

summary

introduction

our impact in 2024

2024: implementing change

projects

IC in action











cultivating knowledge

a growing brand

who makes it happen











introduction

A seed cannot bloom without the ideal conditions to grow. The same applies to organizations. Every major institutional transformation requires a strong organizational culture to ensure lasting impact.

In 2024, we invested resources and efforts to evolve from the inside out. Besides designing "what we want" to promote in society, we asked ourselves "how" we want to deliver these results daily.

We directed significant changes within the Instituto Crescer (IC) ecosystem, involving our board, members, and management teams—all aligned with our strategic goals.

We also revisited the listening tools used with our partners and collaborators to foster transparency and integration among all stakeholders in each project.

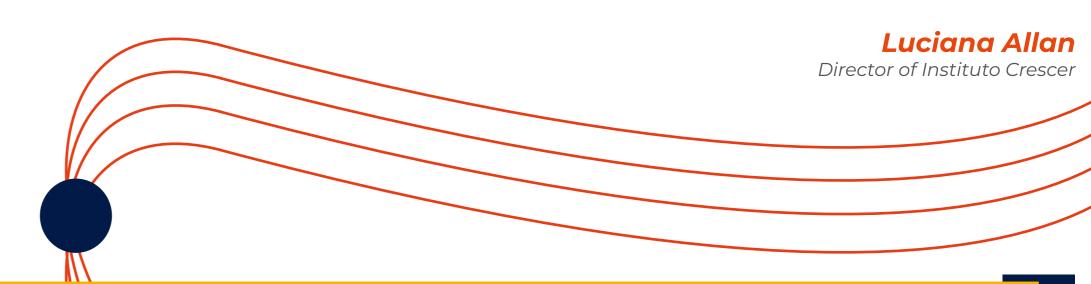
This year, we celebrated important milestones from our 24-year journey: 2.2 million beneficiaries, more than 3,000 municipalities across all 27 Brazilian states, and new partnerships that strengthened our mission.

Behind these numbers lie stories—stories that humanize and give meaning to our work. Through them, we fulfill our purpose of promoting more inclusive, innovative, and future-focused education.

We are excited to share inspiring stories from people whose lives have been transformed. These are stories of individuals who strengthened communities, built sustainable spaces, and used digital technology to promote inclusion and quality learning.

We also invite you to discover our plans for 2025, the year Instituto Crescer celebrates 25 years. We remain convinced that collective action is the best way to prepare people to dream and positively transform their lives and surroundings.

Let's sow the seeds of today for a more transformative future?



introduction

our impact in 2024

2024: implementing change

projects

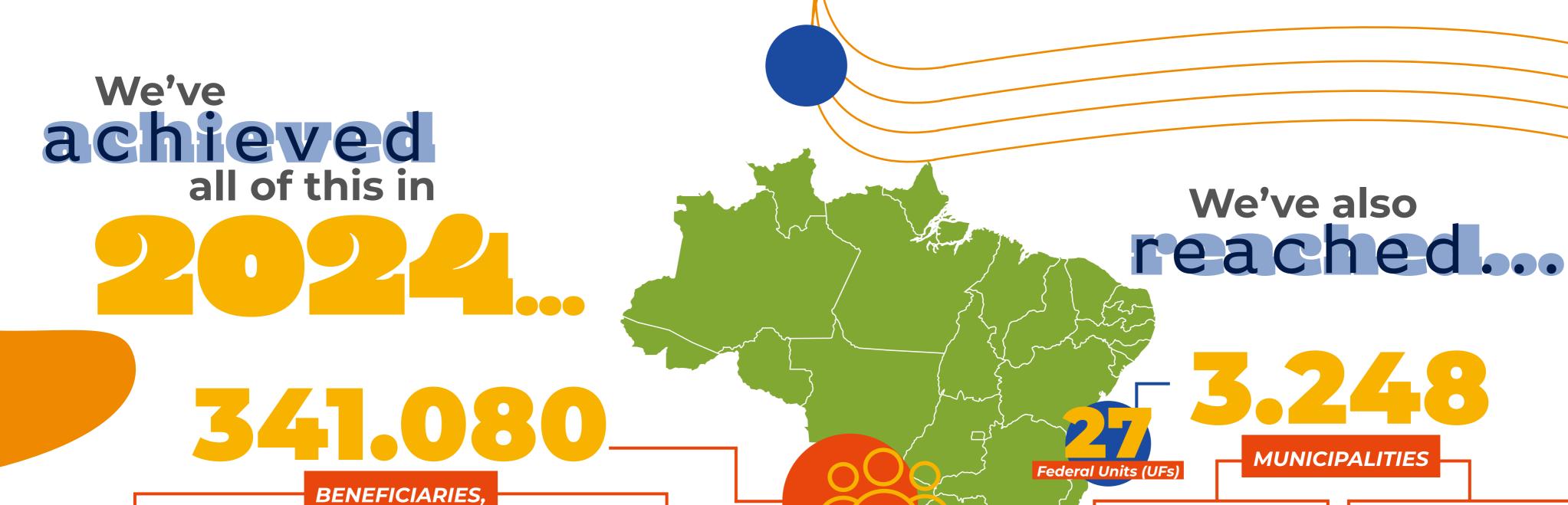
IC in action

cultivating knowledge

a growing brand

who makes it happen

our impact in



DIRECT BENEFICIARIES AND

INDIRECT BENEFICIARIES.

MUNICIPALITIES WITH INSTITUTIONAL **PARTNERSHIPS**

WITH DIVERSE NATIONAL PROJECTS

All of it,
COUNTERING OM... 1.010 partner institutions,

people involved in projects all over Brazil, working on

implemented projects.

introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen

Adding to the mumbers

A digit is never just a number; it carries potential, change, and transformation. Zero, empty of everything, is the beginning of any creation. One, alone, finds in two the partner of a dream of growth. From three onward, numbers multiply, expanding... They quantify what exists in words, actions, and feelings.

Along with numbers come stories. Stories always involve people. Each one holds a desire, a goal, a dream driving a purpose for change. These project narratives breathe life into the numbers in our reports and transform dozens, hundreds, thousands into meaning—into lives changed.

The figures previously presented are just a fraction of the results and impact Instituto Crescer sowed in 2024. To truly understand how we contribute to more meaningful, inclusive, and digital education, explore three real stories we gathered this year.



introduction our impact in 2024

knowledge

BEYOND THE SCHOOL: EXPANDING THE READING COMMUNITY

Although reading is a very ancient practice in human history, as the world changes, new and creative ways of engaging with it continue to emerge—especially in today's educational context.

That's why it's no coincidence that a project from Tiago de Jesus Martins School, located in Alambari (SP), was one of the winners of the 2024 Paths to Citizenship Award.

The project, "The Tale I Tell: A Reading Community," developed by the school team, involved 14 students in creating a collection of short stories through meaningful learning practices. It not only revived the habit of reading and writing, but also placed children's voices and agency at the center of the process.

Our main goal was to create a community library to make reading more accessible. The award allowed us to implement a series of improvements, including reading spaces in classrooms. We even set up a refurbished refrigerator filled with books in the square in front of the school, so the whole community can access them.

Luciana Rissi

Co-author of the project at Tiago de Jesus Martins School – Alambari/SP

The Paths to Citizenship program, an initiative by Grupo CCR in technical partnership with Instituto Crescer, aims to improve education quality through innovative teaching methods and collaborative processes between students and the school community—just like those implemented at Tiago de Jesus Martins School.

The school principal, Anderson Iwanezuk, emphasized the importance of this initiative, which secured a R\$30,000 prize in improvements for the community.



introduction **our impact in 2024**

THE SCHOOL AS A SEED TO SUSTAINABILITY

Every school exists within a community, located in a neighborhood, which in turn is part of a city—and so on.

In other words, caring for our local environment is also a way of preserving the planet as a whole.

The transformation of CIEP 483 Ada Bogato School, in Barra Mansa (Rio de Janeiro), is an inspiring example of how a healthy and conscious environment can positively impact the self-esteem of students, teachers, and the broader community. It reinforces the power of local care in building a better future for all.

Twice awarded by the Healthier Children Prize—an initiative by Fundação Nestlé in technical partnership with Instituto Crescer—in 2022 and 2024, the school underwent several changes in both its physical space and pedagogical mission.

It all began with the installation of a wooden playground, an experimental kitchen, and a drinking fountain for students. Then, in 2024, a school, medicinal, and community garden was established. Maintained and cared for by the school community, the garden provides fresh produce served in the cafeteria. A reforestation area with a wellness trail and a study hut was also added.

These new features not only promote healthy living but also teach about mindful consumption, environmental education, and social interaction.

When we arrived, the space was just weeds. Now it's a meeting and learning spot for students, their families, and the whole school community

Angela da Costa Soares

School Principal

After winning this amazing prize, our school is becoming the perfect place to learn and play. We're really happy and proud!

Davi Miguel

Student at Escola CIEP 483 Ada Bogato - Barra Mansa/RJ



Even though the school had already won a stage of the Healthier Children Prize and was no longer eligible for awards in this edition, educator Everton Carlos Pestana decided to continue the practical activities proposed by the initiative. He believed the impact went far beyond recognition:

We chose to continue because the results were transformative. We noticed significant behavior changes among the students. They became more interested in healthy foods, started exercising more, and even got their families involved. The effects were long-lasting, and seeing that transformation motivated us to go on. Activities like the challenge are essential for promoting healthy habits in schools, as they actively and playfully engage students, making health education practical and fun. Plus, these initiatives create a supportive environment among peers, which reinforces positive behaviors.

Everton Carlos Pestana

Director of Escola Municipal Maria Antônia Beneli - Tarumã/SP



Full testimonial from **Everton Carlos Pestana**



Watch the CIEP 483 Ada **Bogato School video**

a growing brand

who makes it happen

preparing for the

cultivating

knowledge



A DREAM COMES TRUE

What once seemed distant and confined to science fiction has now become part of everyday life. The advancement of digital technologies has forever changed the way we learn and interact with the world.

That's exactly what happened at Marcos Antônio Municipal School in Goiânia (Goiás), where science classes were revolutionized using virtual reality (VR) headsets.

Teacher Dayani Sotero emphasized how digital tools are fundamental in making abstract concepts, like the solar system, more tangible for students.

With the VR goggles, we can offer a truly immersive experience. When I use digital resources in class, I notice more curiosity and engagement from the students. It's especially beneficial for those with Special Educational Needs (NEE).

Her school benefits from the Aluno Sempre Conectado (ASCON) project, part of the Qualcomm Wireless Reach initiative, with technical partnership from Instituto Crescer. In addition to virtual reality, students also use Chromebooks for research and AI tools to deepen their learning—all under the guidance of trained educators.

This integration of technology has not only transformed how students learn but also how teachers engage with content. Equipped with pedagogical training, they foster a more dynamic and future-ready learning environment.

"The mentoring and support provided by ASCON gives me confidence and motivation to keep incorporating innovative methodologies into my classes", Dayani Sotero.

Dayani Sotero

Teacher at Marcos Antônio Municipal School

Each step in communication technology connects the world more. It's amazing how technology brings us together

with people from all over the world."

Eliza Kelly Lima Rodrigues

9th-grade student, João Braz School – Goiânia/GO

introduction our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen

implementing change

FROM PLANNING TO PRACTICE

Since 2022, when we developed our Strategic Plan for 2023–2025, we've made meaningful progress in our journey. This includes revising our governance tools and processes, updating institutional policies, and repositioning our brand.

In 2024, we focused on implementing our **new governance structure**, which includes more active participation from our Boards and Assembly. We also expanded the operations and team of the **Institutional Relations Department**, and improved strategies and processes to **strengthen our organizational culture**.





introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating

knowledge

a growing brand

who makes it happen

INSTITUTO CRESCER MEMBERS

As an association, our bylaws allow for the participation of individuals or legal entities that are aligned with the mission and objectives of Instituto Crescer. These members contribute ideas and suggestions to guide the organization's direction.

In 2024, our group of members grew, and in November, we held an Ordinary Assembly to present the progress of our Strategic Plan implementation for 2024, along with proposals for updates to the 2025 Plan.

New members in 2024:

Andressa Freire; Mariana Salgado;

Bruno Pereira; Nayara Romero;

Daniella Beverari; Paloma D' Andrea;

Fábio Stefanini; Paulo Caracheste;

Leonardo Camargo; Raiza Roznieski;

Marcos Ferreira; Suellen Paccanaro.

Maria Sandra Batista;



apresentação our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen

BOARDS BEGIN NEW TERM

The beginning of 2024 marked the new compositions of the Deliberative, Advisory, and Fiscal Boards, highlighting Instituto Crescer's commitment to good governance practices, with all members serving on a voluntary basis.

The collaboration of these boards brings greater seniority and quality to the organization's work, as well as support and guidance to the leadership team by engaging a group of highly respected professionals with complementary experience and expertise.

In 2024, the Deliberative and Fiscal Boards held quarterly meetings, while the Advisory Board met biannually, always with the goal of reviewing progress and next steps for implementation, and of gathering necessary approvals and recommendations from these forums.

Check out the composition of the 2024/2025 leadership:

rdeliberative board



Luis Claudio Vaz Allan

President of the Board; Personal Brand Strategist and Corporate Communication Specialist



Dilermando Allan

Vice President; Director of Administration and Finance



Bruna Basílio

Lawyer specializing in Criminal Law



Dorival Oliveira

Vice President at Arcos Dorados

Lfiscal board



Luciano Miguel

Internal Audit Manager at Multiplica - Credit & Investment



Roselis Pereira

Accountant at Alfa Brasil Contabilidade



Guiomar Mello

Independent Education Consultant



advisory board

Gustavo Miguelez

Business Consultant in Technology and Communication



Omarson Costa

Senior Executive and Consultant in Communication, Media, and Technology



Patricia Travassos

Journalist and documentary filmmaker, content creator focused on Innovation



Rita Ippolito

Senior Consultant at the Education Observatory in Alagoas, Federal University of Alagoas



introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge

a growing brand

who makes it happen

HOW OUR ETHICS COMMITTEE WORKS

Formed at the end of 2023 and with updated processes in 2024, this Ethics Committee is responsible for ensuring compliance with our Code of Conduct and Ethics. The committee also receives reports of violations (via email at comissaodeetica@icrescer.org.br), investigates suspected cases, provides guidance, and answers questions about internal rules.

Committee Members:

Paloma D' Andrea; Bruna Basilio;

Luciano Miguel; Luciana Allan;

Dorival Oliveira. Fábio Stefanini:

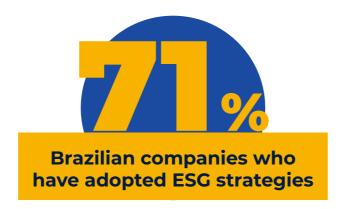
Nayara Romero;

It is important to note that if any member of the committee is reported, that person is automatically excluded from the group and the investigation process.

STRENGTHENING PARTNERSHIPS: **INSTITUTIONAL RELATIONS MANAGEMENT**

Instituto Crescer has always sought close ties with partners who share our commitment to quality education in Brazil and the promotion of social inclusion.

As **ESG** (Environmental, Social, and Governance) practices advance within corporate agendas and the social impact sector, we identified valuable opportunities to amplify the positive impact we generate together.



Source: ESG Panorama 2024 – Amcham, 2024



Source: Global Sustainable Investment Review, 2022

cultivating

knowledge

In this context, expanding the scope and team of the Institutional Relations Department was seen as essential to improve project development strategies, technical proposals for fundraising, and stakeholder relationship-building in the field of corporate social responsibility. We can do better together, after all!

In 2024, beyond corporate fundraising, we strengthened our use of incentive laws and began developing strategies to raise funds for our own projects, through sponsorships or support from international funds.



2024: implementing change

NURTURING ORGANIZATIONAL CULTURE: THE IMPORTANCE OF CONSISTENCY

Instituto Crescer not only restructured its organizational chart in 2024 but also revised its strategies to strengthen organizational culture. Aligning values, workflows, communication, and processes is key to keeping all areas and people working in an integrated, collaborative, and efficient environment.

One key action was to revisit and improve our feedback channels used with partners and collaborators. This led to another edition of our Culture and Climate Survey, which helped us gather insights and feelings from team members regarding our joint work.

Based on the survey feedback, the People and Culture team revised its strategies and work plans to promote more moments of alignment, reflection, learning, connection, and exchange among collaborators.



introduction

our impact in 2024

2024: implementing change

projects

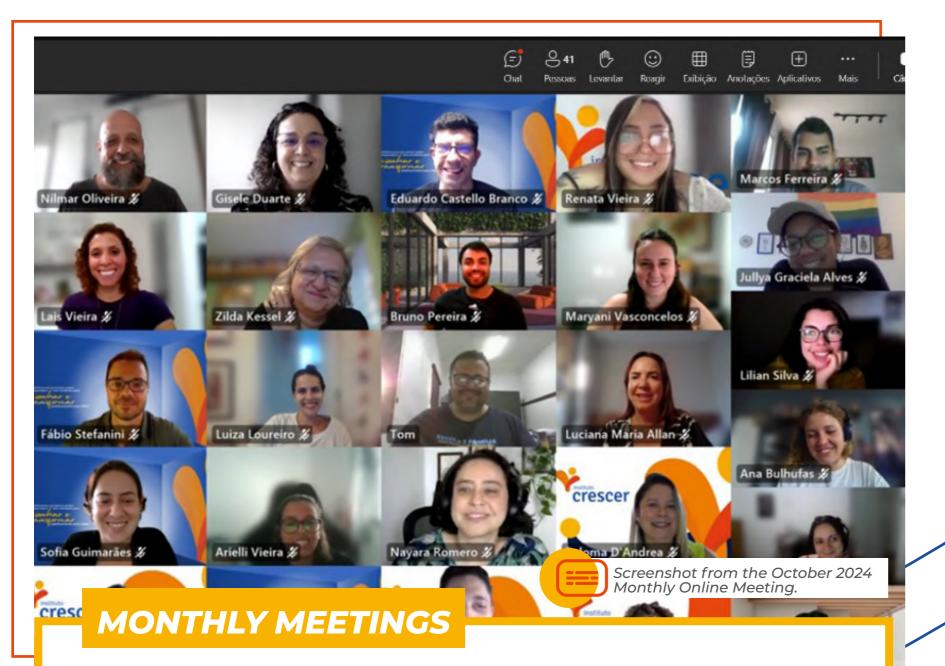
IC in action

cultivating knowledge

a growing brand

who makes it happen

preparing for the



In the last week of every month, all team members are invited to participate in an all-hands remote meeting. Each online meeting revolves around a central theme that guides the conversation. Based on requests from the team, topics such as diversity, socio-emotional skills, and leadership were addressed.

This space was also used to share the "joys and pains" involved in the execution of each project—boosting integration between different teams.



To promote integration and raise awareness among Instituto Crescer's leaders, Management Meetings were held twice during the year, in-person. These meetings brought together staff members involved in process and/or people management.

In 2024, the focus was on reinforcing institutional goals defined in the Strategic Plan, aligning best practices around organizational culture, diversity, communication, impact vision, and leadership.

introduction

our impact in 2024

2024: implementing change

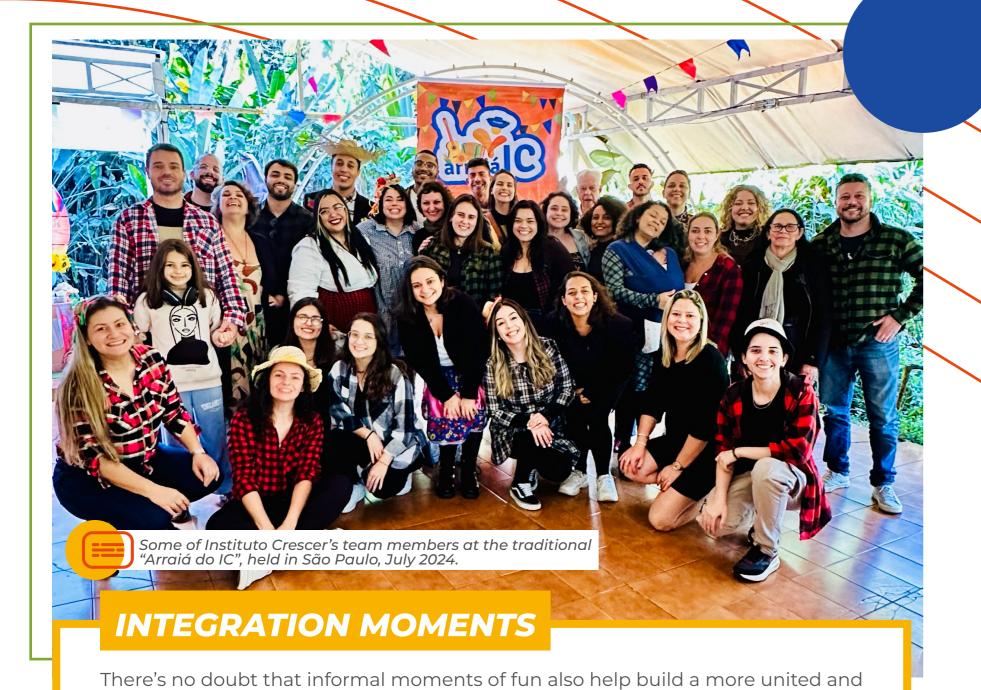
projects

IC in action

cultivating knowledge

a growing brand

who makes it happen



Mockup of a team member accessing our monthly newsletter, sent in November 2024.

WHAT'S HAPPENING AT IC

In 2024, Instituto Crescer launched a monthly internal newsletter to improve access to information for all collaborators. The newsletter includes updates about organizational news, events, publications, institutional and project goals—shared in a recurring and collaborative format.

The celebration strengthened bonds among team members and promoted interteam connection. It featured traditional food, bingo, and lots of fun games!

productive team. That's why the traditional "Arraiá do IC" (IC's June Fest) stood

introduction

our impact in 2024

out as one of the most memorable events of the year.

2024: implementing change

projects

IC in action

cultivating knowledge

a growing brand

who makes it happen

preparing for the







SUSTAINABLE CORPORATE PURCHASING

In line with ESG best practices, Instituto Crescer published its Sustainable Purchasing Policy—a document that outlines and communicates our principles to current and potential commercial partners.

Since then, our Purchasing Department has been working with suppliers to align with the new partnership guidelines, which are based on the Ten Universal Principles of the UN Global Compact—covering human rights, labor, environment, anti-corruption, and anti-money laundering.

This policy guides companies and partner organizations toward earning our "Seal of Excellence – Grade 10 Supplier", a certification launched in 2024 to recognize organizations that operate according to Instituto Crescer's policy and are committed to ESG-aligned practices.



introduction

our impact in 2024

Última revisão em Maio/2024

2024: implementing change

projects

IC in action

cultivating

knowledge

a growing brand

who makes it happen

Throughout the year, we planted new ideas, cultivated partnerships, and nurtured the growth of projects that positively impacted educators, students, and communities throughout Brazil.

Check out some of the initiatives we sowed in 2024:

our initiatives



introduction

our impact in 2024

2024: implementing change

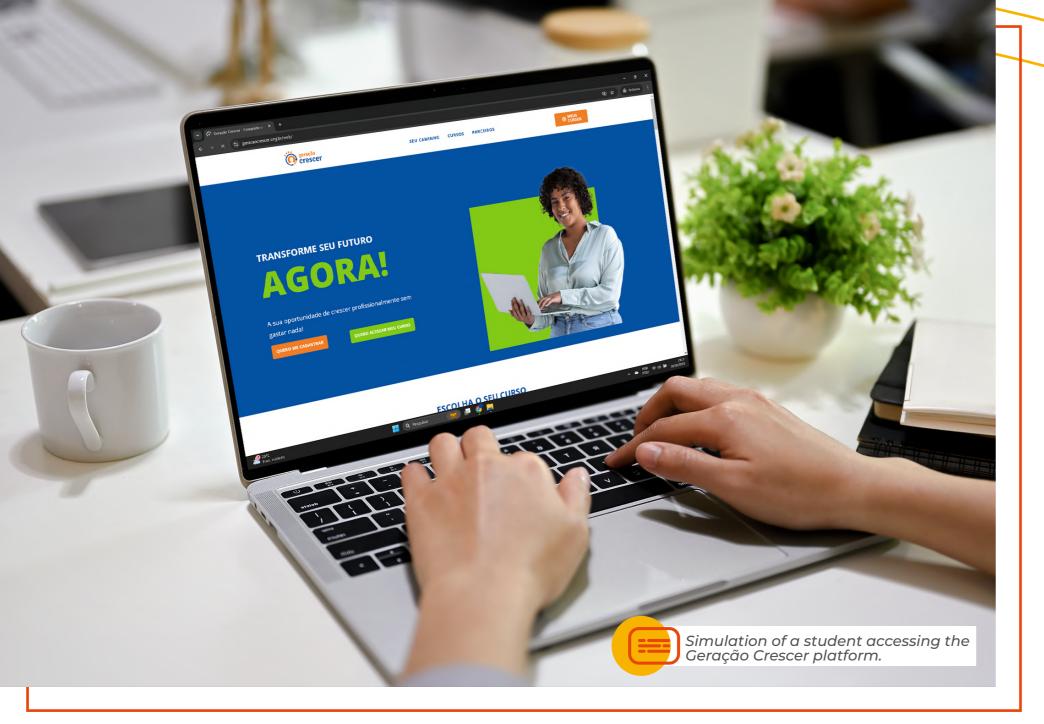
projects

IC in action

knowledge

a growing brand

who makes it happen



geração crescer



OBJECTIVE

To provide professional qualification and productive inclusion for people in situations of social vulnerability within the job market.



HOW DOES IT WORK?

Through a virtual learning platform accessible here, offering 8 fully online and free courses.



BENEFICIARIES

People seeking to enter the job market or make a career transition.



LOCATION

Present in over 610 municipalities in Brazil.



PARTNERS



who makes it

happen



2024 RESULTS

38,236 beneficiaries reached;

36,994 course completions.

our impact in 2024

2024: implementing change

cultivating

knowledge



festa no jardim:



OBJECTIVE

To raise awareness about sustainability among children and adolescents through the arts.



HOW DOES IT WORK?

The project develops, stages, and presents a children's play titled Festa no Jardim ("Party in the Garden"), centered on sustainability themes. The partnership with local governments includes a workshop on theatrical scriptwriting and additional workshops on Musicalization, Theatrical Interpretation, and Scenic Object Creation.



BENEFICIARIES

Students.



LOCATIONS

Paulínia/SP, Ribeirão Preto/SP, Santos/SP e São Paulo/SP.



SPONSORSHIP





IMPLEMENTATION





Secretaria da **Cultura, Economia e Indústria Criativas**





2024 RESULTS

4,000+ attendees at 25 theater sessions of the play;

1,500+ participants in Musicalization, Interpretation, and Characterization Workshops;

93 participants in the Scriptwriting Workshop.

introduction

our impact in 2024

2024: implementing change

projects

end of season 1

IC in action

cultivating knowledge

a growing brand

who makes it happen

future

Seclas Security Secur



escola que transforma,

with Sebrae





OBJECTIVE

To implement the Entrepreneurial Education Action Plan and the "School That Transforms" Seal (EqT) in 220 public basic education schools across six Brazilian states.



HOW DOES IT WORK?

In-person workshops are conducted with educators and students at participating schools, with a total workload ranging between 12 to 20 hours.



BENEFICIARIES

Educators and students.



LOCATIONS

Bahia/BA, Distrito Federal/DF, Minas Gerais/MG, Rio Grande do Sul/RS, Sergipe/SE e Tocantins/TO.



INITIATIVE PARTNER





2024 RESULTS

58,503 beneficiaries reached:

→ 7% educators & 93% students.

23 municipalities served;

214 partner institutions.

introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen

projects that we are still planting and nurturing



alumo sempre conectado (ASCON) with Qualcomm



OBJECTIVE

To expand connectivity in education by overcoming challenges such as low-quality internet in schools and the lack of digital skills among teachers and students.



HOW DOES IT WORK?

In addition to providing free equipment and internet chips, the project trains educators in participating schools so they can prepare students to use digital technologies for their personal and professional development.



BENEFICIARIES

Educators and students.



LOCATION

Goiânia/GO.



INITIATIVE



Partnership since 2022

















2024 RESULTS

236 beneficiaries reached:

→ 93% students | 7% educators.

5 partner schools.

cultivating

knowledge

introduction

our impact in 2024

2024: implementing change

projects

IC in action

a growing brand

who makes it happen



caminhos para a cidadamia,



To improve education quality through innovative teaching methods and to establish collaborative processes between students and the school community.



HOW DOES IT WORK?

The project offers ongoing training for educators in areas aligned with the BNCC (National Common Curricular Base), such as citizenship, diversity, and environmental education.



BENEFICIARIES

Educators.



LOCATION

Nationwide (Brazil)



INITIATIVE PARTNER



Partner since 2018



2024 RESULTS

73,606 beneficiaries impacted:

→ 3% educators & 95% students.

22,043 activity participations;

157 municipalities reached;

651 partner institutions.

introduction our impact in 2024 2024: implementing change

projects

with Instituto CCR

IC em cena

cultivating knowledge a growing brand

who makes it happen





with Fundação Telefônica Vivo and ProFuturo



OBJECTIVE

To provide ongoing training to improve math proficiency and develop the digital skills of educators and students in elementary education.



HOW DOES IT WORK?

The initiative includes a diagnostic assessment of participating municipal school systems, followed by practical training and support for teachers in developing skills for the responsible use of digital tools in math teaching and learning.



BENEFICIARIES

Education professionals from participating municipal networks.



LOCATIONS

Nova Andina/MS, Três Lagoas/MS, Ponta Porã/MS.



INITIATIVE PARTNERS





Partners since 2023



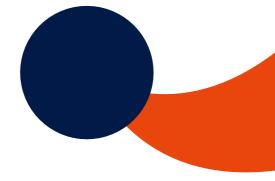
2024 RESULTS

10,327 beneficiaries impacted:

→ 3% educators & 97% students.

3 municipalities reached;

47 partner institutions.



introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen

projects wrapped up within IC's portfolio (with great results!)



festival tö ligado na energia



OBJECTIVE

To promote awareness around conscious energy consumption in a fun and engaging way across schools in five Brazilian states.



HOW DOES IT WORK?

After a training cycle with students from middle and high school, the project concludes with the "Festival Day Show"—a celebration with performances combining art and education.



BENEFICIARIES

Students and the school community.



LOCATIONS

- Federal District (DF): Brasília
- Bahia (BA): Salvador, Feira de Santana, Lauro de Freitas
- Pernambuco (PE): Recife, Fernando de Noronha, Goiana
- Rio Grande do Norte (RN): Natal, Macaíba, Parnamirim, São Gonçalo do Amarante
- São Paulo (SP): Atibaia, Itanhaém, Limeira, Rio Claro



INITIATIVE PARTNER



Partner since the "Educação com **Energia**" project (2019-2020)



2024 RESULTS

7,123 beneficiaries impacted:

→ 100% students.

11,489 activity participations;

13 municipalities reached;

22 partner institutions.



introduction our impact in 2024

2024: implementing

with Neoenergia



prêmio crianças mais saudáveis,

with Fundação Nestlé



OBJECTIVE

To recognize and reward innovative projects in public schools that promote healthy habits among students and school communities.



HOW DOES IT WORK?

Educators, students, and schools engage in fun and educational initiatives and compete for prizes. In 2024, 10 standout projects were awarded for their efforts to encourage healthy habits. In addition to the prize (invested in school improvements), the initiative included a scavenger hunt with activities to engage students in sustainability efforts. The most active schools were also recognized.



BENEFICIARIES

Schools, educators, students, and the community.



LOCATION

Nationwide (Brazil)



INITIATIVE PARTNER



Partner since 2018



2024 RESULTS

150,222 beneficiaries impacted:

→ 97% students & 3% through community-based actions.

7,252 activity participations;

3,135 municipalities reached;

62 partner institutions.

introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge uma marca em crescimento

who makes it happen

future

inaction

Participating in spaces that discuss education and innovation was a key priority for Instituto Crescer in 2024. Going out into the world to learn, share, and build new partnerships is what strengthens our ability to improve—at home and beyond. Check out IC's contributions to events throughout the year:

IC AT BETT (BETT BRASIL 2024)

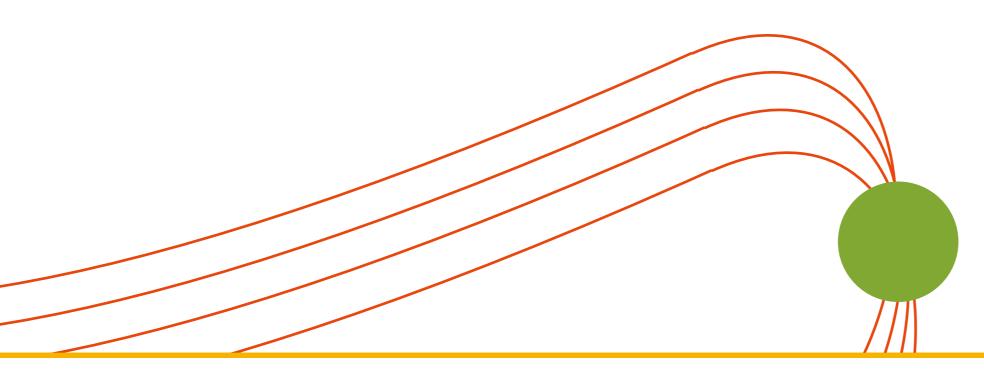
For the second consecutive year, Instituto Crescer had a booth at **Bett Brasil**, the largest Education and Technology event in Latin America, held in April 2024, in São Paulo.

Visitors to our booth were invited to respond to the survey "Teachers' Perspective: AI and Education in Brazil" and received a free copy of the book "Crescer em Rede: Innovation and Technology with Purpose in Education".

During the event, our director Luciana Allan shared the stage with Ariane Teles, Sustainability Analyst at Instituto CCR e Elias Democh, former Head of Professional Development at the Goiânia Department of Education.

Both are partners in the Caminhos para a Cidadania and Aluno Sempre Conectado (ASCON) projects. Together, they led the session "Government and Third Sector Partnerships: 7 Governance Principles for Successful Collaborations", bringing practical examples to the discussion.

On the second day of Bett Educar, Luciana Allan also took part in the panel "Public Policies for Digital Culture: Past, Present, and Future", alongside Ana Paula Gaspar, Educational Technologies Coordinator at Brazil's Ministry of Education (MEC) and Pamela Greco, Specialist in Learning and Human Development. This debate sparked reflections on the interaction between the real and virtual worlds and the importance of digital culture for both schools and public policy in Brazil.





introduction our impact in 2024 2024: implementing change

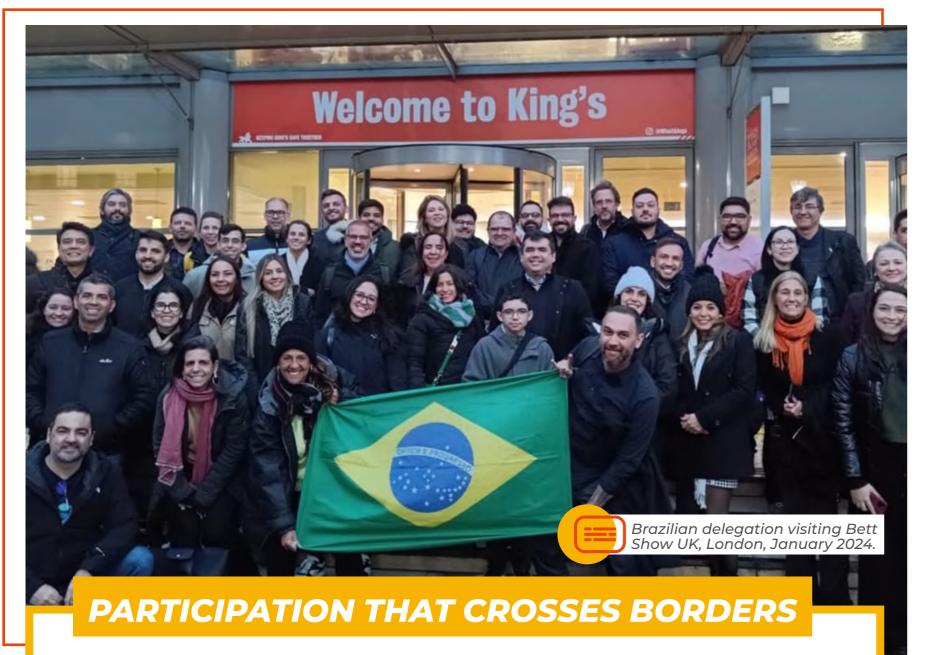
projects

IC in action

knowledge

a growing brand

who makes it happen



From January 22 to 26, our director Luciana Allan joined the Brazilian delegation at Bett Show UK, alongside more than 170 education professionals, EdTech CEOs, and researchers. The group visited schools, universities, and technology companies in London, focusing on themes such as inclusion, innovation, sustainability, and well-being—with a spotlight on the role of Artificial Intelligence (AI) in education.

It's clear that questions about AI are everywhere. Whether in developed or developing countries like ours, the challenges and concerns are quite similar. What we must never lose sight of is why we teach and who we teach for.

Luciana Allan

Director of Instituto Crescer

recognition



Due to the scope and impact of her work as technical director of Instituto Crescer for over 20 years, Luciana was named Commander by the Sovereign Order of the Knights of St. John of Jerusalem, a centuries-old order affiliated with the Catholic Church. She now joins the Order's Ministry of Education, which aims to promote digital inclusion opportunities for students in rural schools. Luciana's extensive experience leading similar projects at Instituto Crescer will be crucial in ensuring quality educational opportunities for these students.

introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge

a growing brand

who makes it happen



INAUGURATION OF ASCON MOBILE LABS

Six members of Instituto Crescer attended the launch event for the mobile virtual reality labs of the **Student Always Connected (ASCON)** project, held in Goiânia/GO.

The event celebrated the project's results and marked **the beginning of Phase 2,** with the presence of key collaborators, including **Milene Franco** and **Andreza Dorta** from Qualcomm, **Adriana Taboada** (Wireless Reach for Latin America), and **Rawlinson Terrabuio** (Beenoculus).

In Phase 1, over **200 students and educators** from **four Goiânia schools** received Chromebooks with **mobile tech tools.** Now in Phase 2, virtual reality headsets are being distributed, expanding access to **digital culture in public education.**

It was amazing to hear directly from students and teachers just how meaningful this opportunity has been—and how it's helping transform the city's social reality. This aligns perfectly with Instituto Crescer's long-term goals.

Luciana Allan

Director of Instituto Crescer

introduction our impact in 2024 2024: implementing projects IC in action cultivating a growing brand who makes it preparing for the change knowledge happen future

OTHER EVENTS



Educator Renata Kelly da Silva, co-author of the book, and editor Zilda Kessel represented Instituto Crescer and spoke in the Education Space at the 27th São



introduction our impact in 2024

Paulo Book Biennial in September 2024.

2024: implementing change

projects

IC in action

a growing brand

cultivating

knowledge

who makes it happen

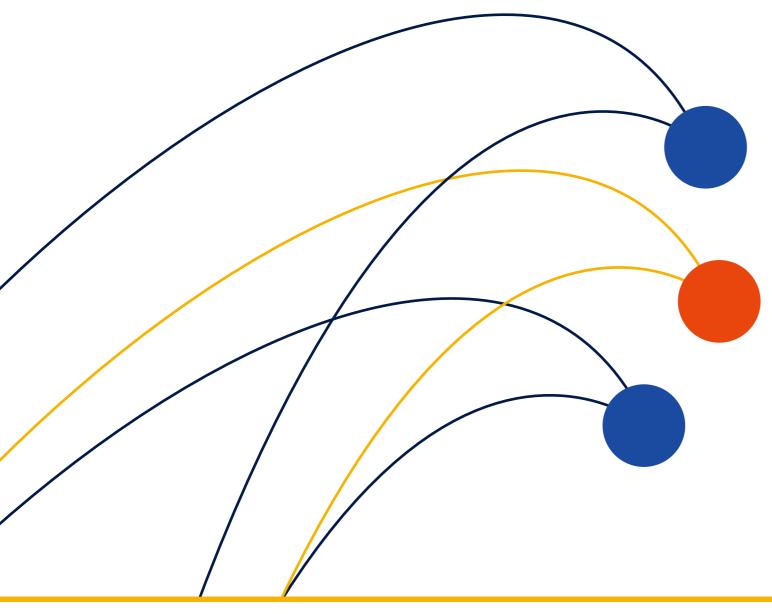
ving away free copies to educators from across Brazil.

ce Education Congress, organized by **ABED** (Brazilian Association for Distance Education). During the event, she shared her journey and reflections on the relationship between education and technology and held a book signing session, gi-

CELEBRATING LONG-TIME PARTNERSHIPS

The 2000s were key for the transformation of the third sector scenario in Brazil. At that time, many organizations were structured to act, as a civil society, to confront the country's social challenges. Thus, we arrived at a time of celebrations of longevity and legacy of strong organizations in the Brazilian social field.

In 2024 we had the honor and joy of celebrating with two of our partners their 25 years - and in this way, we are already inspiring for our celebration of next year! By celebrating the achievements of a partner, we honor all the transformation potential we have already achieved, and we can still achieve together.





introduction

our impact in 2024

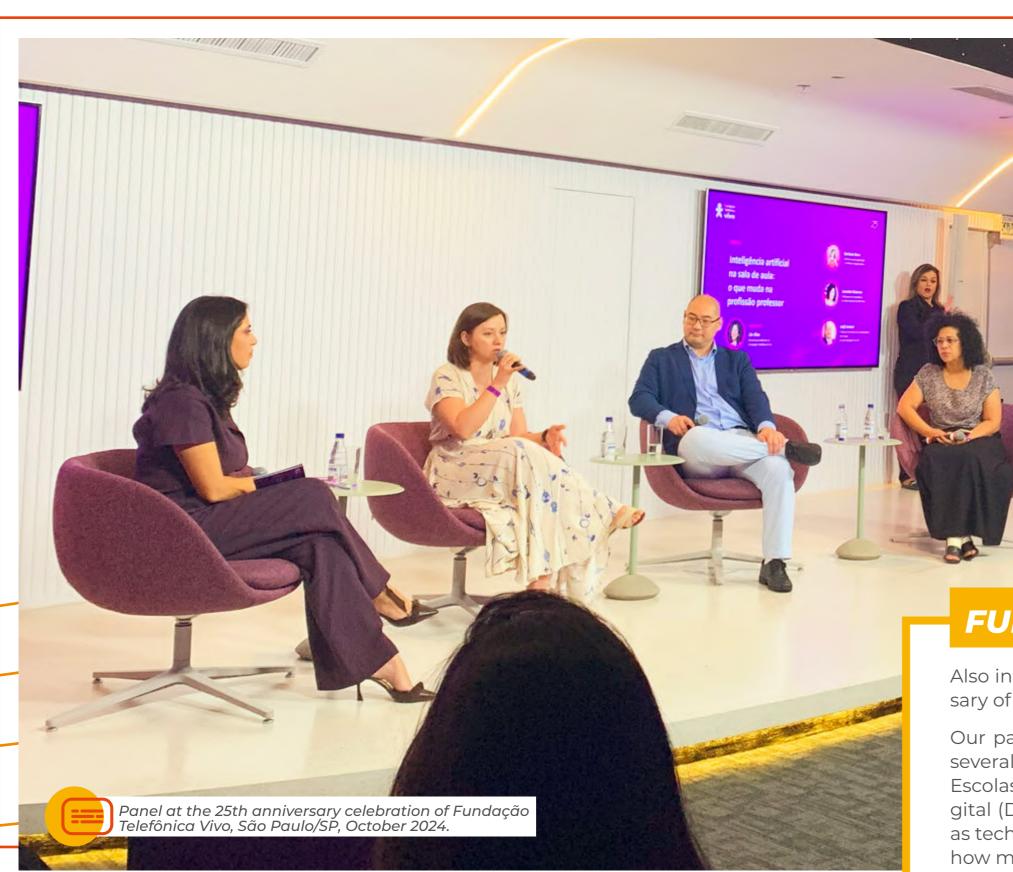
2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen



FUNDAÇÃO TELEFÔNICA VIVO

Also in October 2024, Instituto Crescer joined the celebration of the 25th anniversary of Fundação Telefônica Vivo.

Our partnership began in 2015 and has since supported the implementation of several projects, including Escolas Rurais Conectadas (Connected Rural Schools), Escolas Conectadas (Connected Schools), Inova Escola (Innovative School), Aula Digital (Digital Classroom), and Pense Grande (Think Big). Since 2023, we've served as technical partners for the ProFuturo Mathematics project, helping to transform how math is taught and learned in Brazil.

Besides celebrating the impact generated throughout these 25 years of history, Fundação Telefônica Vivo provided us with moments of reflection, connection, and learning with national and international education leaders.

introduction

our impact in 2024

2024: implementing change

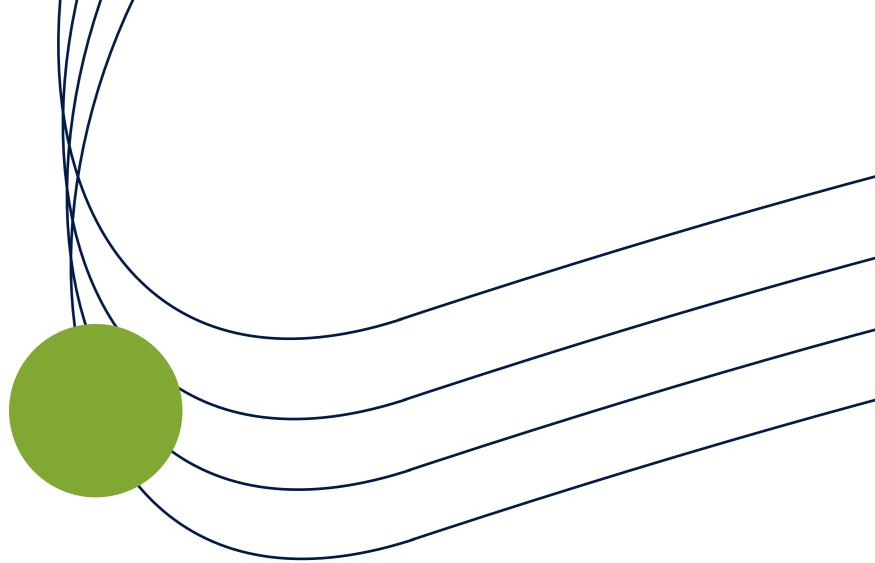
projects

IC in action

cultivating knowledge a growing brand

who makes it happen

cultivating Ishouseled se



LAUNCH OF THE BOOK CRESCER EM REDE

In search of knowing and recording innovative educational practices across the country, IC published an open call in 2023, inviting educators to share their experiences with the use of digital technologies in the classroom.

The result of this consultation was compiled in the book "Crescer em Rede: Innovation and Technology with purpose in education". The publication brings together good practices of 16 Brazilian educators, curated by our director Luciana Allan.

The publication, which also has support from SM Education, was launched in April during Bett Brasil 2024. Twelve, from 16 authors, participated in an autograph session to mark the book's launch.





introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge a growing brand who makes it happen



AI AND EDUCATION IN BRAZIL: SURVEY RESULTS

After attending **Bett Show UK** as part of the Brazilian delegation, Luciana Allan brought back the results of a **survey conducted in England** about teachers' views on **Al in education**.

With the intention of finding out how Brazilian professionals felt about the same theme, the Crescer Institute team organized and analyzed a poll, **answered by 233 people** who participated in the Brazilian edition of the fair.

Although the results correspond to a punctual portrait, composed mostly by professionals from the public and the state of São Paulo, it was evident that the **Brazilian public is more optimistic** than the British when it comes to technology.

While 97% of Brazilian respondents believe that teaching jobs will not disappear with the rise of AI, only 70% of UK teachers shared that view. As a matter of fact, 64% of British teachers fear losing their jobs to machines.

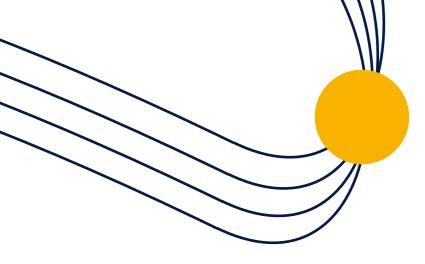


introduction our impact in 2024 2024: implementing projects IC in action change

cultivating knowledge

a growing brand

who makes it happen



ARTICLES IN EXAME MAGAZINE

Our director Luciana Allan is a columnist for **Exame magazine.** In her articles, she draws on more than 20 years of experience leading national and international education projects. She covers topics like **digital culture, teacher training, public-private partnerships,** and more.



Artificial Intelligence Challenges Teachers to Rethink Pedagogical Practices

March 7, 2024

READ THE ARTICLE



Are Public-Private Partnerships in Education Worth Considering?

July 18, 2024

READ THE ARTICLE



The Ghost of the University Entrance Exam

October 9, 2024

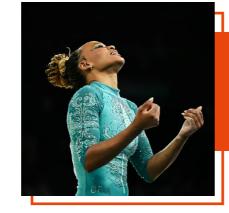
READ THE ARTICLE



Will AI Turn Schools Into Big Brother?

April 5, 2024

READ THE ARTICLE



Where Are the Teachers During the Olympics?

August 7, 2024

READ THE ARTICLE



The Future Belongs to Those Who Live the Best Learning Experiences

November 12, 2024

READ THE ARTICLE



Different Views: Brazilians vs. Brits on Al in Education

June 18, 2024

READ THE ARTICLE



Types of Education and Who They're For

September 12, 2024

READ THE ARTICLE



2024 Education Year-in-Review

December 13, 2024

READ THE ARTICLE



See all Luciana Allan's articles

introduction our impact in 2024 2024: im

2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen

abrand SPOUTEN

IC ON THE NETWORKS



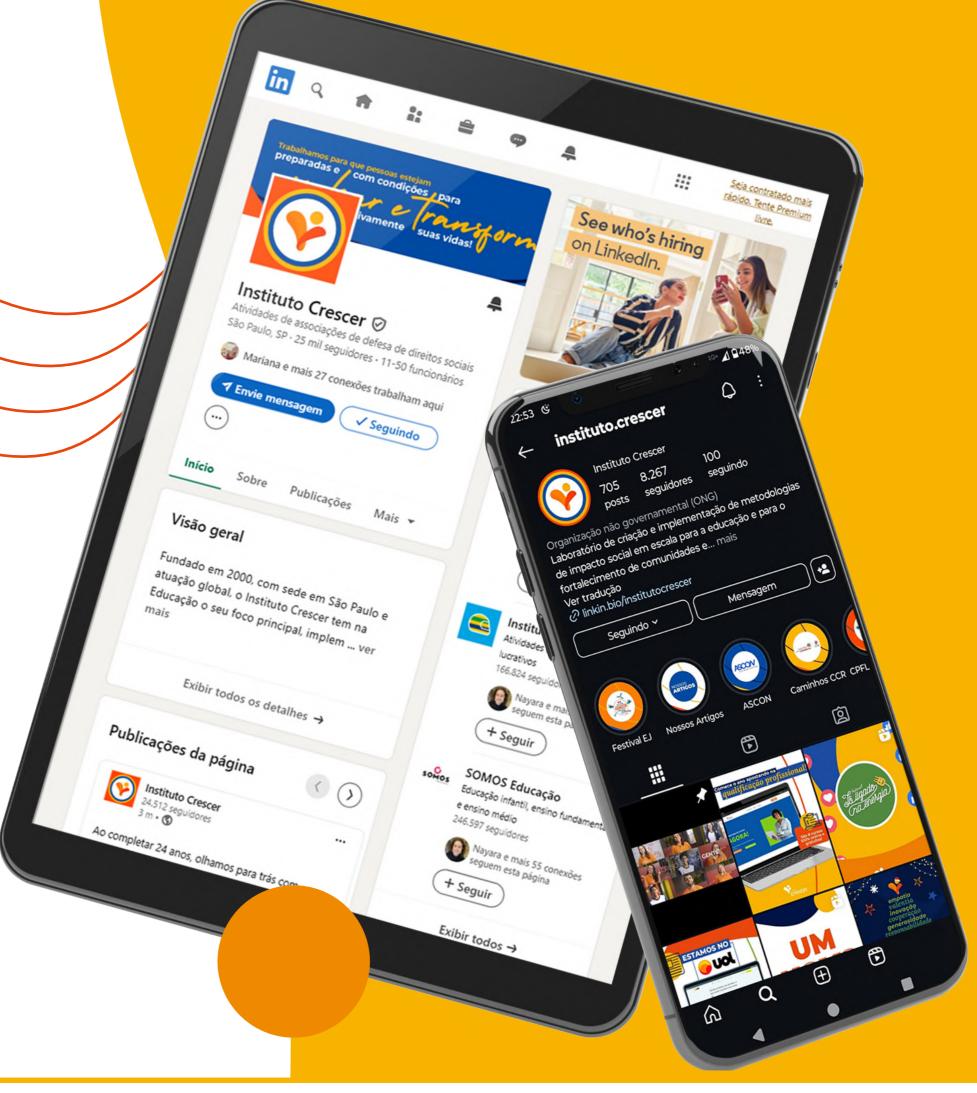


2024 was a year when we worked on strengthening the brand in our channels and external communication. On our social networks, in October, the month of our birthday, we reached the annual growth target of followers, and, in a year, we add 32,641 people who follow the contents of the Growth Institute on LinkedIn and Instagram. In 2024 we had a growth rate of 39% of new followers in one year.

At LinkedIn, we reached the mark of 24,000 followers, coincidentally, in the month of our 24th birthday. A true gift. By the end of the year, we totaled over 24,438,000 followers.

Our audience also attended and engaged in our publications. In more than 150 posts at LinkedIn this year, we received over 300,000 impressions, 6,000 reactions, 600 comments and 200 shares. Our network also became a meeting point between competent professionals and our open job opportunities: there were 15 vacancies released.

Our Instagram welcomed hundreds of new users, bringing together over 8,200 followers. There were more than 150 posts in our feed and Stories, used to tell our trajectory over 2024.



introduction

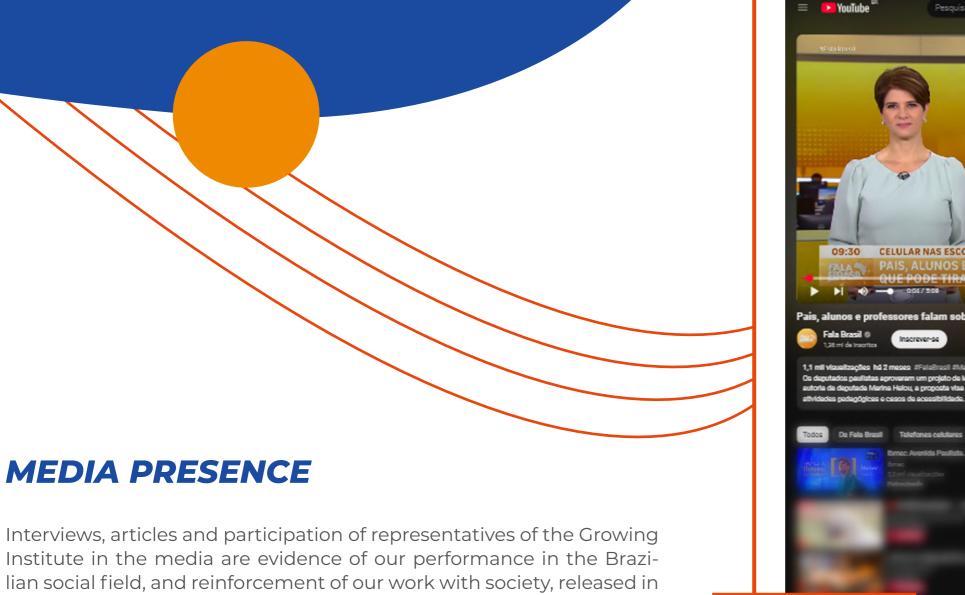
our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge a growing brand who makes it happen



09:30 CELULAR NAS ESCOLAS, NÃO

ESTADÃO 150 Buscar...



Notícia • Link / Cultura Digital

WhatsApp: precisa ensinar idosos a usar o app de mensagens? Veja dicas

Paciência não é a única virtude necessária para ensiná-los; especialista fala sobre outros elementos para bons resultados



Por João Pedro Adania

26/10/2024 | 03h00

Atualização: 27/10/2024 | 18h31

Precisando ensinar seu avô, tio ou mesmo

mais velho a usar o WhatsApp?



Theme: Elderly studies using

WhatsApp

Vehicle: Estadão

Interviews, articles and participation of representatives of the Growing Institute in the media are evidence of our performance in the Brazilian social field, and reinforcement of our work with society, released in communication vehicles.

Throughout 2024, more than 120 mentions were registered with the organization and/or projects of which we are technical partners, which is equivalent to an average of three mentions per week. Among them, at least 15 occurred in national communication vehicles, reinforcing our strategic objective of positioning ourselves as a reference organization and protagonist.

introduction

our impact in 2024

2024: implementing change

projects

IC in action

RECORD

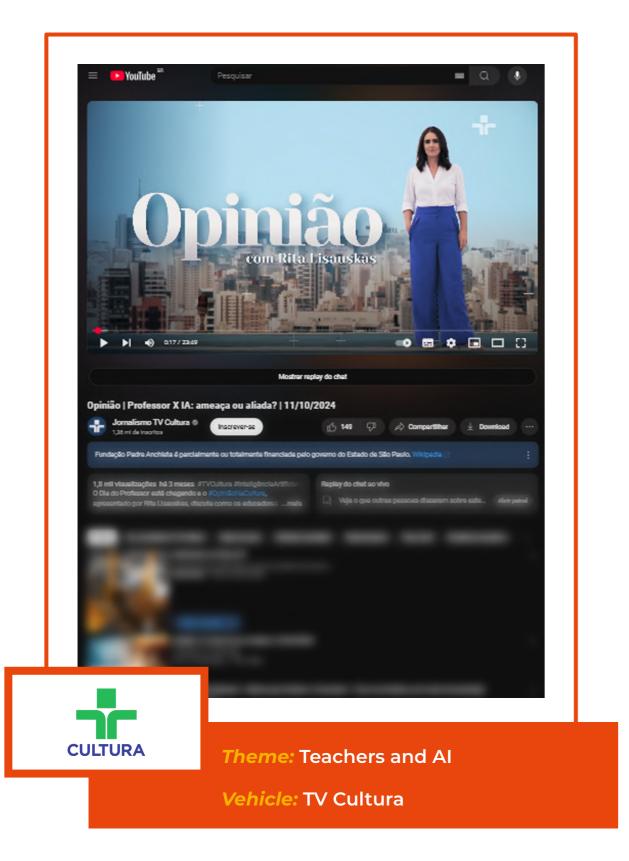
cultivating knowledge

Theme: Cell phone prohibition

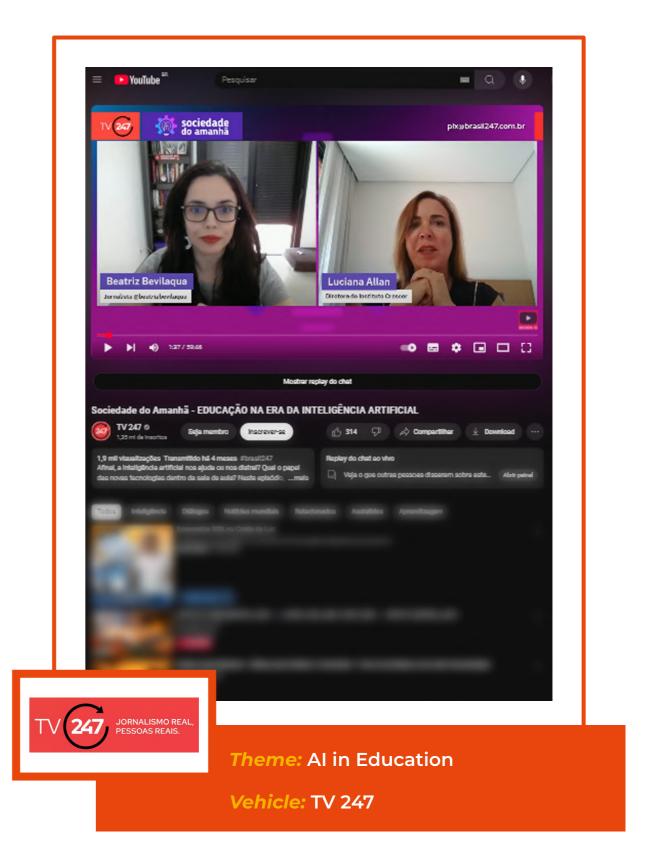
Vehicle: Record

a growing brand

who makes it happen







introduction

our impact in 2024 2024:

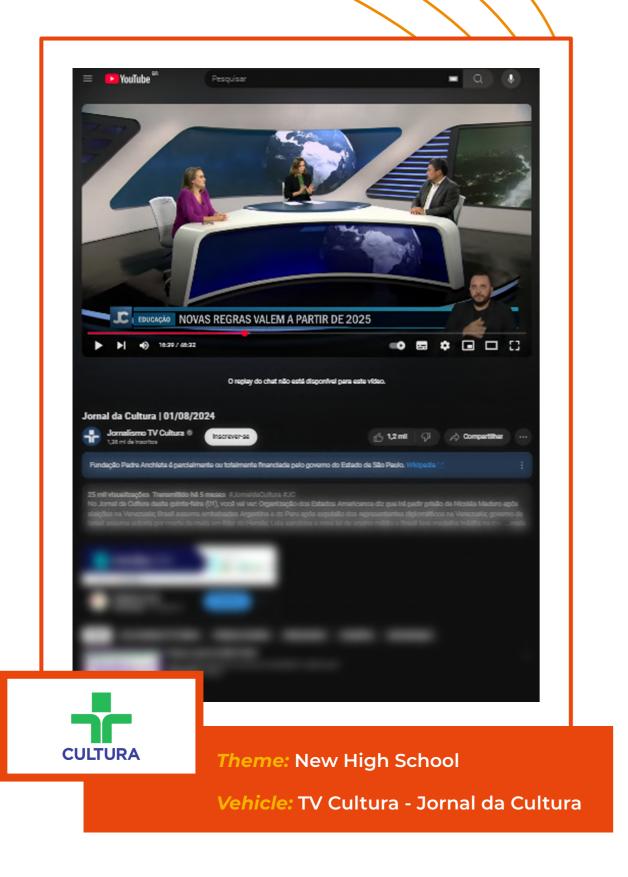
2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen







introduction

2024: implementing

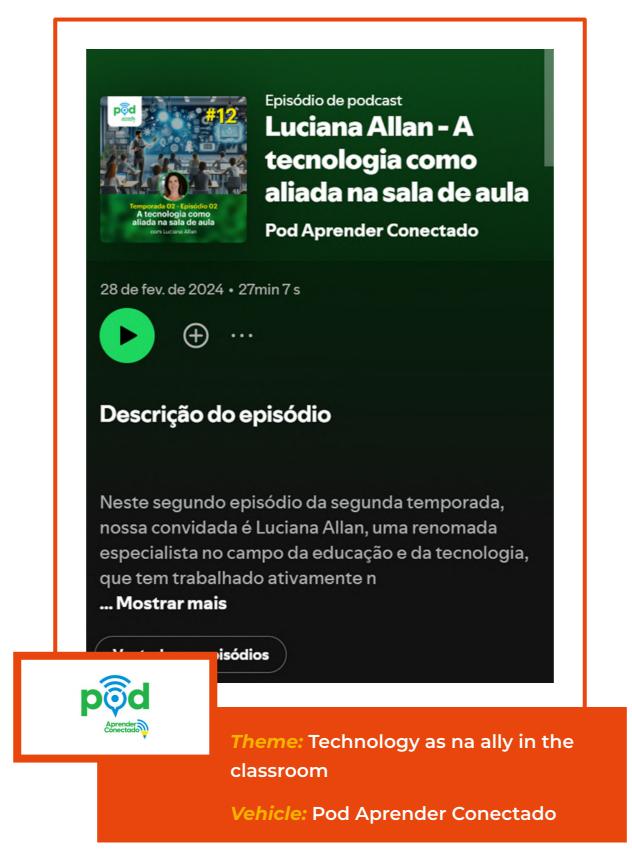
IC in action

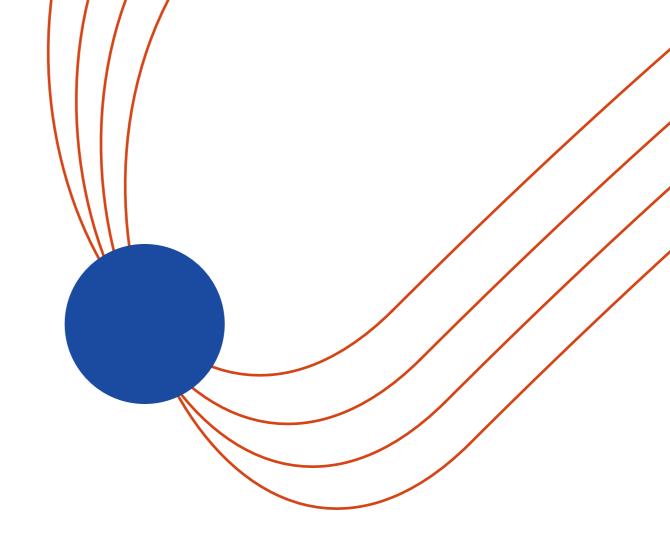
cultivating

who makes it

preparing for the







introduction

our impact in 2024

2024: implementing change

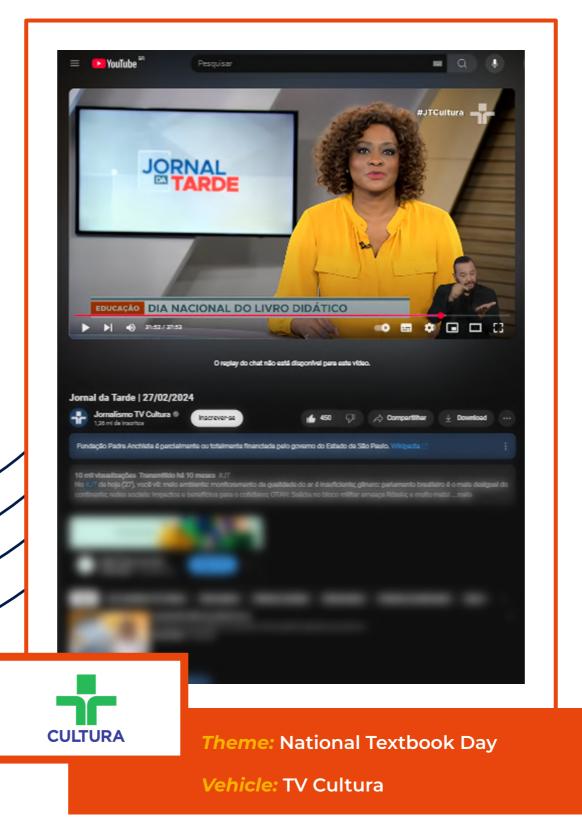
projects

IC in action

cultivating knowledge

a growing brand

who makes it happen





introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge

a growing brand

who makes it

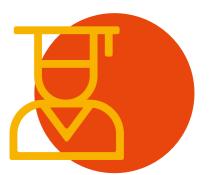
who makes it



Growth is only possible when we dream together. That's why we seek qualified, strategic, and socially committed collaborators who believe in transformation. Together, we also strive to create a welcoming and inclusive environment, where everyone feels they belong—balancing personal and professional aspirations while contributing actively to achieving the results we dream of.



OF OUR COLLABORATORS ARE BETWEEN 28 AND 43 YEARS OLD;



HAVE COMPLETED HIGHER **EDUCATION, WHILE...**



HOLD SPECIALIZATIONS, MASTER'S DEGREES, DOCTORATES, AND/OR POST-DOCTORATES.

introduction our impact in 2024 2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen

team Adriana Machado

Adriane Alves Galvão da Silva Alessandra Prado Lobato Gomes Alex Douglas Pereira Souza Amanda Carolina Pinto Moreira Ana Beatriz da Silva Domingues Ana Carolini Rodrigues Lima Ana Clara das Neves Silva Ana Cláudia Amorim Santos Ana Karine Matias Moreira Ana Luiza Ramos de Oliveira Ana Paula Muniz Paes Ana Paula Roloff Bertoldi André Fragnan Segolin Andressa Freires Chagas Anna Carolina de Moura Oliveira Antonio Eduardo Diniz Castello Branco Antônio Henrique Torres Bispo Araciara Regina Teixeira Ariana da Silva Carneiro Arielli Vieira de Abreu Arthur Britto Neto Asaph Ortolani Bedoia Aureo Paiva Neto Bárbara Bueno Melo Bianca Corrêa de Queiroz Castiglione Brígido Gomes de Brito Bruna Haddad Gosson Jorge Bruno Machado Sampaio Moysés Bruno Souza Pereira Camilla Pereira da Rosa Carlos Henriques da Silva Carolina Cunha Cesar Christiano de Oliveira Souza Cibele Cristina Brandão Crysthian Ryan Nunes Paixão Daniela Barbosa Bueno Rocha Daniella Jimenez Beverari Danilo de Medeiros Oliveira Guimarães Darlan Jesus Dos santos

Dayse Goes Prado Débora Pontalti Marcondes Deivson Rafael Gomes de Brito Denis Sena Rocha Denise Borges de Jesus Diego Alves Andrade Diego França Formiga de Oliveira Diego Souza do Nascimento Edicarla Marcelino de Souza Edivaldo Siqueira de Abreu Edivania Vitória Moreira Eduardo José Pan Edvaldo Mascarenhas Santos Emerson Carlos Gama da Silva Emily Silva Cavalheiro Eneida Adriana Espindola De Paula Erinaldo Maia Lima Fabiana Pereira Pinto Fabiane Fraga Mallmann Fabiane Pereira da Silva Fabio Silva Souza Fabio Stefanini Jor Fabio Vinicius de Macedo Bergamo Fagner Cleiton Dos Santos Felipe Angelo dos Santos Fernanda Queiroz Weysfield Gabriel Mundim Mendes Gabriela Cançado Marques da Silva Gabryel Augusto Teofilo Batista Real Geferson dos Santos Santana Geovana Mangiavacchi de Carvalho Gianna Vargas Reis Salgado Dias Gicelia Maria de Melo Barros Gildete Araújo de Melo Gilene Leal de Santana Gisele Duarte Irlana Rosendo Leite Bacelar Itamara Silveira Soalheiro Ivan Canuto Pontelo Cançado

Ivany Leite Da Silva Bezerra

Izabel Brunsizian Jacqueline Figueiredo Assunção de Menezes Janaina Batista Barbosa Sampaio Jefferson Souza dos Santos Jéssica Regina Cardim Moreira Joab Ferreira Da Silva João Ruan Araujo de Jesus Silva João Victor Antunes de Oliveira José Luis Oliveira Lima Jose Rodrigues de Lima Neto Josie Pontes e Silva Pessoa Josinev ubiraci Dos Santos Silva Julian Arantes Angelo Cintra Juliana Costa Vieira Silveira Juliana Pereira Gonçalves de Andrade Araripe Júlio César Estevam Jullya Graciela Alves Karina Aparecida de Melo Karinne Mireli da Silva Costa Karoline do Prado Leão Kaua Luiz Ribeiro Nabuco Keila Santana Rios Kelvin Jordan Bastos Pena Kleiton Vicente Queiroz Lais Vieira Larissa da Conceição da Silva Leila Alves Maranhão Martins Leonardo Henrique Camargo Oliveira Letícia Colares Casales Ventin Lilian Almeida Silva Lorena Lisboa Souza Lorena Mota do Nascimento Lorenna Barbosa Sousa Luã Rilson Brito Ornelas Souza Luana Amorim Costa Lucas Rodrigues Almeida Luiza Silva de Souza Loureiro Marcela Cox dos Santos Silva Marcela Prado Mendonça

Marcius Costa e Silva Júnior

Marco Antonio Pinheiro Gonçalves Marcos Santiago Gomes Marcos Vinicius Garcia Ferreira Maria Clara de Abreu da Silva Maria do Socorro Silva Maria Kellermann Santos Mariana Allan Salgado Mariana Pereira Procopio Mariana Silva Medeiros Mariana Tiemi Yamada Maridalva Freire Lemos Marileide Gonçalves dos Santos Marilia de Abreu Marilise Martins Vargas Marina Maroni Travesso Marina Novais de Castro Santos Marinalva Alves de Sousa Maryani Vasconcelos Viaro Mateus Lopes Fernandes Matheus Vellasco Francine Maxwell Pablo Soares de Oliveira Miguel Nery Santos Silva Mirian Gabriel Santos Monique Gomes de Macedo Simonini Natalia Arantes Sampaio Nayara Magri Romero Nilmar de Oliveira Barbosa Nuria Mahaila Caribé Stängle Pablo José da Costa Natal Paloma D'Andrea Paulo Ricardo da Silva Pedro Henrique Prado Aragão Rafael Lima de Freitas Rafaely Victor da Silva Raiza Ismério Roznieski Rayane Souza Teixeira Reinan dos Santos Souza Renata do Carmo Vieira Renata Terapin de Sousa Roberta de Souza Borato

Robson Ernesto Gondim Rodolpho Bispo Antunes Rodrigo Alves de Souza Romário da Cunha Oliveira Rosimar Domingos de Lima Junior Rosinete Maria de Paula Sandro Dias Colares Saulo Jessé dos Santos Vitorino Sofia Campos Suellen Paccanaro Nogueira Sulamita Diolina Moreira da Silva Suziane dos Santos Vieira Tammy Rafaelle Brazetti Casagrande Tanise Dias de Freitas Tatiana Cartagena de Oliveira Thatiane Vasconcelos Lima Thiago José de Araújo Tiago França Formiga de Oliveira Tiago Lopes da Rocha Vaglucia Dias Veriscimo Reichert Valdinei Brito de Souza Vanessa Cristina Vieira da Silva Venus Ravi Torres Heyden Victória Nascimento Santana Wellington de Barros Pessoa Wilker dos Santos Brasileiros Yan Felipe Quoos Zilda Kessel

CONSELHO

Bruna Basílio Dilermando Allan Dorival Oliveira Guiomar Mello Gustavo Miguelez Luciano Miguel Luis Claudio Vaz Allan Omarson Costa Patricia Travassos Rita Ippolito Roselis Pereira

introduction our impact in 2024 2024: implementing projects IC in action

change

cultivating knowledge a growing brand

Roberta Magalhães de Brito

who makes it happen

preparing the Continue of the

As we celebrate **24 years**, we do so with gratitude and pride for everything we've achieved together. We've impacted more than **2.2 million** people along our journey so far—including educators, students, and members of traditional, underserved, and rural communities—through projects created and/or implemented by Instituto Crescer.

We've taken our initiatives to over **9,300 schools across all regions of Brazil,** reaching all **27 federal units.** A huge achievement worth celebrating!

As we approach our **25th anniversary,** this moment of reflection helps us chart a solid path forward toward one of our main purposes: contributing to Brazil becoming a global reference in quality education. We've set an ambitious goal for this leap forward: to **reach 2.5 million beneficiaries in 2025.**

To make this possible, we will continue investing in professional development and internal structuring, finalizing the 2023–2025 Strategic Plan while planting the seeds for the next cycle, which will be consolidated in the 2026–2028 Strategic Plan.

Every step in 2024 was an investment in both the present and the future. We'll stay committed to sowing new opportunities, strengthening our roots, and reaping the fruits of continuous and collective effort.

In this moment of celebration, we want to thank all the beneficiaries, collaborators, advisors, funders, and partners who played key roles in achieving our 2024 goals. The future is being built now—with presence and purpose. And every shared effort results in collective growth. May we continue sowing together in 2025!





introduction

our impact in 2024

2024: implementing change

projects

IC in action

cultivating knowledge a growing brand

who makes it happen

follow our metalogical follows and the second secon







social report



Management

Nayara Romero

Coordination

Raiza Roznieski

Production

Khaila Zaidan e Raiza Roznieski

Graphic design

Arielli Vieira

Revision

Arielli Vieira, Camilla Pereira, Nayara Romero e Raiza Roznieski

Translation

Alexandre Jablonski



institutocrescer.org.br