



## MORNING

09:00 - 09:35 AM

### MOTIVATION: A STRATEGY FOR ADVANCING LEARNING AND MEANINGFUL EDUCATION

Opening the Ayrton Senna Institute's International Seminar, president **Viviane Senna** introduces the agenda and explains motivation from our perspective. One needs to understand motivation beyond common sense to appreciate its crucial role to help an entire generation of students face up to their challenges in light of the pandemic. In the opening session, as a special guest, **Prince Albert II** speaks about his motivation to engage with environmental causes, his learning curiosity and the essential values he shares with racing driver Ayrton Senna.

#### MAIN ASPECTS:

- Current education challenges due to the pandemic and the BANI world (Brittle, Anxious, Nonlinear, Incomprehensible).
- The relevance of motivation as a current theme for expanding the frontiers of education.

#### PARTICIPANTS:

**Viviane Senna**, president of the Ayrton Senna Institute  
**Prince Albert II**, Prince of Monaco

09:40 - 10:40 AM

### PANEL: EXPLORING SCIENTIFIC EVIDENCE ON THE MOTIVATION TO LEARN

In this panel, researcher **Kevin McGrew** introduces the theoretical concept of academic motivation as presented in his own model, MACM/CAMML (The Motivation and Academic Competence Model/The Cognitive-Affective-Motivation Model of Learning). Kevin's model stresses the importance of having a deep understanding of this concept and its elements, as well as its practical implications for educators. Following that, researcher **Ricardo Primi** correlates McGrew's model with socio-emotional skills and the National Curricular Common Core (NCCC), while researcher **Gisele Alves** reflects on how research findings may help educators develop their motivation intentionally. This panel discussion is about the academic dimension of motivation; throughout the event, the audience will be encouraged to connect with other motivational dimensions, such as personal and social motivations.

#### MAIN ASPECTS:

- What we know about academic motivation based on the evidence and what are the next steps to understand how students can become more motivated to learn from a scientific perspective;
- The relationship between motivation and the NCCC's general skills with students' education engagement;
- Scientific publications and evidence as pillars of comprehensive education.

#### PARTICIPANTS:

- **Keynote:** Kevin McGrew, Director of the Institute of Applied Psychometrics and PhD in educational psychology for the University of Minnesota
- **Analysis:** Ricardo Primi, Associate Professor at Sao Francisco University and member of Ayrton Senna Institute's eduLab21
- **Mediation:** Gisele Alves, Executive Manager of Ayrton Senna Institute's eduLab21



10:45 - 11:25 AM

KEYNOTE SPEAKER JANE GOODALL

**MOTIVATION FOR SCIENCE: THE INSPIRING SCIENTIST WHO REVOLUTIONIZED OUR KNOWLEDGE ABOUT ANIMALS**

In a conversation with educator **Claudia Costin**, primatologist **Jane Goodall** underscores different perspectives of motivation in life, focusing on motivation to learn more about your interests. Goodall is the world's leading primate and chimpanzee scholar and a renowned scientist recognized for her environmental activism. She talks about her motivations for doing science and her willingness to learn. Holder of a doctorate degree for the University of Cambridge, Jane speaks about following her dreams despite the difficulties and how she inspires youths all over the world to find their life purpose and believe their transformation potential.

**MAIN ASPECTS:**

- Jane Goodall's curiosity to learn and how it made her become one of the world's leading primatologists;
- Her motivation to be a driving force for knowledge about nature;
- The skills required to overcome difficulties when working with science and trailing a path to find your purpose;
- How adult role models spark the interest and curiosity of children and youths;
- The importance of motivation for students to engage in the environmental cause and make an impact on their communities.

**PARTICIPANTS:**

- **Keynote:** Jane Goodall, primatologist and PhD for the University of Cambridge
- **Interviewer:** Claudia Costin, Director of the Educational Policy Center at the FGV University

11:30 AM - 12:30 PM

**HOW TO BOLSTER STUDENTS' MOTIVATION THROUGH EDUCATIONAL POLICIES**

To inspire administrators and educators to motivate their students and translate the practice into educational policies, Sarah Bouchie presents the Lego Foundation case: 'Learning Through Play'. The foundation's Chief Impact Officer reports on the experiences with the project, which promotes learning through play for basic education children and youths from different countries and contexts.

Following that, mediator Mozart Neves Ramos promotes a dialogue with the other participants. Maria Helena Guimarães, Rossieli Soares and Raquel Teixeira comment on how inspiring the Lego Foundation is and the importance of incorporating new educational approaches in public policies with agility and scalability. How can administrators and policy makers contribute to student engagement? How can the National Curricular Common Core (NCCC) and other national guidelines facilitate innovation? How can school administrators bridge the gap between science and educational practice in different contexts?

**MAIN ASPECTS:**

- An international initiative to inspire actions and address student motivation based on public policies;
- How to translate academic findings into educational policies that effectively contribute to students' full development;
- How motivation is related to the implementation of the NCCC, the New High School and the challenge of maintaining student engagement during and after the pandemic;
- How the public sector can quickly apply innovation and institutionalize new practices in its policies.

**PARTICIPANTS:**

- **Case Presentation:** Sarah Bouchie, Chief Impact Officer, Lego Foundation
- **Discussion:**  
Maria Helena Guimaraes, Chairwoman of the National Education Council  
Raquel Teixeira, Secretary of Education of the State of Rio Grande do Sul  
Rossieli Soares, Secretary of Education of the State of São Paulo
- **Mediation:** Mozart Neves Ramos, Deputy-Chairman of the Board of the Ayrton Senna Institute

12:35 - 1:05 PM

**KEYNOTE SPEAKER GISELE BÜNDCHEN****MOTIVATION TO PRESERVE THE ENVIRONMENT: A WORTHWHILE CAUSE**

In a testimony to Tatiana Filgueiras, vice president of Education, Innovation and Strategy at the Ayrton Senna Institute, Gisele Bündchen points out different sides of motivation in life, focusing on motivation to engage in a cause (the social aspect). A small town girl turned supermodel and environmental activist, Gisele talks about focus, determination, persistence to pursue goals and motivation for engaging in environmental causes.

**MAIN ASPECTS:**

- How motivation concepts are expressed in a public figure's life.
- Paths to self-knowledge and identifying meaningful projects.
- Strategies to transform one's interests into a life purpose and concrete actions.
- Translating skills acquired in a given field to other areas in life.
- The importance getting new generations involved in collective causes, irrespective of their area or interests.

**PARTICIPANTS:**

- **Keynote:** Gisele Bündchen, supermodel and environmental activist
- **Interviewer:** Tatiana Filgueiras, Vice President of Education, Innovation and Strategy at the Ayrton Senna Institute

1:05 - 2:30 PM

**LUNCH**



## AFTERNOON

2:30 - 2:50 PM

CHAT WITH EDUARDO KOBRA

### MOTIVATION FOR ART, A BREATHING WITH ART ACTIVIST EDUARDO KOBRA

Eduardo Kobra, a street artist from São Paulo with murals painted in five continents talks about his motivation to create art and shares his life story. In an inspiring testimony, Kobra comments on the connection between art and his life purpose, explaining how his curiosity to learn has opened new paths and suggesting how to connect one's interests with collective causes.

#### MAIN ASPECTS:

- How motivation is expressed in someone's life who decides to make a living by making art.
- Strategies to transform one's interests into a life purpose and concrete actions.
- The importance getting new generations involved in collective causes, irrespective of their area or interests.

2:55 - 4:25 PM

### FORMATIVE PATHS

#### PATH 1

#### MOTIVATION IN SCIENCE: A CONVERSATION WITH RESEARCHERS

In the first session, during the conversation with researchers, Roberto Lent interviews Ana Deyvis and Evelyn Burocovitch, who participated in an initiative conducted by the National Science for Education Network and the Ayrton Senna Institute. The panel addresses research objectives and the hurdles of the pandemic. The research includes a systematic literature review about motivation for learning and analyses which aim at correlating motivation with school performance and other outcomes.

In the second session, Catarina Sette promotes a discussion between five eduLab21 researchers who share the most recent findings about the correlations between socio-emotional skills and motivation, empirical studies which connect Kevin McGrew's theoretical model with the Institute's socio-emotional skills model, the importance of identifying and monitoring these skills as part of students' full development, in addition to new findings on how to identify students' interests.

#### MAIN ASPECTS:

- A deep dive into Kevin McGrew's motivation model and how it relates to the socio-emotional aspect;
- A presentation with results from research supported by Rede CpE and Instituto Ayrton Senna.
- A presentation about eduLab21's research (focusing on the correlation between socio-emotional skills and motivation, in addition to other pillars on this topic)

**PARTICIPANTS:**

- **Presenters**

Alexandre Peres, Professor of the Graduate Course on Psychology at the Federal University of Mato Grosso do Sul

Ana Carolina Zuanazzi, Project Manager at the Ayrton Senna Institute

Ana Deyvis, PhD in Psychology with an emphasis on Psychological Assessment for the Sao Francisco University

Evely Burochovitch, Full Professor of the Department of Educational Psychology at UNICAMP

Nelson Hauck, PhD in Psychology for the Federal University of Rio Grande do Sul

Rodrigo Travitzki, Project Manager at the Ayrton Senna Institute

Felipe Valentini, PhD in Social, Labor and Organizational Psychology by the University of Brasília (UnB)

- **Mediators**

Roberto Lent, Coordinator of the National Science Network for Education

Catarina Sette, Project Manager at the Ayrton Senna Institute

**PATH 2****MOTIVATION IN PEDAGOGICAL PRACTICE: INSPIRATION FOR EDUCATORS**

To kick start this path, educators Jesse Cruz, Cassia Moraes and Edgar Andrade share their experience in promoting student engagement. As a Life Project teacher and teacher trainer in Mato Grosso do Sul, Jesse talks about the importance of curricula for teacher and student motivation, emphasizing self-knowledge as part of the school engagement. Cassia, a teacher who has contributed to the Life Project and the development of socio-emotional skills in the São Paulo state education department, talks about how self-management (determination, focus, organization, persistence and responsibility) also helps with learning strategies. Edgar, who is in charge of Fablab in the city of Recife, state of Pernambuco, talks about how a maker culture and project-based education may address students' interests and help them solve problems, underscoring emotional resilience as an important part of taking ownership. Then, mediator Silvia Lima promotes a dialogue between the three panelists with questions from her and the audience.

After the discussion between educators, representatives of Consed and Undime, Leila Perussolo and Luiz Miguel Garcia, comment on the inspiration brought about by the experiences presented and talk about how to implement good and scalable educational practices through public policies and national guidelines.

**MAIN ASPECTS:**

- Inspiring initiatives that support motivation to learn and students' education engagement.
- How to translate concepts of comprehensive education into actions.
- Challenges and opportunities for developing motivation in times of social isolation and distance learning.
- The importance of knowing and promoting motivation among students.

**PARTICIPANTS:**

- **Presenters:**

Cassia Moraes, Member of the São Paulo State Department of Education's Technical Curricular Team for the Comprehensive Education Program

Edgar Andrade, CEO of Fablab Recife

Jesse Cruz, Professor at the Education Secretariat of Mato Grosso do Sul, part of the Life Project teachers team

- **Analysis:**

Leila Perussolo, vice president of Consed.

Luiz Miguel Garcia, President of Undime.

- **Mediator:** Silvia Lima, Project Manager at the Ayrton Senna Institute





4:25 - 4:40 PM

**WRAP UP (16:25 - 16:40)**

Catarina Sette and Silvia Lima share what they have learned from each formative path, highlighting relevant points that foster motivation for learning, both from the point of view of the research and school pedagogical practices. Silvia shows there are many examples of motivation being promoted in schools and Catarina explains how Brazilian research is advancing on the topic of motivation and other correlated aspects.

4:40 - 5:30 PM

KEYNOTE SPEAKER WILLIAM KAMKWAMBA

**MOTIVATION FOR SOCIAL TRANSFORMATION**

Malawian inventor William Kamkwamba, who inspired the Netflix film 'The Boy Who Harnessed the Wind', tells his story and talks about determination, curiosity to learn, focus and engagement. In a live talk, William speaks about his motivation to create a windmill that provided water and energy to his community, transforming everyone's life. After William's inspiring presentation, Ayrton Senna Institute vice president Ewerton Fulini talks to him about the value of education and engaging in collective causes.

**MAIN ASPECTS:**

- Skills to face adverse situations;
- The importance of being curious to learn and interested in knowledge;
- Paths to take action and provide solutions to concrete problems;
- The importance of having a support network and determination to persist even when facing difficulties;
- Motivation to promote social transformation.

**PARTICIPANTS:**

- **Keynote:** William Kamkwamba (African inventor who inspired Netflix's 'The Boy Who Harnessed The Wind')
- **Interviewer:** Ewerton Fulini, Corporate Vice President of the Ayrton Senna Institute

5:35 - 5:50 PM

**CLOSING****WHAT HAVE WE LEARNED, WHERE ARE WE GOING**

Tatiana Filgueiras, vice president of Education, Innovation and Strategy at the Ayrton Senna Institute, wraps up the event highlighting the most relevant themes discussed throughout the day. Tatiana comments on the Institute's next steps and invites the audience to an inspiring surprise.

**MAIN ASPECTS:**

- Highlights of the discussions throughout the day, with an emphasis on the connections between motivational speech and the conceptual model of motivation;
- Inspiration from the presentations: what has been learned and what are some of the potential paths for education innovation;
- The new Ayrton Senna Institute app.



## MINI BIO PARTICIPANTS

**Viviane Senna:** President of the Ayrton Senna Institute. Named 'Leader for the New Millennium' by CNN and Time Magazine. Awarded by BNP Paribas (Philanthropy category). Viviane sits on the boards of public and private organizations.

**Prince Albert II:** The Prince of Monaco founded the institution that bears his name to work in developing countries and key regions to mitigate the effects of climate change, promote renewable energy, preserve biodiversity, manage water resources and fight desertification.

**Jane Goodall:** A world renowned ethologist and conservationist originally recognized for her study of wild chimpanzees in Gombe, Tanzania. This began in July 1960 and continues today under the auspices of the Jane Goodall Institute. The Jane Goodall Institute was founded in 1977 and in 1991 Dr. Goodall established the Roots & Shoots program to empower young people of all ages to become involved in hands on projects for the community, animals and the environment.

**Kevin McGrew:** Consultant researcher at Ayrton Senna Institute's eduLab21 and director of the Institute of Applied Psychometrics. PhD in educational psychology for the University of Minnesota and visiting professor at the same university. Researcher at Interactive Metronome, an evidence-based development and assessment platform.

**Gisele Alves:** Executive manager of Ayrton Senna Institute's eduLab21, focusing on projects aimed at innovating on education. PhD in Psychology, with an emphasis on Psychological Assessment, for the São Francisco University.

**Ricardo Primi:** PhD in School Psychology and Human Development for the University of São Paulo / Yale, associate professor at the Sao Francisco University and part of the scientific council of the Ayrton Senna Institute.

**Sarah Bouchier:** Impact Director of the LEGO Foundation. Sarah heads the development and implementation of initiatives which aim to inspire and equip the world to embrace learning through games. Prior to joining the Foundation, Sarah led the program's advocacy and quality efforts for ChildFund International.

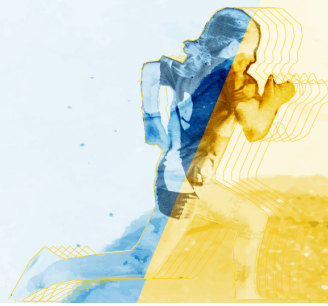
**Rossieli Soares:** State Secretary of Education of Sao Paulo. He is a lawyer and holds a master's degree in Management and Educational Assessment for the Federal University of Juiz de Fora (state of Minas Gerais). He was the Minister of Education from April to December 2018 and Secretary of Basic Education from May 2016 to April 2018.

**Raquel Teixeira:** State Secretariat of Education of Rio Grande do Sul. PHD in linguistics for the University of California at Berkeley and board member of Ayrton Senna Institute's eduLab21. Raquel worked as a coordinator for the Sao Paulo teacher training school and served as president of Consed.

**Maria Helena Guimarães:** President of the National Education Council and the Brazilian Association for Educational Evaluation (ABAVE). Maria Helena worked as Executive Secretary of the Ministry of Education, president of INEP and professor at UNICAMP.

**Mozart Neves Ramos:** Post-doctorate degree holder in Chemistry (Polytechnic of Milan), Mozart was the dean of the Federal University of Pernambuco and worked as secretary of Education of Pernambuco and president of 'Todos Pela Educação' (All For Education). Coordinator of the Sergio Henrique Ferreira Chair (USP-Ribeirão Preto) and advisor to the National Education Council and the Ayrton Senna Institute.

**Gisele Bundchen:** supermodel, philanthropist, environmentalist and author of the best seller - 'Lessons'. She believes that we all share the responsibility and the power to make necessary changes to significantly impact generations to come. Gisele hopes and dreams of leaving a better world behind.



## MINI BIO PARTICIPANTS

**Eduardo Kobra:** From São Paulo's inner cities to the world. Born in 1975 in Jardim Martinica, a low-income neighborhood in the south side of São Paulo, artist Eduardo Kobra has become one of the most recognized muralists in the current times and has left his pieces in five continents.

**Roberto Lent:** PhD in Biophysics for the Federal University of Rio de Janeiro and a postdoctoral fellow at the Massachusetts Institute of Technology. He is a full member of the Brazilian Academy of Sciences and a Coordinator at the National Science Network for Education.

**Catarina Sette:** PhD in Psychology, with an emphasis on Psychological Assessment, for the São Francisco University. Project Manager at the Ayrton Senna Institute

**Evely Burochovitch:** PhD in Education for the University of Southern California. Full Professor of the Department of Educational Psychology at UNICAMP.

**Alexandre Peres:** PhD in Education for the University of Southern California. Full Professor of the Department of Educational Psychology at UNICAMP.

**Nelson Hauck:** PhD in Psychology for the Federal University of Rio Grande do Sul. Professor in the Stricto Sensu Graduate Program in Psychology at the Sao Francisco University.

**Ana Carolina Zuanazzi:** PhD in Psychology, with an emphasis on Psychological Assessment for the Sao Francisco University. Project Manager at the Ayrton Senna Institute

**Rodrigo Travitzki:** PhD in Education for the University of São Paulo (USP). Project Manager at the Ayrton Senna Institute

**Felipe Valentini:** PhD in Social, Labor and Organizational Psychology for the University of Brasilia (UnB). Professor in the Stricto Sensu Graduate Program in Psychology at the São Francisco University.

**Ana Deyvis:** PhD in Psychology, with an emphasis on Psychological Assessment, for the Sao Francisco University. Professor and Coordinator at the University Center for Science and Technology of Maranhão.

**Jesse Cruz:** Professor of the state education department of Mato Grosso do Sul and specialist in comprehensive education. Jesse trains teachers on the curricular components of the Life Project.

**Cassia Moraes:** Member of the São Paulo State Department of Education's Technical Curricular Team for the Comprehensive Education Program. Current lead of pedagogical materials for the Life Project. Master degree holder in teacher training for PUC-SP.

**Edgar Andrade:** Joining people from Fab Lab Recife and Canal Maker, Edgar connects with Brazil delivering talks, studying and learning about the future of schools. He believes that we need to build that future TODAY.

**Luiz Miguel Garcia:** President of Undime (National Union of Municipal Education Directors) and municipal education director in Sud Mennucci (Sao Paulo). Graduated in Literature, Masters and PhD in Applied Linguistics and over 30 years of teaching experience, from elementary to higher education.





## MINI BIO PARTICIPANTS

**Silvia Lima:** Project manager at the Educator Training specialty of the Ayrton Senna Institute's education team. Silvia works with topics such as the socio-emotional development of students and educators. She is a psychologist, pedagogue and specialist in psychopedagogy and project management.

**William Kamkwamba:** inventor and best-selling writer. He tells his story in his memoir 'The Boy Who Harnessed the Wind'. Creating Currents of Electricity and Hope, co-authored by Bryan Mealer. He graduated from Dartmouth College in Environmental Studies and works as a Global Fellow for the design firm IDEO.org.Center for life in Kasungu, Malawi.

**Claudia Costin:** Director of the Educational Policy Center at the FGV university. She was the Global Director of Education at the World Bank, Secretary of Education of the city of Rio de Janeiro and professor at the Faculty of Education at Harvard University.

**Tatiana Filgueiras:** Vice President of Education, Innovation and Strategy at Ayrton Senna Institute. Specialist in 3rd Sector Management (State University of California, Hayward), Integrated Marketing and Communication (State University of California, Berkeley) and Communication Processes Management (USP).

**Ewerton Fulini:** Corporate Vice-President of the Ayrton Senna Institute and ambassador of ABPRH's people and management committee. Graduated in Communication with emphasis in Advertising, Executive MBA at Insper, Master in Leadership from Dom Cabral with extension at Kellogg School - Chicago.

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