

# 2023 ANNUAL REPORT

EDUCATION OF  
THE FUTURE,  
**NOW.**

Ayrton  
Senna  
Institute





# CONTENTS








# LETTER FROM THE PRESIDENT

Despite numerous efforts to ensure quality and equity in our country's education over the past few decades, significant challenges persist. It has been a sometimes-tortuous journey, marked by discontinuities and setbacks, even as the world progresses. In Brazil, the guarantee of sustained, quality education and the promotion of comprehensive learning, aligned with modern demands, remain unresolved challenges. These difficulties have been exacerbated by the substantial social and educational deficits left by the pandemic, which have disproportionately affected the poorest communities.

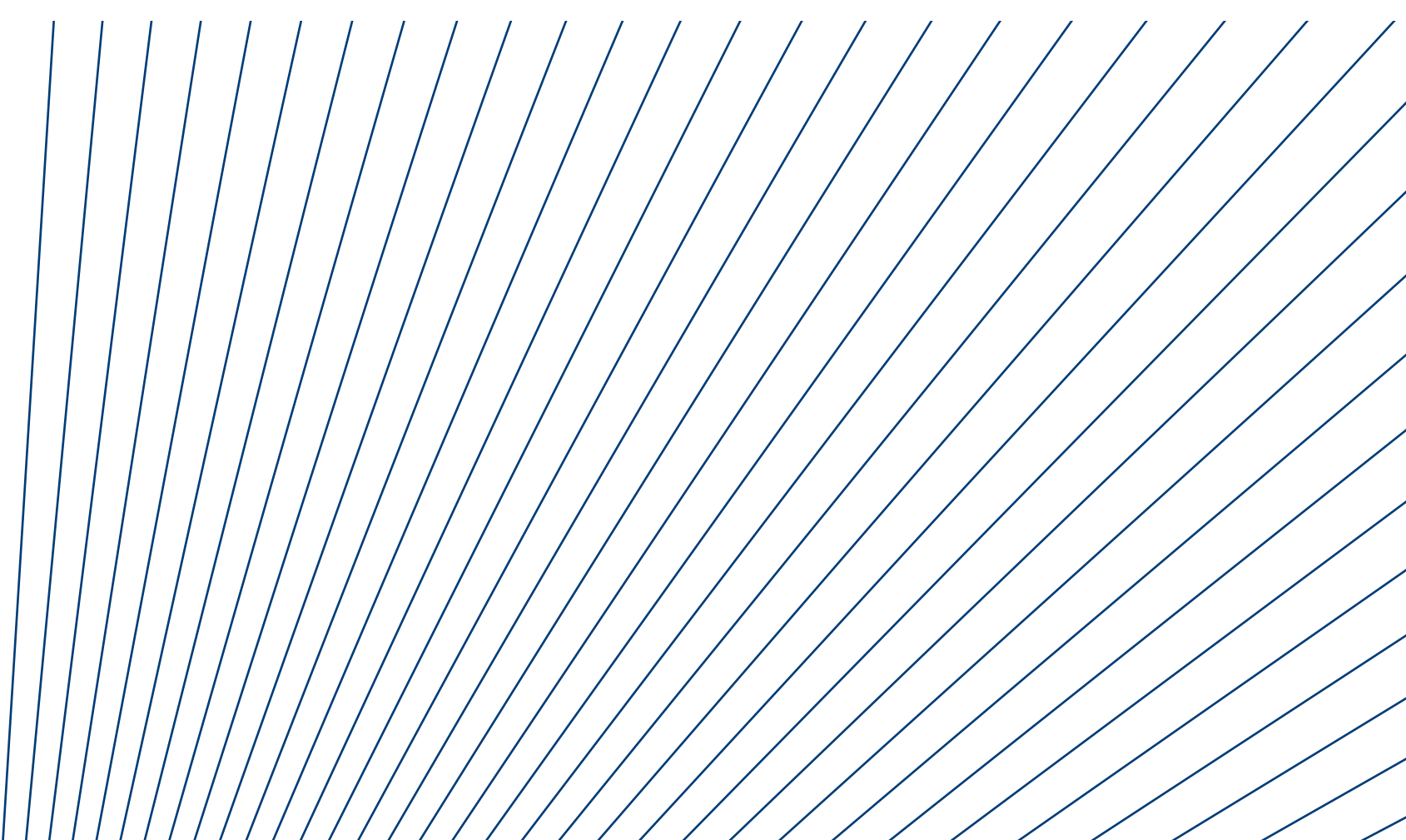
Since its founding in 1994, the Ayrton Senna Institute has been dedicated to addressing the complex challenges of education in Brazil, guided by the belief that comprehensive education is the key to progress. Our approach is built on three fundamental pillars: reliance on scientific evidence, a commitment to efficiency, and the aim of achieving broad dissemination with quality. We are always driven by the goal of maximizing positive impact and ensuring that no one is left behind. Our efforts are supported by a network of committed partners, including municipal and state public education systems, their educators and administrators who are eager for transformation, researchers and partner institutions that help us strive for excellence, and funders and advisors who share our conviction that quality education is essential for fostering prosperity and reducing social inequalities.







In 2023 alone, our initiatives transformed the lives of nearly 700,000 students by training approximately 9,300 educators. Moreover, we have bolstered our advocacy and mobilization efforts, a crucial step in ensuring that our vision of quality education reaches every student through more efficient, innovative, and inclusive public education policies. Faced with the decline in literacy in Brazil—a significant challenge exacerbated by the COVID-19 pandemic and prolonged school closures—we have also collaborated extensively with various networks on this pivotal issue. Having been pioneers in addressing literacy challenges, we



implemented flexible and personalized strategies to urgently address this critical need in Brazilian schools.

We have reached this point confident that every step we take brings us closer to the world we envision: a place where new generations can dream, learn, and prosper. We are grateful to those who journey with us, day after day. In 2024, as we mark a special milestone of 30 years, we renew our call to action and invite everyone to join us in this mission. Together, we can create more opportunities for every individual to recognize and realize their full potential through quality public education.

My warmest regards,

**VIVIANE SENNA**

**Founder and President  
of the Ayrton Senna Institute**





36 CHILDREN ARE OUR  
FUTURE. IF WE WANT  
CHANGE, IT STARTS  
WITH EDUCATING THEM.

- AYRTON SENNA





## THE DREAM

Ayrton Senna dreamed of a nation where children had ample opportunities to develop their full potential. Honoring the late Formula 1 pilot's aspirations, his family established the Ayrton Senna Institute in 1994, dedicated to reshaping the country through education.



# ABOUT US





## REALIZING A VISION

Alongside his love of racing, Ayrton Senna had a passion for Brazil. He envisioned a nation where everyone, regardless of background or circumstances, could be victorious. His passing in May 1994 galvanized us to advance this vision.

Motivated by the legacy of the three-time Brazilian Formula 1 champion, we serve as a hub for educational innovation, dedicated to ensuring that future generations can fully develop their potential. Our mission is focused on three interconnected areas: **research and innovation, the implementation of educational solutions, and the mobilization of society to support educational causes.**

We base our efforts on cutting-edge scientific research into human development. Working closely with public administrators and educators, we craft educational initiatives and spread this knowledge across Brazil to both students and teachers. To amplify our impact, we engage in advocacy to shape effective and innovative public policies and to rally societal support for education.

We do not undertake this mission alone, as we believe that quality education is a collective responsibility. Our collaborations span researchers, business leaders, influential voices, and civil society organizations, all united in the pursuit of a fairer and more inclusive world. As a nonprofit organization, our operations are funded through donations, licensing revenues, and partnerships with the private sector.





## OUR PILLARS OF ACTION



### SCIENTIFIC RESEARCH

Driving innovation  
in education



### LARGE-SCALE DISSEMINATION

Expanding scope and impact



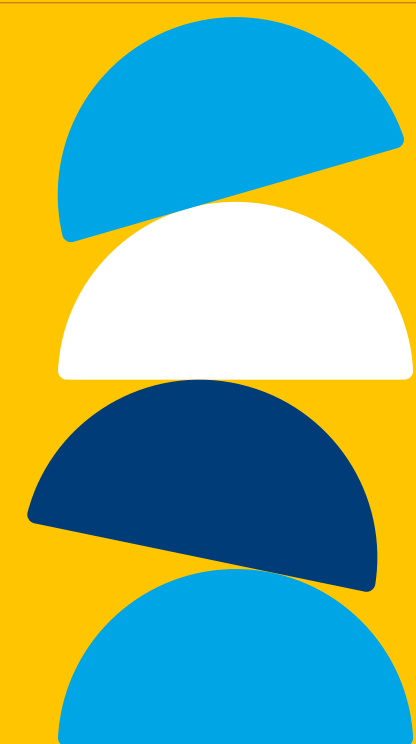
### MOBILIZATION AND ADVOCACY

Influencing public policy and  
fostering engagement



## OUR MISSION

WE TRANSFORM LIVES THAT, IN TURN,  
**TRANSFORM THE WORLD**  
BY CREATING OPPORTUNITIES FOR  
EVERY INDIVIDUAL TO DEVELOP  
**THEIR FULL POTENTIAL.**



Instituto  
Ayrton  
Senna








# OUR POSITIVE IMPACT IN 2023

Over the past year, our initiatives have significantly advanced. By deploying our educational solutions nationwide, we've positively affected the lives of thousands of children, young people, and educators, creating development opportunities across diverse communities.

## IN 29 YEARS OF OPERATION

 **+36 million**  
children and young  
people reached

 **+3,000**  
municipalities  
across all states

## COVERAGE IN 2023

Active in  
**25**  
states, and  
Brasília

Engaged with  
**539**  
municipalities

Impacted  
**3,600**  
schools

Trained  
**4,000**  
educators, benefiting  
potentially over 9,200  
individuals\*

Benefited  
**723,000**  
children and young  
people\*\*



\*The number of educators potentially benefiting includes those from our partnerships across various territories.  
\*\*The total count of students includes all potential beneficiaries.



A young woman with long dark hair tied in a bun with a blue scrunchie is looking through a white and black compound microscope. She is smiling and has her hand near her face. In the background, another student is visible, and a human skeleton model is hanging on the wall. The text "RESEARCH AND INNOVATION" is overlaid in blue capital letters.

# RESEARCH AND INNOVATION

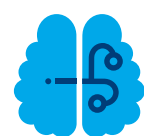


In 2023, our eduLab21®, a dedicated science laboratory for education, remained at the forefront of integrating science into the classroom. We aimed to underpin public policies and pedagogical initiatives with solid scientific evidence, achieving this through the following approaches:



**ENGAGING MORE DIRECTLY WITH SCHOOLS:**

We diversified the formats for disseminating scientific knowledge to educators and the wider community.



**CONTINUED FOCUS ON SOCIOEMOTIONAL COMPETENCIES AND ESSENTIAL SKILLS:**

We explored how these competencies support students in various life aspects.



**KNOWLEDGE PRODUCTION CONTRIBUTIONS:**

We aided pedagogical efforts with young people, encouraged reflection on their professional futures, and supported them during critical career decision-making phases.

**UNDERSTANDING SOCIO-EMOTIONAL SKILLS**

Socio-emotional skills, often referred to as soft skills, are essential capabilities for both work and life that manifest in an individual's thoughts, feelings, and behaviors. Examples include determination, focus, resilience, tolerance, and respect. When intentionally developed, these skills contribute to comprehensive education and equip children and young people to navigate the complexities of an ever-changing world.

2023 Research and Innovation Highlights:



**19  
Scientific  
Publications**

Published **3** scientific articles  
Released **5** digital books (ebooks)  
Authored **1** published book chapter  
Issued **1** digital book (technical manual)  
Completed and submitted **9** materials to scientific journals



**10  
Scientific  
Events**

**3** national  
**7** international





## RESEARCH AND PUBLICATIONS

In 2023, eduLab21® continued its dedication to generating educational knowledge. Our team of researchers **completed 19 studies focusing on:**

- Life skills
- Psycho-educational assessments
- Professional interests and career decision-making.

Throughout the year, **content from the eduLab21® website garnered over 46,000 visits.** Our eduLab21® researchers gained media attention, featured in **over 60 press articles.**

Moreover, we actively participated in the academic community by presenting papers at various scientific gatherings, including congresses, conferences, seminars, and symposia. We engaged in **ten scientific events**, where we shared our latest research findings, discussed their implications for educational policies, and explored avenues for future research.







## NETWORKING



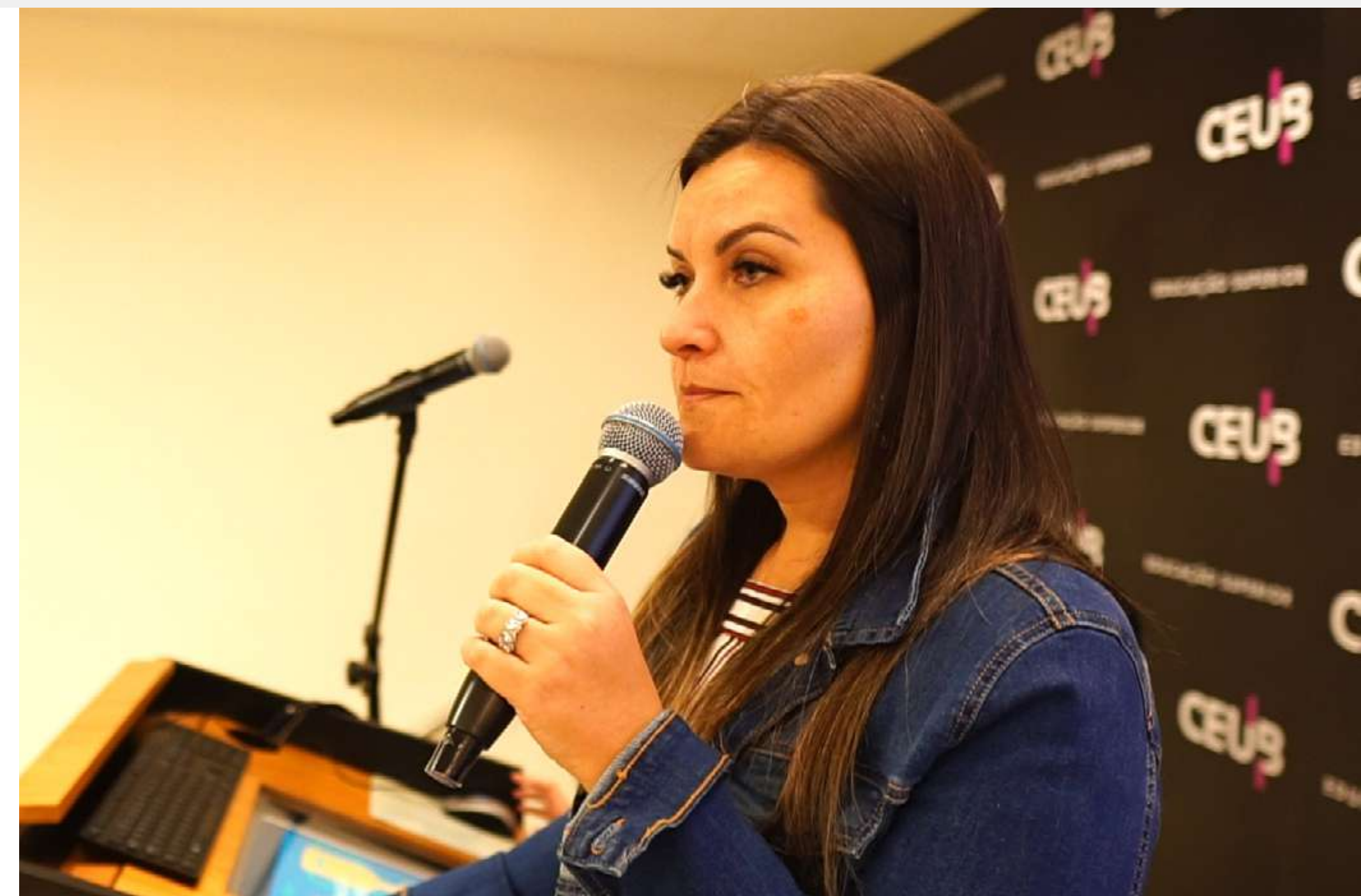
Collaboration is fundamental to our mission as we team up with fellow researchers and partner organizations to push educational boundaries. In 2023, we licensed two assessment tools for research purposes and continued our established partnerships with the **Ayrton Senna Institute Chair at the University of Ghent** and the **UNESCO Chair in Education for Human Development**.

We also maintained our long-standing collaboration with the **Organization for Economic Co-operation and Development (OECD)**. For over a decade, this organization has developed various methods for assessing and monitoring students' socio-emotional skills. In 2023, eduLab21® spearheaded the implementation of the OECD's international study in Sobral (CE), marking Brazil's first participation in this evaluation. Additionally, we supported the OECD's efforts by analyzing data for the **2022 Programme for International Student Assessment (PISA) studies, which assess 15-year-old students' learning outcomes, particularly in creative thinking**.

Our commitment also extends to the **Rede Nacional de Ciência para a Educação - Rede CpE** (National Science for Education Network—the CpE Network), which unites researchers who aim to translate their findings into educational practice, thereby integrating scientific insights into classrooms. Within this network, we focus on studying learning motivation and the educational impacts of the pandemic.

### MULTI-HANDED RESEARCH

Following insights from the CpE Network, we hosted a hackathon—a focused event designed to devise innovative solutions. This event was conducted in collaboration with the **Instituto Brasileiro de Avaliação Psicológica (Brazilian Institute of Psychological Assessment-IBAP)**. We received and developed 17 projects aimed at generating new scientific evidence to enhance educational policy-making. Of these, six projects received awards. The creators of the selected projects participated in the hackathon at the **11th Brazilian Congress of Psychological Assessment** in July 2023, where they presented their findings.





## APPLICATION IN PRACTICE



In 2023, eduLab21®'s research underpinned teacher training and facilitated the development of solutions and various educational materials at the Ayrton Senna Institute. One significant avenue of support involves assessment instruments, which are tailored for specific uses and objectives, providing data that help educational networks refine their strategies. By 2023, our assessment tools **impacted approximately half a million students.**

Additionally, eduLab21® has enhanced the practical application of the **Senna Instrument\***, conducting studies on the impacts of developing soft skills on academic performance and mental health, as well as addressing the challenges of school violence and bullying, among other areas. aspectos.

\*The Senna Instrument is a self-report assessment tool developed by eduLab21®. It enables students to answer questions that describe their self-perceptions, behaviors, and emotions. This instrument is specifically designed to map the development of soft skills among children and young people.

## CAREER SUPPORT

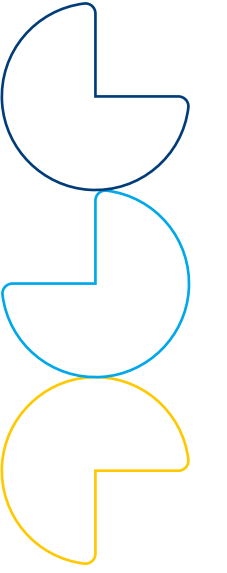
To assist young individuals in contemplating their professional interests and career paths, eduLab21® has developed a specialized tool designed to identify these preferences.

**This initiative has reached**  
 **10,000**  
**high school students**  
**across the state of Ceará**





# LARGE-SCALE DISSEMINATION





## OUR POSITIVE IMPACT IN 2023

The scientific knowledge we have generated over the years powers our diverse educational initiatives, implemented nationwide through various models.

To extend our reach, we scale our educational solutions by forging partnerships with municipal and state departments of education, other organizations, and companies.

In 2023, we focused on **enhancing our programs** and supporting educational networks in addressing their challenges. As a result, we have accelerated the provision of quality education and enhanced learning opportunities for about **700,000 students across 3,600 schools** in Brazil.

Below are our key themes for action and implementation in 2023:



### HOW WE IMPLEMENT AND DISSEMINATE OUR INITIATIVES:



#### DIRECT CHANNEL

We directly implement educational solutions in the territories through certified professionals.



#### INDIRECT CHANNEL

By establishing local partnerships with organizations, we expand our reach and ensure that our educational proposals are delivered to more locations and individuals.



#### TRAINING AND KNOWLEDGE FOR ALL

We provide free online training courses and development days for any educator interested in furthering their professional growth, which are available independently of our partnerships.



#### HUMANE

Discover Humane, the Ayrton Senna Institute's development experience!





# LITERACY, AGE-GRADE ALIGNMENT, AND SCHOOL MANAGEMENT

Literacy encompasses a complex learning process that necessitates innovative and adaptable strategies tailored to students' needs, a clear action plan, and effective tools. The challenges in this area have intensified recently due to the pandemic, which has significantly impacted this age group.

To assist schools in navigating these challenges, we have consolidated our expertise through the **Educação Integral para os Anos Iniciais do Ensino Fundamental (Comprehensive Education for the 1st to 5th Grade) initiative**. This program amalgamates strategies and insights from proven solutions to enhance literacy and learning for students from 1st to 5th grade. It adopts a student-centered approach and aids education departments in developing their own literacy policies.

Learn more about our solutions in this area:

## SE LIGA

This initiative supports literacy improvement for 3rd to 5th graders who are behind in Portuguese and Math, providing the conditions necessary for them to progress at a pace comparable to their peers.

## ACELERA BRASIL

This program addresses age-grade disparities among students from 3rd to 5th grade by reviewing 1st to 5th grade content and placing students in age-appropriate classes.

## CIRCUITO 360

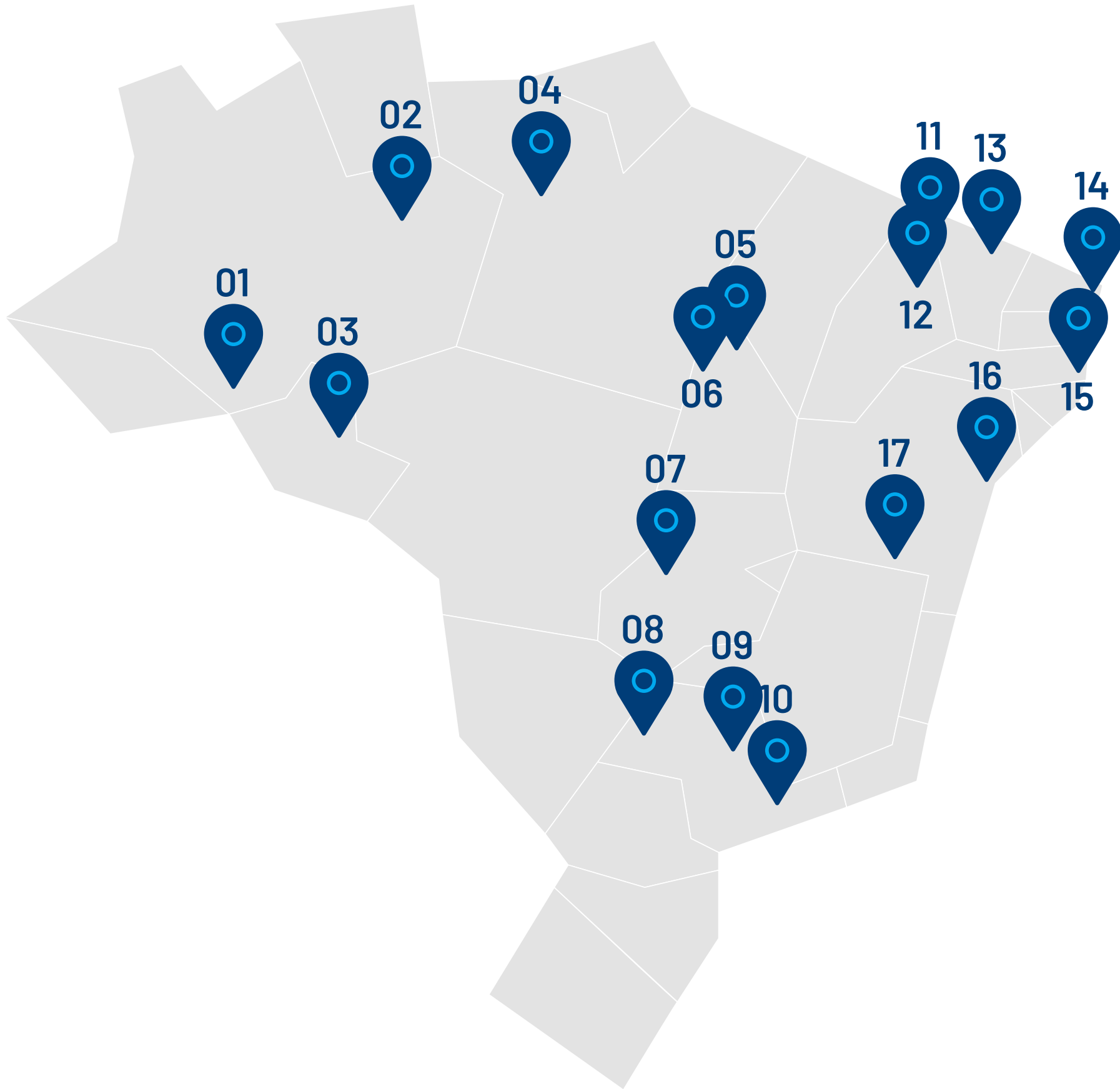
Designed to assist departments of education in formulating and managing their educational policies for 1st to 5th grade.

## UNDERSTANDING COMPREHENSIVE EDUCATION

Comprehensive education is an approach that aims to cultivate the full potential of students, extending beyond mere academic achievements. It values diversity and ensures the development of essential life skills that affect various aspects of a student's life, including their identity, interests, social interactions, and future aspirations.



Explore the scope of our initiatives across numerous municipalities that have implemented one or more comprehensive education projects for 1st to 5th grade.



LICENSED TERRITORIES

- 01 📍 Boca do Acre, AM
- 02 📍 Manaus, AM
- 03 📍 Ji-Paraná, RO
- 04 📍 Santarém, PA
- 05 📍 Araguaína, TO
- 06 📍 Bandeirantes do Tocantins, TO
- 07 📍 Itaberaí, GO
- 08 📍 Pereira Barreto, SP
- 09 📍 Guariba, SP
- 10 📍 Ribeirão Pires, SP
- 11 📍 Domingos Mourão, PI
- 12 📍 São Miguel do Tapuio, PI
- 13 📍 Fortaleza, CE
- 14 📍 Natal, RN
- 15 📍 Jaboatão dos Guararapes, PE
- 16 📍 Salvador, BA
- 17 📍 Licínio de Almeida, BA

Discover our impact:

🏠 **745**  
schools  
involved

👤 **2,892**  
educators  
assisted

🎒 **94,655**  
students  
served





## WORKING IN PARTNERSHIP

The Circuito 360 solution has been successfully implemented indirectly through collaboration with Instituto FEFIG. This partnership approach strengthens organizations that are committed to causes that are aligned with our mission. In 2023, our joint efforts with **FEFIG** extended to **44 municipalities** across six states. Explore the territories we've impacted:



### 15 municipalities in Santa Catarina

Águas mornas, Alfredo Wagner, Anitápolis, Antônio Carlos, Biguaçu, Canelinha, Garopaba, Nova Trento, Palhoça, Paulo Lopes, Rancho Queimado, Santo Amaro da Imperatriz, São José, São João Batista, and São Pedro de Alcântara.

### 11 municipalities in Tocantins

Alianças do Tocantins, Alvorada, Araguaçu, Crixás, Dueré, Formoso do Araguaia, Peixe, Simolândia, São Salvador, São Valério, and Sucupira.

### 9 municipalities in Rio Grande do Norte

Bom Jesus, Caiçara do norte, Ceará Mirim, Parazinho, Pureza, São Gonçalo do Amarante, São José do Mipibu, Senador Georgino Avelino, and Touros.

### 5 municipalities in Bahia

Lagoa Real, Mortugaba, Caculé, Malhada de Pedras, and Dom Basílio.

### 3 municipalities in Pernambuco

Cortês, Araçoiaba, and Tracunhaém.

### 1 municipality in Maranhão

João Lisboa.



## DEVELOPING LIFE SKILLS

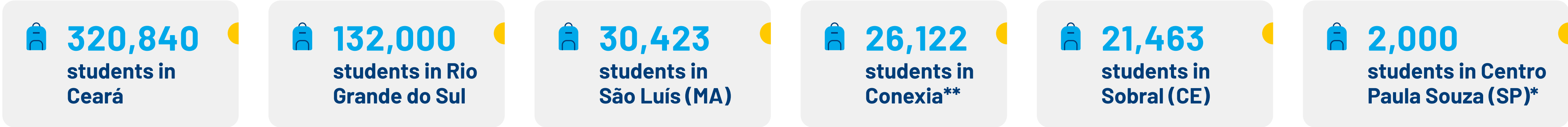
The advantages of socio-emotional development are vast, enhancing students' school performance, mental health, career prospects, and interpersonal relationships both now and in the future. A significant challenge for educators and administrators is structuring the process to effectively cultivate these skills in students.

Our **Diálogos Socioemocionais Socio-emotional Dialogue** initiative offers an educational solution adaptable to various contexts, intentionally fostering the growth of soft skills among primary and secondary students. In 2023, the Diálogos program was implemented in **1,900 schools**, benefiting over **560,000 students and young people**.\*

\*This total includes participants from the My Life solution, a variant of Diálogos used by the Conexia private network, and the Meu Jeito (My Way) solution, tailored for Arcos Dorados employees.



Impact of the Solution:



\*Centro Paula Souza Center, part of the São Paulo State Technical Education Network, implements this project with funding from Arcos Dorados.

\*\*Conexia, a company within the SEB group, has licensed Diálogos Socioemocionais for implementation.

MEU JEITO (MY WAY)

Recognizing that 84% of its workforce is aged between 18 and 30, Arcos Dorados, the world’s largest independent McDonald’s franchise, partnered with us to enhance training for these young adults. This collaboration led to the creation of the “Meu Jeito” (My Way) Project, a program derived from the Diálogos Socioemocionais initiative and designed to help employees develop their soft skills. In 2023, the Meu Jeito initiative positively impacted **27,000 employees within the organization.**







## REALIZANDO ESCOLHAS (MAKING CHOICES)

Adolescence is a critical period marked by significant and often challenging decisions about the future.

To support young people in navigating their career paths, our **Realizando Escolhas (Making Choices)** educational solution encourages them to explore their interests and aspirations. This program targets students in the 9th, 10th, and 12th grades, focusing on their professional decisions, careers, and future aspirations. The impact of this initiative in 2023 included:



**2,921**  
educators  
potentially  
assisted



**119,093**  
students  
served





## PARTNERSHIP WITH SOBRAL, CEARÁ



Since 1997, the municipality of Sobral in Ceará, renowned for having one of the finest educational networks in Brazil, has been our valued partner. Over the years, we have supported numerous educational initiatives within the network. In 2023, our collaboration focused on enhancing students' soft skills through the implementation of the Diálogos Socioemocionais initiative.

We adopted a Dual Focus format, integrating soft skills development directly into the school curriculum, **reaching 21,463 students from 1st to 9th grade.**

Beyond project implementation, Sobral has been instrumental in advancing educational research and generating scientific evidence. In 2023, through eduLab21®, we continued a longitudinal study assessing the socio-emotional competencies of students from 5th to 9th grade. Conducted in partnership with the **Laboratório de Estudos e Pesquisa em Economia Social – LEPES (University of São Paulo's Laboratory of Studies and Research in Social Economy)** at the Ribeirão Preto campus,

this research is crucial for understanding the evolution of students' soft skills over their academic careers.

Furthermore, as part of its collaboration with the OECD, Sobral's school network participated in an international survey assessing socio-emotional competencies. This comprehensive study, which included nearly 5,000 students from the municipality along with teachers, principals, and over 1,000 parents or guardians, marks Brazil's first participation in this international evaluation, with data collection led by eduLab21®.

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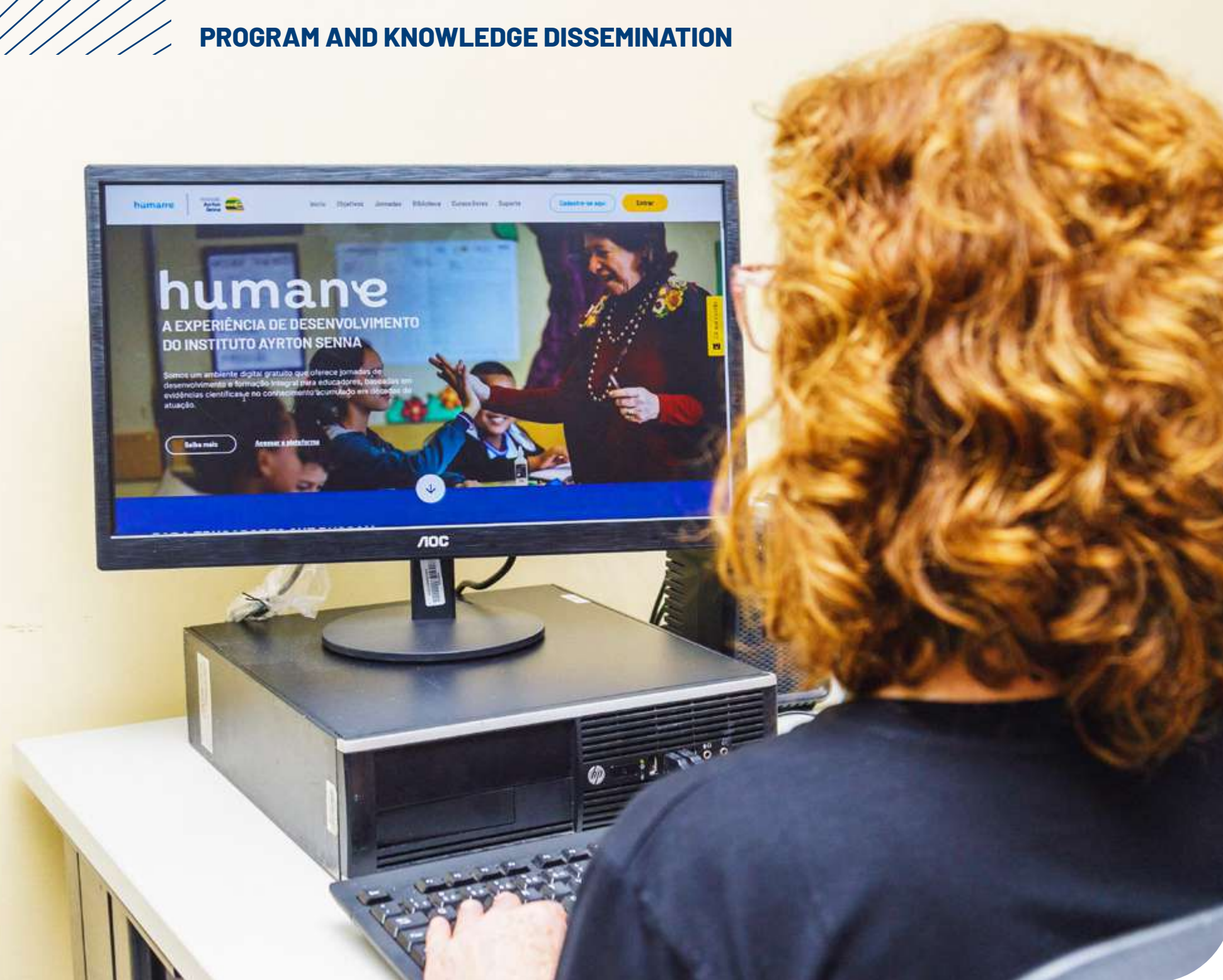
We owe the transformation in education in Sobral, both pedagogically and managerially, to the Ayrton Senna Institute. While Brazil recognizes Sobral as a beacon of excellence, it's crucial to acknowledge that this success did not occur spontaneously; it was cultivated through our long-standing partnership.



**IVO GOMES**  
Mayor of Sobral







## ONLINE TRAINING

In 2023, **Humane** broadened its content and services, attracting over 38,000 registered users. We introduced new courses and experiences, including the **Trilha Maker Criatividade (Maker Creativity Sequence)**, developed in collaboration with Fab Lab Recife. This course focuses on enabling teachers to foster creativity in the classroom. The **Realizando Escolhas (Making Choices)** journey, targeted at 9th grade and high school

## CONNECTED KNOWLEDGE

Our digital platforms are designed to share knowledge widely, support the deployment of our educational solutions, and provide free, accessible training for teachers.

Aiming to reach an extensive audience, **Humane** serves as a continuous training and development resource for managers and teachers. Meanwhile, the **Farol Platform** aggregates tools for student assessment and monitoring educational solutions.



teachers, offers guidance on discussing career paths and professional futures with students.

Additionally, we launched a comprehensive mini-course on literacy, comprising four modules that cover the evolution of literacy policies in Brazil, mathematical literacy, and comprehensive education.



# PLAN, CHECK, ACT

The **Farol Platform** rconsolidates our assessment tools, enabling the aggregation of data and the generation of user-managed reports. This functionality equips educational managers and teachers with the information needed to make evidence-based decisions.

In 2023, Farol expanded its capabilities, introducing new user profiles and innovative solutions for data collection from partner networks.

## THE FAROL PLATFORM IN 2023:




35,436

Educators  
Registered



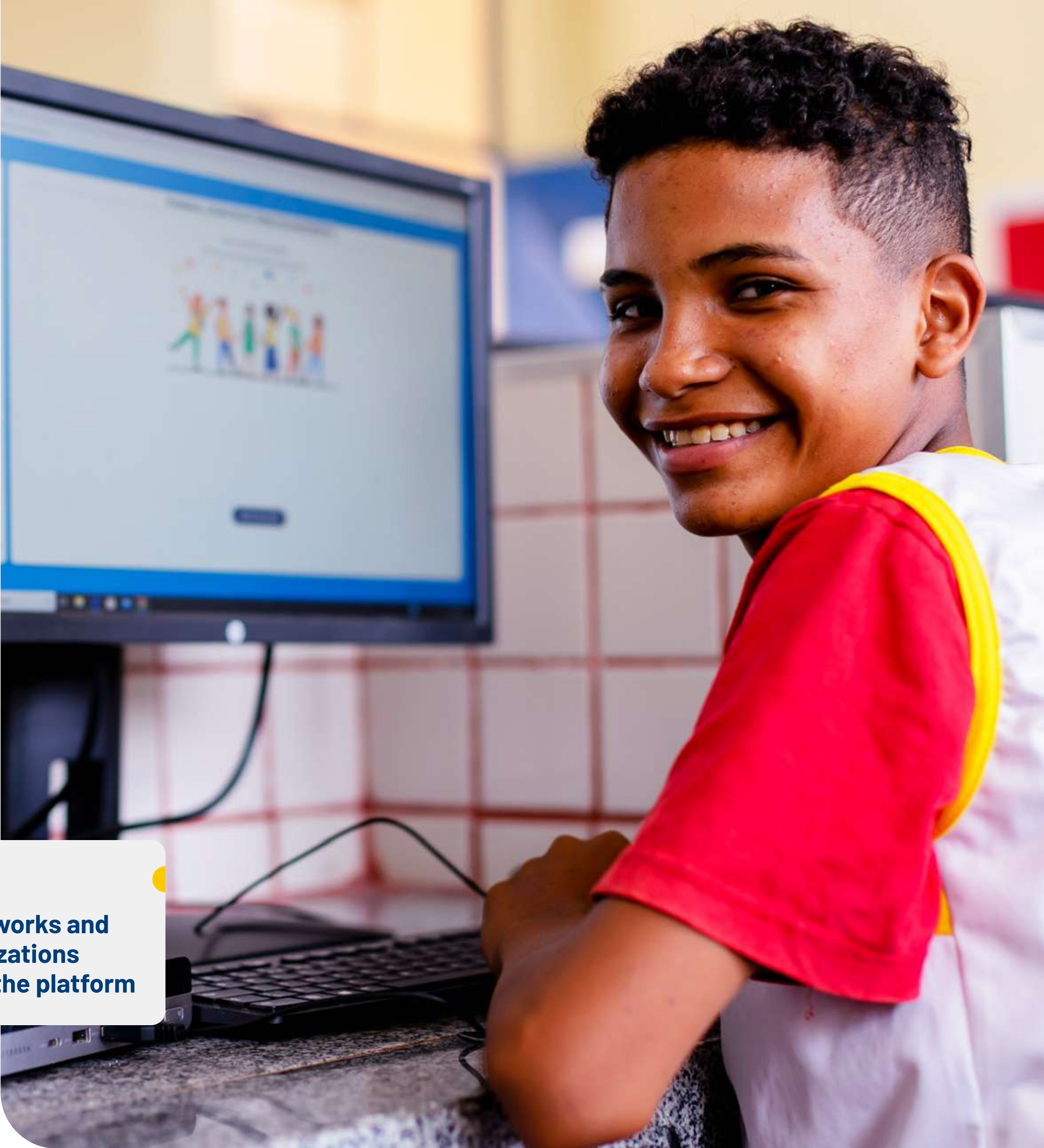
126,218

Children and Young  
People Registered

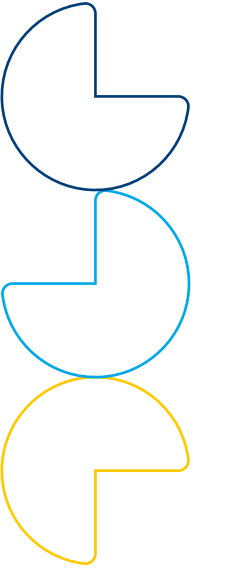


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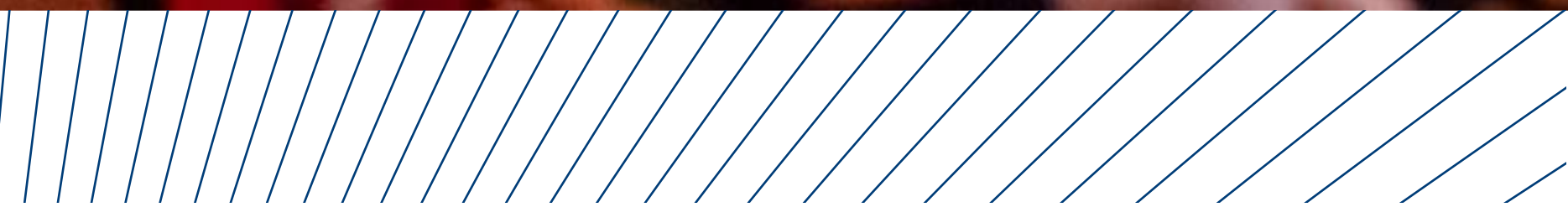
Education Networks and  
Partner Organizations  
actively using the platform







# ADVOCACY AND MOBILIZATION







Through our educational projects, we impact the lives of millions of educators and students and are dedicated to involving the entire society in the cause of education. To achieve this, we strive to ensure that public policies and decision-making are rooted in evidence and committed to providing quality education for everyone.

As part of this effort, we have established a dedicated **Advocacy and Mobilization Department**. We champion comprehensive, high-quality education for every student. We aim to positively influence policy development in collaboration with public officials and other organizations, fostering dialogue that encourages consensus and creates synergies for educational advancement.

We are committed to initiatives that promote literacy, improved learning outcomes, and life skills, always collaborating with administrators and policymakers.

With our extensive experience across various Brazilian territories, we also provide expert opinions to contribute to major educational debates, such as the expansion of full-time education and the reform of secondary education. Through these efforts, we seek to build consensus and stimulate actionable strategies in educational practices and policies while actively engaging in discussions on issues critical to the future of education.



## CHAIR OF INNOVATION IN EDUCATIONAL EVALUATION

In 2023, we inaugurated the **Ayrton Senna Institute Chair of Innovation in Educational Evaluation**, housed at the USP Institute for Advanced Studies in Ribeirão Preto. The chair's primary goal is to enhance the discourse on educational evaluation in Brazil. We achieve this by disseminating knowledge that can refine educational policies and practices and by bridging the gap between educators, policymakers, and managers with educational science.

Led by **Maria Helena Guimarães de Castro**, who is also the president of the Associação Brasileira de Avaliação Educacional (Brazilian Educational Evaluation Association – ABAVE), the chair underscores our dedication to fostering discussions on educational evaluation and other pivotal educational issues in Brazil. We are devoted to creating avenues that link innovation with practical application, connect universities with schools, and bring researchers and public managers together to foster dialogue and tangible progress in education. Explore our initiatives:

### WEBINARS

In 2023, we hosted over ten online meetings to engage with various experts in the education field. These events attracted **more than six thousand live participants**, significantly contributing to the national debate on education. Explore the details of these meetings:

### THE NEW HIGH SCHOOL SERIES

We organized a series of three discussions centered on the rollout and enhancement of the new high school curriculum. These debates featured prominent specialists, including Alexsandro Santos, director of policies and guidelines for comprehensive basic education at Brazil's Ministry of Education (MEC); Rubens Lacerda, director of basic education assessment at the National Institute of Educational Studies and Research Anísio Teixeira (Inep), a Brazilian government agency affiliated with the Ministry of Education; and Maria Inês Fini, former president of Inep.





## 'STUDENTS' SOCIAL-EMOTIONAL TRAJECTORIES DURING THE PANDEMIC'

In collaboration with eduLab21<sup>®</sup>, we hosted a session featuring the results of a survey on the socio-emotional trajectories of young people throughout the COVID-19 pandemic. This study was conducted as part of our partnership with the Laboratory for Studies and Research in Social Economy (LEPES) and the Municipal Department of Education of Sobral (state of Ceará).

## PROVÃO PAULISTA AND ACCESS TO HIGHER EDUCATION SERIES

This series featured a detailed discussion on the serial assessment poised to provide access to higher education in the state of São Paulo. Participants included Renato Dias, pedagogical coordinator of the São Paulo State Department of Education; Marcos Borges, president of Univesp (a public university that offers online higher education courses to increase accessibility for students across the state of São Paulo); and the deans of undergraduate studies from USP (University of São Paulo), Unesp (São Paulo State University), and Unicamp (State University of Campinas)—Aluisio Segurado, Célia Giacheti, and Ivan Toro.

## HIGHER EDUCATION ASSESSMENT

A distinguished panel engaged in a comprehensive debate on the challenges and opportunities in higher education assessment in Brazil. The panel included Luiz Roberto Curi, president of the National Education Council; Rodrigo Capelato, executive director and advisor for economic affairs at Semesp (Union of Entities Maintaining Higher Education Institutions in the State of São Paulo); Abilio Neves, former President of CAPES (a Brazilian federal agency promoting standards for post-graduate programs); and Manuel Palacios, president of Inep.

## LITERACY IN BRAZIL: TEACHER ASSESSMENT AND TRAINING

This event featured prominent experts, including José Francisco Soares, former president of Inep; Inês Miskalo, a literacy specialist at the Ayrton Senna Institute; and Daniel Santos, professor at USP's Ribeirão Preto School of Economics, Business Administration and Accounting.





PISA 2022 – INITIAL REFLECTIONS ON THE RESULTS

This live session provided an opportunity to discuss the initial data from the 2022 PISA (Programme for International Student Assessment) released by the Organization for Economic Co-operation and Development (OECD). The meeting brought together esteemed researchers and experts, including Ernesto Faria, executive director of IEDE (Institute of Educational Studies and Research); Guilherme Lichand, assistant professor of Education at Stanford University; Daiane Zanon, data, evaluation, and monitoring manager at the Ayrton Senna Institute; and Clara Alarcão, general coordinator of Inep’s National System for the Evaluation of Basic Education.



The primary goal of the chair is to shape public policies through evidence-based insights. We aim to foster connections among various stakeholders, including researchers, teachers, students, educational administrators, and managers of higher education institutions.



**MARIA HELENA GUIMARÃES DE CASTRO**  
Chairholder, Ayrton Senna Institute Chair at USP Ribeirão Preto



DELIBERATIVE COUNCIL



**MARIA HELENA G. DE CASTRO**  
Chairholder



**VIVIANE SENNA**  
President of the Ayrton Senna Institute



**EWERTON FULINI**  
Vice-president of the Ayrton Senna Institute



**MOZART NEVES RAMOS**  
Researcher and Education Specialist



**CARLA APARECIDA VENTURA**  
Coordinator at the Institute of Advanced Studies, University of São Paulo, Ribeirão Preto Campus



**GISELE ALVES**  
Executive Manager of eduLab21 at the Ayrton Senna Institute







## PARTICIPATION IN THE PUBLIC DEBATE

In 2023, we engaged with the broader society through press reports and interviews to promote discussions and participation in the cause of education. Learn more about our involvement in this vital effort:

**2,399**  
published  
articles

**R\$ 205.6 million**  
in valuation of the  
exposure in the press

**243.9 million**  
views (potentially)

**97%**  
positive  
reporting



PRESS  
APPEARANCES





## ACKNOWLEDGEMENTS AND TRIBUTES

Throughout 2023, the Ayrton Senna Institute's efforts were acknowledged by various stakeholders and organizations, a testament to our team and partners' commitment to promoting high-quality education for everyone. We are grateful to everyone who supports and recognizes our role in transforming lives through education.

### STATE GROUP – GUERREIRO DA EDUCAÇÃO

Viviane Senna, president of the Ayrton Senna Institute, was awarded the Professor Emeritus Award - Ruy Mesquita Guerreiro da Educação (Education Warrior) Trophy 2023.



EDUCAÇÃO

### Prêmio Guerreiro da Educação: ganhadores ressaltam papel do professor para o desenvolvimento

Vahan Agopyan e Viviane Senna foram os ganhadores do Prêmio Professor Emérito – Troféu Guerreiro da Educação Ruy Mesquita de 2023

10/10/2023, 15h37 | Leon Ferrari



### REVISTA EDUCAÇÃO

The Ayrton Senna Institute was celebrated at the 2023 Top Education Awards by Revista Educação.

### CIEE

The Institute was recognized at an event focusing on Youth Employability in Brazil, hosted by the Centro de Integração Empresa-Escola (Center for Business-School Integration – CIEE).



# SOCIAL PARTNERSHIPS





As society progresses, companies' role in fostering a better world becomes more crucial. Beyond creating value for their consumers, these companies also invest in their employees, champion diversity and inclusion, engage ethically with suppliers, and uphold environmental responsibility within their communities. These actions are fundamental to any socially responsible company's agenda.

Acting effectively on **ESG (Environmental, Social, and Governance)**, principles, particularly regarding our country's social challenges, is essential for promoting social prosperity and benefiting society at large.

In Brazil, poverty and inequality represent enduring challenges with many hurdles yet to be cleared, and investing in education is a vital step toward creating a future with greater opportunities for all.

Already cognizant of their role and actively engaged in this mission, in 2023, we have garnered the support of over **30 partner companies** committed to our cause.

DISCOVER OUR MAIN PARTNERSHIPS:

INVESTING IN SOCIAL IMPACT

Direct investments fuel the Ayrton Senna Institute's ongoing research and project implementations.

CAUSE MARKETING

This strategy links the sale of products or services with the mission of education and the branding of the Ayrton Senna Institute.

MCDIA FELIZ

We participate in the McDia Feliz campaign by purchasing Big Mac vouchers in advance for use in relationships or as donations.

PRESENT FOR THE FUTURE (PAYROLL DONATION):

This initiative was designed to complement employer branding and talent retention strategies.

**Supporting NGOs and movements dedicated to pertinent causes is recognized as the second-best way for consumers to engage with ESG issues.**

(Source: ESG: The importance and impacts of the acronym through the eyes of consumers, Google, and MindMiners, 2022).



## SOCIAL INVESTMENT

Organizations like **Fundação Grupo Volkswagen, Consórcio Tradição, Innova, and Instituto Alair Martins** have been steadfast partners in the pursuit of educational transformation in Brazil for 7, 11, 16, and 18 years, respectively. They understand that investing in education must be a sustained effort to effect deep and lasting change.

In 2023, **Gooxy and SOS Educação** joined as new supporters. Additionally, a new partnership with **Febracis** during the “O Poder da Ação” (The Power of Action) event directed a portion of ticket revenues to our comprehensive education projects.

## THE POWER OF BRANDS IN MUTUAL BENEFIT

Associating a brand with a cause not only differentiates the brand in a competitive market but also enhances customer engagement, loyalty, and reach. This form of partnership, known as **cause marketing**, not only secures these benefits but also directly contributes to creating a positive impact.

**54%**

**of respondents believe that cause marketing effectively promotes corporate social responsibility**

(Source: Quarta Pesquisa Marketing de Causa. Ipsos, 2023)





## ITAÚ

**Itaú** has been a steadfast partner for 27 years, contributing to our projects with every purchase made using the Instituto Ayrton Senna Itaú card. In 2023, the card was redesigned to further support the comprehensive development of children and young people across Brazil.

“

We are proud to celebrate 27 years of partnership with the Ayrton Senna Institute. Our collaboration underscores a continuous dedication to social transformation and an enduring legacy in Brazilian education. Together, we are committed to building a future where education is foundational to both personal and business development.

**RICARDO SCUSSEL**

Cards Superintendent at Itaú Unibanco



## LENOVO

Our partnership with **Lenovo**, now in its fifth year, ensures a portion of every sale from the Yoga, Legion, and Ideapad lines produced in Brazil—and the 100E and 300E lines produced in Brazil and China—is contributed to our projects. Lenovo also supports the Present for the Future program (since 2020), and in 2023, we collaborated on a digital campaign with João Pedrosa to promote education.



“

By supporting the Ayrton Senna Institute, Lenovo is committed to nurturing a generation that values high-quality education and preparing youth for a globalized job market while mitigating social inequalities. We believe that today's investments in education are crucial for shaping Brazil's future, empowering the next generation to foster a more prosperous, sustainable, and inclusive country.

**RICARDO BLOJ**

CEO, Lenovo





## MELITTA

Coffee is a staple of Brazilian daily life, and since 2016, it has also been a catalyst for transforming public education through our partnership with **Melitta**. This collaboration links the sale of Melitta coffee filters—a familiar item in Brazilian households—to a critical cause, with a portion of sales revenue supporting our comprehensive education projects.

“

Melitta, as a family-owned business, deeply values cooperation and is committed to generating positive societal impacts. This is why we have partnered with the Ayrton Senna Institute since 2016 to foster and enhance the education of children and teenagers and to improve the quality of public education in Brazil. We believe that together, we can create a brighter future for both the current and future generations.

**JONATAS ROCHA**

Marketing Director at Melitta South America



“

Supporting education via the Institute aligns with XBRI Pneus' dedication to progress and equality. Knowing our contributions significantly impact the lives of many young Brazilians gives us hope. It reaffirms our belief that, together, we can effect meaningful societal change.

**SAMER NASSER**

CMO of XBRI Pneus



## SUNSET TIRES

The B2B market holds tremendous potential for creating large-scale social impact through Cause Marketing. A notable example is **Sunset Tires**, which, for the third consecutive year, has partnered with the Ayrton Senna Institute. A portion of every XBRI tire sale in Latin America, Africa, and Asia is directed toward our educational programs.



In 2023, we marked 12 years of collaboration with **Regispel** in the Cupom Solidário (Coupon Solidarity) Project. For every Cupom Fiscal Solidário roll sold within the banking and service sectors, a part of the proceeds benefits our educational initiatives. Since its inception, Regispel and its clients have turned thousands of paper rolls into expanded developmental opportunities for children and young people.

Additionally, **Cambridge, Garoa Livro, Ipsos, Mol Impacto, and Visa** are key partners in our Cause Marketing efforts.

## THE CAUSE MARKETING FORUM: FOSTERING PUBLIC DISCOURSE

In its sixth year, the Cause Marketing Forum, organized annually by the Ayrton Senna Institute in partnership with the CAUSE agency, Escola Superior de Propaganda e Marketing (ESPM), and the Ipsos Research Institute, continues to be the country's premier event on cause marketing.

With sponsorship from Abrace uma Causa, Ambev, Incentiv, and Mol Impacto, the 2023 forum featured panels with leaders from major companies and institutions, engaging in meaningful discussions about how the collaboration between brands and organizations can foster a more sustainable society.

The event also showcased the fourth edition of the Cause Marketing Survey, conducted by Ipsos exclusively for the forum.



At the forum, education specialists **Roberta and Taís Bento from SOS Educação** launched their book, “Guia para a Família Parceira da Escola.” The guide, which aims to enhance the everyday lives of thousands of families, also supports our initiatives, with a portion of the book sales contributing to our work.



## PRESENT FOR THE FUTURE PROGRAM: ENCOURAGING CORPORATE VALUES

“

BNP Paribas is immensely proud to support the Ayrton Senna Institute. Like the Institute, we are committed to fostering a more equitable and inclusive society. As a bank dedicated to serving a changing world, we firmly believe that education is the key to societal development and transformation.



**CAMILA CALIL**

Philanthropy, Volunteering, and  
Events Manager at BNP Paribas.

Another avenue for corporate engagement involves leveraging companies' most valuable asset: their people. Through the **Present for the Future Program**, partner organizations empower their employees to support our initiatives via monthly payroll deductions.

This program not only aids a worthwhile cause but also helps to amplify the corporate partners' commitment to social responsibility, enhancing their reputation as employers who care. Notable supporters include **BCG, BNP Paribas, Castrol, GFK, Henkel, and Lenovo**.

**A EDUCAÇÃO PÚBLICA  
PRECISA DE  
VOCÊ**

**FAZENDO UMA DOAÇÃO  
PRIORITÁRIA MENSAL EM  
SUA FOLHA DE PAGAMENTO,  
VOCÊ APOIA A FORMAÇÃO  
DE UM PROFESSOR  
DE ESCOLA PÚBLICA.**

**PRESENTE PARA  
O FUTURO**  
PROGRAMA DE DOAÇÃO RECORRENTE



# MCDIA FELIZ 2023: 35 YEARS OF HISTORY

The year 2023 marked the 35th anniversary of McDia Feliz, one of our nation’s largest social mobilization campaigns. In partnership with **Arcos Dorados** since 2018, the Ayrton Senna Institute marked its sixth consecutive participation, dedicated to improving Brazilian education.

During McDia Feliz, all proceeds from Big Mac sales are donated to participating institutions. In 2023, the campaign supported over **500,000 students and 5,000 educators across seven projects.**

In addition to the countless individuals who purchased Big Macs on August 26, we received substantial support from several companies, notably **Pernambucanas** for the second year and newcomer **Flash**, enhancing our sales efforts. We were also bolstered by numerous content creators who used their platforms to promote the cause.



**353k+**  
sandwiches sold

**519,864k**  
students reached

**7**  
educational projects supported

**5,399k**  
educators trained

**45+**  
partner companies

“

Education is the essential tool for the prosperous evolution of other societal aspects. At Arcos Dorados, we invest in the training and development of young people to build a better future, and we are proud to support the powerful, transformative work of the Ayrton Senna Institute in Brazilian education.



**ROGÉRIO BARREIRA**  
President of the Brazil Division at Arcos Dorados





# MCDIA FELIZ 2023: PARTNERS







## INDIVIDUAL DONATIONS

Empowering individuals to take an active role in supporting Brazilian public education is a key mission for us. Through our individual donations channel, we've welcomed contributions from those who recognize the value of investing in education.

The **Abrace uma Causa** platform remains our primary avenue for accepting donations, offering options via PIX—which involves using a smartphone to make instant payments directly from one bank account to another via the PIX system, which is overseen by Brazil's Central Bank—and credit and debit cards. In 2023, we celebrated over 6,000 donations through the platform.

**Itaú Bank** and the **PicPay** financial services app also facilitate contributions, making it easy, fast, and secure for donors.

Additionally, our partnerships with **PayPal** and **Benevity** have expanded our reach, allowing us to receive global donations.

The **Nota Fiscal Paulista** program has further diversified our donation methods, turning everyday transactions into impactful educational support.



“

To witness meaningful changes in our country, we must focus on the education and development of our children and young people. They are crucial to creating a brighter future for all. Ayrton Senna was an inspirational leader, and the Institute embodies his most enduring legacy.

**GUSTAVO ALBUQUERQUE**

Donor to the Ayrton Senna Institute





## PARTNERS WHO SUPPORT OUR CAUSE



CREDSYSTEM

IPSOS BRASIL

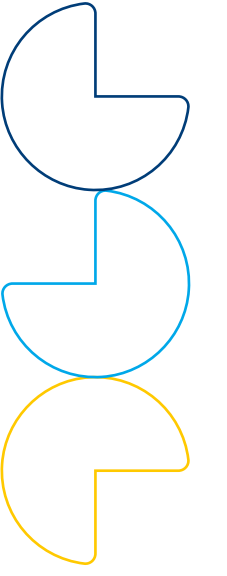
PICPAY

<sup>1</sup> In 2023, we received significant support from U.S. philanthropist MacKenzie Scott, which has enabled us to accelerate our educational initiatives! We were honored to be among the select Brazilian organizations that receive donations from her foundation, Yield Giving.





# CORPORATE







## A GREAT PLACE TO WORK!

In 2023, our efforts in the People and Culture domain were marked by significant achievements and a renewed commitment to the well-being and development of our team. For the fifth consecutive year, we proudly earned the Great Place to Work (GPTW) certification. This recognition reflects our dedication to creating an inclusive and inspiring environment that fosters both personal and professional growth for every employee.

The GPTW survey emphasized the “Pride” dimension, with an impressive 99% of employees expressing favorability towards the statement, “I am proud to tell other people that I work here.” This score surpasses the average of the top 150 ranked institutions, demonstrating that our team deeply identifies with and values our organization’s mission and principles. We are immensely grateful to have a team that takes pride in being part of the Ayrton Senna Institute.

Furthermore, the survey revealed a significant

appreciation for the autonomy in managing personal time and the trust bestowed by our leadership. These responses underscore our commitment to fostering a work environment rooted in trust and mutual respect.

Investing in our team’s professional development was a key priority in 2023. By offering formal training and continuous learning opportunities in the workplace, we aim to empower our employees to reach their full potential and contribute to transforming lives through education.

Looking ahead, we reaffirm our commitment to cultivating an organizational culture rooted in excellence and the well-being of our team. We recognize that our employees are the driving force behind our societal impact. Therefore, we will continue to believe in each individual’s potential and provide them with the tools they need to continue making a positive impact on society.



## OUR VALUES

### ACTING LIKE AN OWNER

This involves adopting the mindset and actions of someone who truly believes in the Ayrton Senna Institute, champions its cause, cares deeply, and is committed to seeing the organization thrive as a whole.

### BUILDING TOGETHER

This means contributing actively and effectively to a common goal, engaging in active listening, remaining humble, and collaborating to cultivate relationships based on trust and transparency.

### FOCUS ON RESULTS

This is about being determined to achieve desired outcomes, optimizing resources, overcoming challenges, and celebrating both small and large successes.

### SEEKING SIMPLICITY

We strive for agility, clarity, and efficiency, which reduce strain and enhance well-being in our daily routines.

### HAVING AN INNOVATIVE ATTITUDE

Being innovative requires curiosity, a willingness to experiment, and openness to new ideas. It involves managing risks, experimenting, learning quickly, and consistently giving your best.

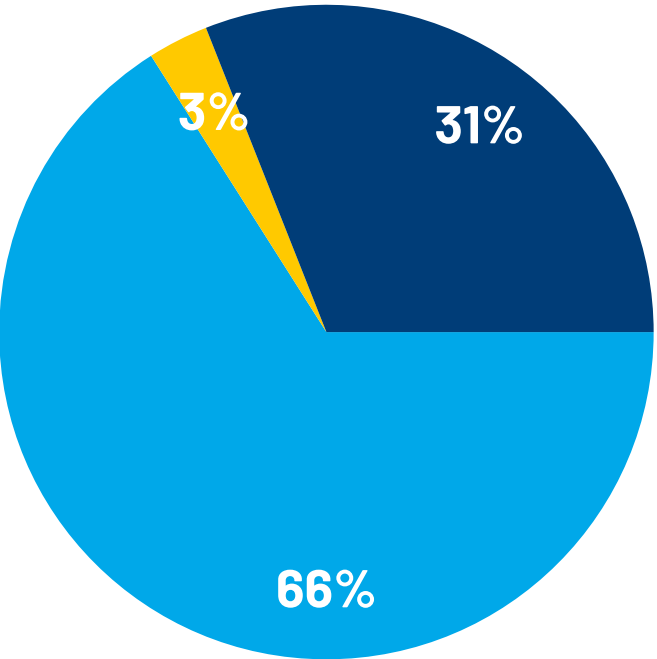
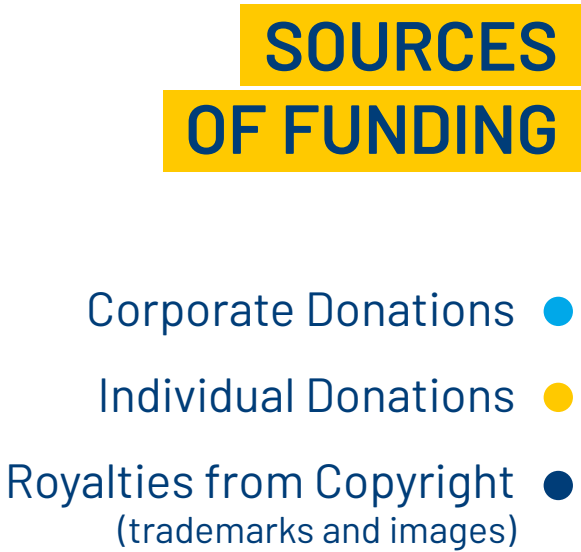






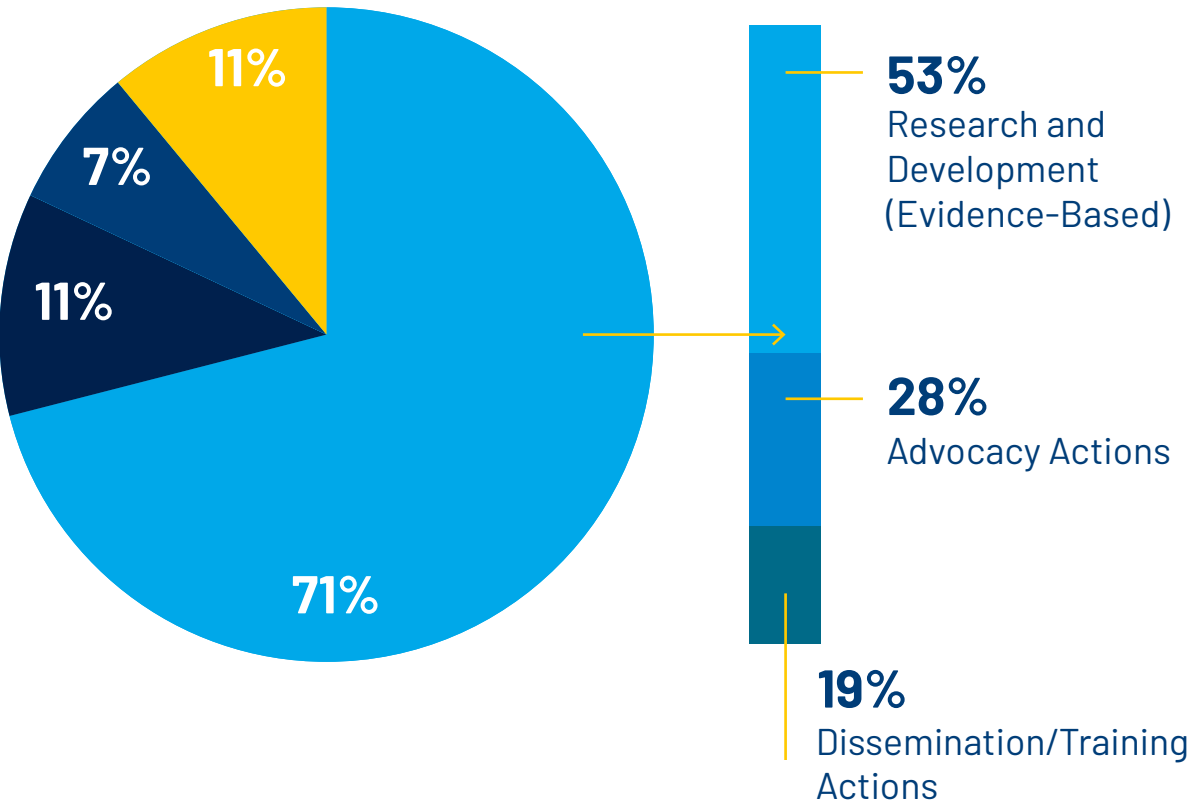
# STATEMENTS OF FINANCIAL POSITION

Throughout 2023, the majority of our resources were dedicated to advancing research and educational projects. These investments are crucial for continuing to innovate and provide support to Brazilian educators and students. We also sustained our efforts in advocacy and mobilization, aiming to extend our influence on public policy development. Below is our statement of financial position for the year:



All figures are presented in millions.

SOURCES OF FUNDING	2023	2022
Corporate Donations	42.117	21.858
Individual Donations	2.460	2.583
Royalties from Copyright (trademarks and images)	20.239	19.166
	64.816	43.607



FINANCIAL INVESTMENTS	2023	2022
Dissemination/Training Actions	6.064	5.115
Research and Development (Evidence-Based)	17.033	20.141
Advocacy Actions	8.915	4.076
Communications and Events	4.948	3.726
Fundraising	3.021	3.165
Corporate Operations	5.046	4.031
	45.027	40.253
OPERATING SURPLUS / DEFICIT	19.789	3.354



Ayrton  
Senna  
Institute



SUPPORT  
OUR  
CAUSE!