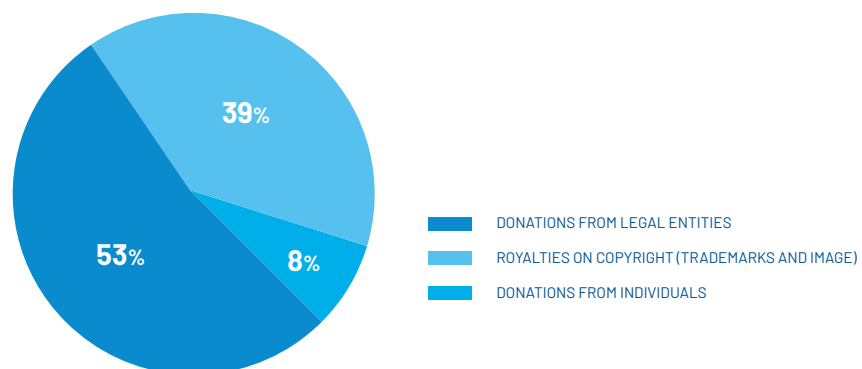
*The dropout rate indicates the
percentage of students enrolled in a
giving school section who stopped
attending school during the school year.

Ayrton Senna Institute educational
solution was one of the initiatives
that helped reduce the dropout
rate in High Schools in Ceará.

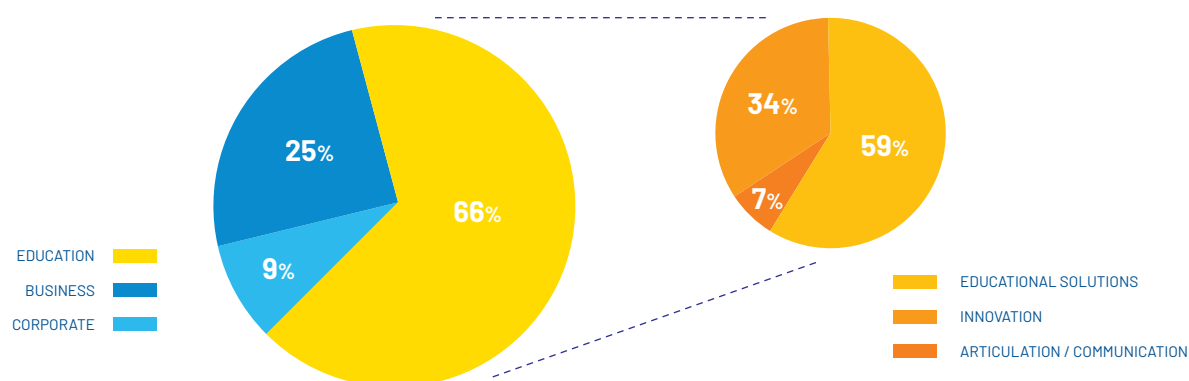
FINANCIAL STATEMENT DESCRIPTION



Origin of contributions



How contributions are invested



SOURCE	2018	2017
Donations from Legal Entities	28,413	14,362
Donations from Individuals	4,025	3,943
Royalties on copyright (trademarks and image)	20,510	21,106
	52,948	39,411

INVESTMENTS	2018	2017
Educational Solutions	21,805	22,231
Innovation	12,556	8,786
Articulation	2,312	2,770
Business*	13,960	12,837
Corporate	5,192	3,981
	55,825	50,605

OPERATING SURPLUS / DEFICIT	-2,877	-11,194
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(All figures are in millions)

* Includes: Business, events, marketing and institutional communication

AYRTON SENNA INSTITUTE IN THE PRESS



About **7,445** articles
published in the press
in 2018. That means
+20 stories per day.

MAIN HIGHLIGHTS



TV

Saeb

Mozart Neves comments on data
from the 2017 Primary Education
Evaluation System released by
MEC (Ministry of Education)



TV

Comprehensive Education

The show welcomes Simone André to
talk about a guide launched to support
elaboration of comprehensive
education curricula



TV

Challenges of Education

Ricardo Paes de Barros points out
the challenges of education
that the new president will face



FOLHA DE S.PAULO

Printed

**Special News Article
about the Elections**

Special news article about
candidates' proposals for education
with Ricardo Paes de Barros





Digital

Teacher status index

Mozart Neves comments on Brazil being the lowest ranked in the Global Teacher Status Index, according to Varkey Foundation, an organization dedicated to improving global education



EPOCA

Magazine

Diagnosis of Education

A story about a diagnosis carried out by Ayrton Senna Institute with an interview by Viviane Senna



meio&mensagem

Printed

Institutional Campaign

Ayrton Senna Institute launches the "Victory Theme" campaign



EXAME

Magazine

BNCC Seminar

In an event held by Ayrton Senna Institute and Itaú Social Foundation, Singapore shared its experience in education. Emílio Munaro, director of Global Development, explained the details of the partnership



Valor

Printed

Cause Marketing

Thiago Fernandes talks about a Cause Marketing survey and highlights the performance of Ayrton Senna Institute with projects related to education



nova escola

Magazine

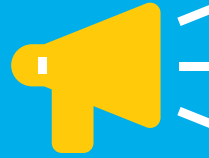
Learning

A cover story discusses the challenges faced to overcome the learning gap. Inês Miskalo, executive manager of Education, was one of the sources



PARTNERS

Get to know partners supporting the cause of education



Ayrton
Senna
Institute



Arcos Dourados



EDUCAÇÃO



accenture

AGC

ARAMIS
MENSWEAR



BCG
THE BOSTON CONSULTING GROUP



EAZ
PARTICIPAÇÕES

English Live

amil

INSTITUTO
CYRELA

IA MAR
Instituto Alair Martins



instituto
natura



linx

Kallas
MÍDIA OOH

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