

SOCIAL REPORT

2025



Our History and Our Cause

Formação – Centro de Apoio a Educação Básica (FCAEB), also known as **Instituto Formação**, a Civil Society Organization (CSO), is a non-profit association founded on September 19, 1999, with more than two decades of work articulating **integral education** and **territorial development** in vulnerable areas with low social indicators.



Our Theory of Change



Since 2003, Formação has operated based on its own **Theory of Change**, grounded in comprehensive and cross-sectoral investment in people, public and community facilities, and local networks, aiming at the **sustainable transformation of territorial realities**.

This theory uses the **metaphor of the atom**, composed of a nucleus formed by the particles of reality and by axes, strategies, and content that orbit this nucleus, constituting the local social fabric. When these particles are propelled by integrated and customized investments, energy is released that can generate displacements, resulting in **social and economic changes** and the **improvement of indicators**.



Our Theories

Teoria 3 PI - 3 pontos de inflexão

3 PI Theory - Three Points of Inflection

Escola Ponto de Desenvolvimento Territorial

School as a Territorial Development Hub



Our Laboratory Schools

Cultivar

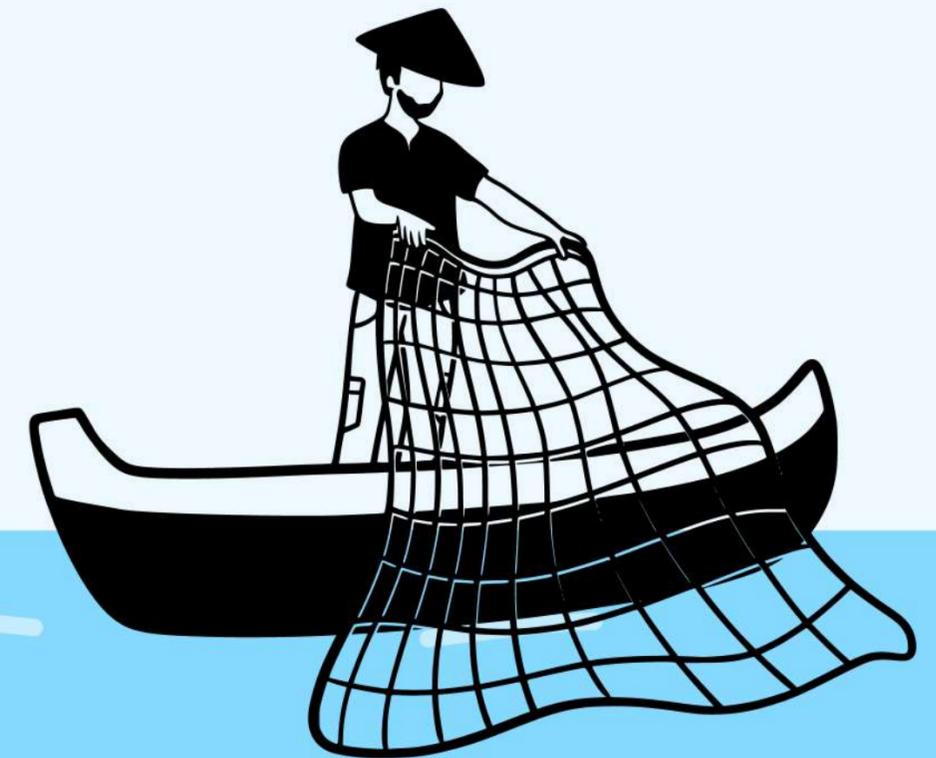
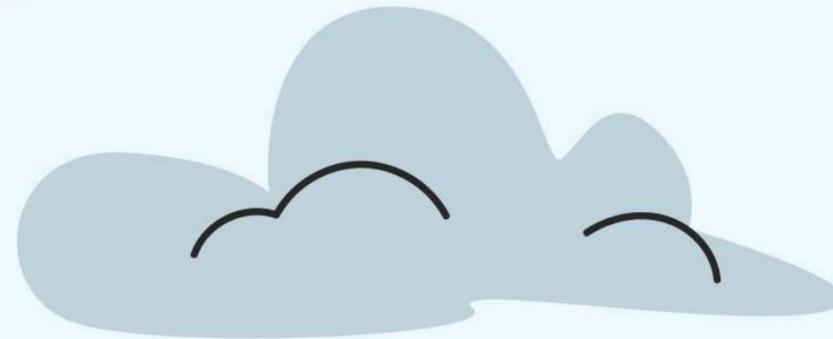
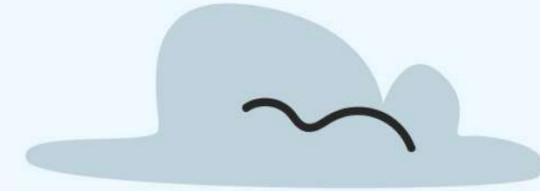
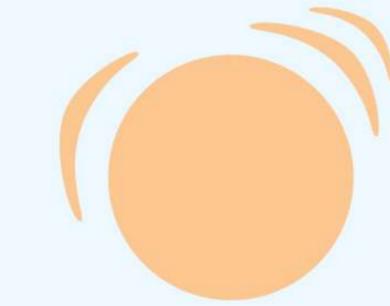
(To Cultivate)

CEMP – EPDT

(Center for Secondary and Professional Education)

Escola de Mediação

(Mediation School)



Our Methodologies / Technologies

Incubadoras

(Incubators)

Combo Solidárias

(Solidarity Combos)

NUCEL - Núcleo Comunitário de Esporte e Lazer

(Sport and leisure community center)

BOLAÇÃO



Incubators

Sports and Citizenship Incubator

Arts, Media, and Technology Incubator

Productive Business Incubator and Accelerator



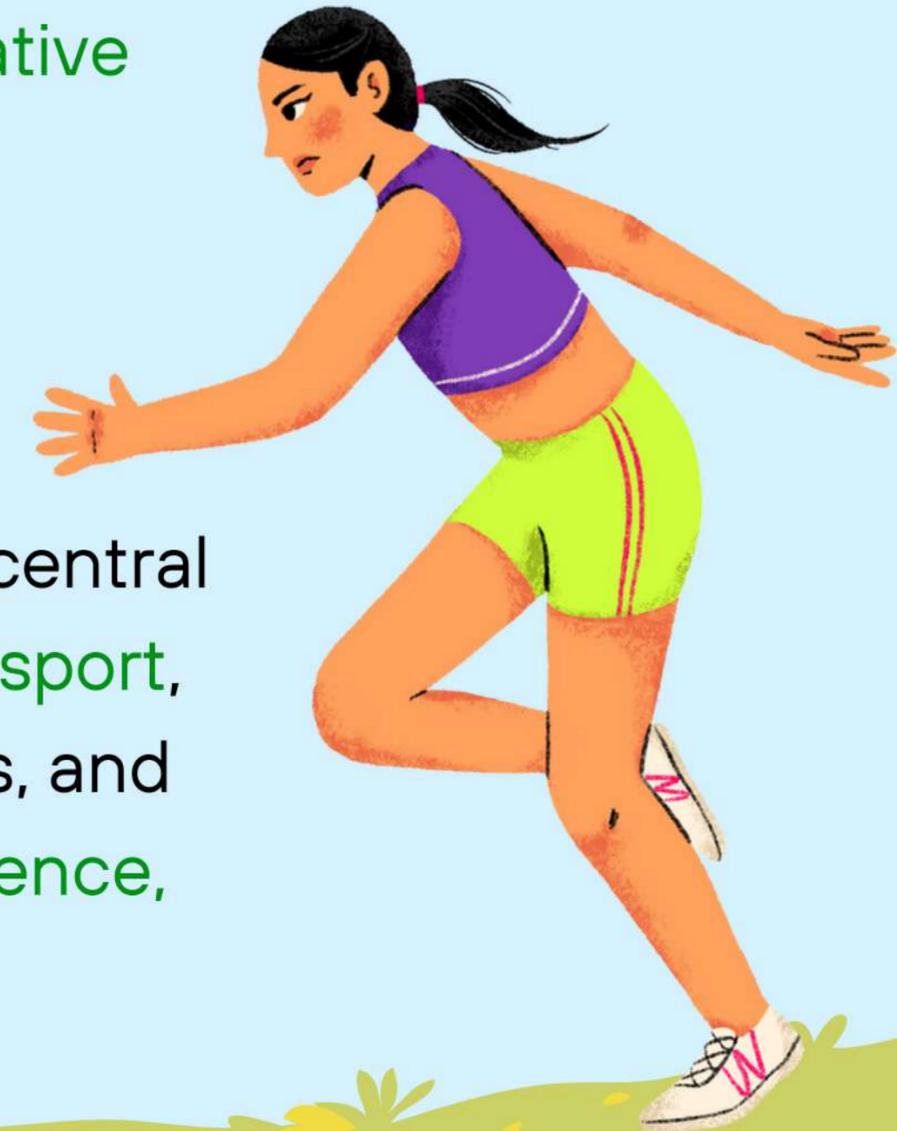
Sports and Citizenship Incubator

The Sports and Citizenship Incubator was created as a space for innovation, where physical education teachers, educators, young people, and community leaders can develop ideas aimed at democratizing access to sport in its various forms. These ideas are “incubated” and transformed into programs, projects, social technologies, and festivals.



Sports and Citizenship Incubator

The incubator operates as a **collaborative environment**, bringing together practitioners, thinkers, researchers, journalists, and artists to bring to life proposals that respond to concrete challenges within local territories. Its central objective is to **democratize access to sport**, occupy public and community spaces, and transform them into places of **coexistence, learning, and collective growth**.



Sports and Citizenship Incubator

In addition to expanding access to sport, the incubator contributes pedagogically to making **schools happier spaces**, training **“social athletes”** and using sport as a foundation for **educational development**. It works in the training of teachers, children, adolescents, and young people, strengthening **citizenship**, the **democratic social fabric**, and **education**.



Projects



Manobra com Educação - A rua ensina

Olimpíadas do Brincar ao Jogar

Pernas Pra que Te Quero

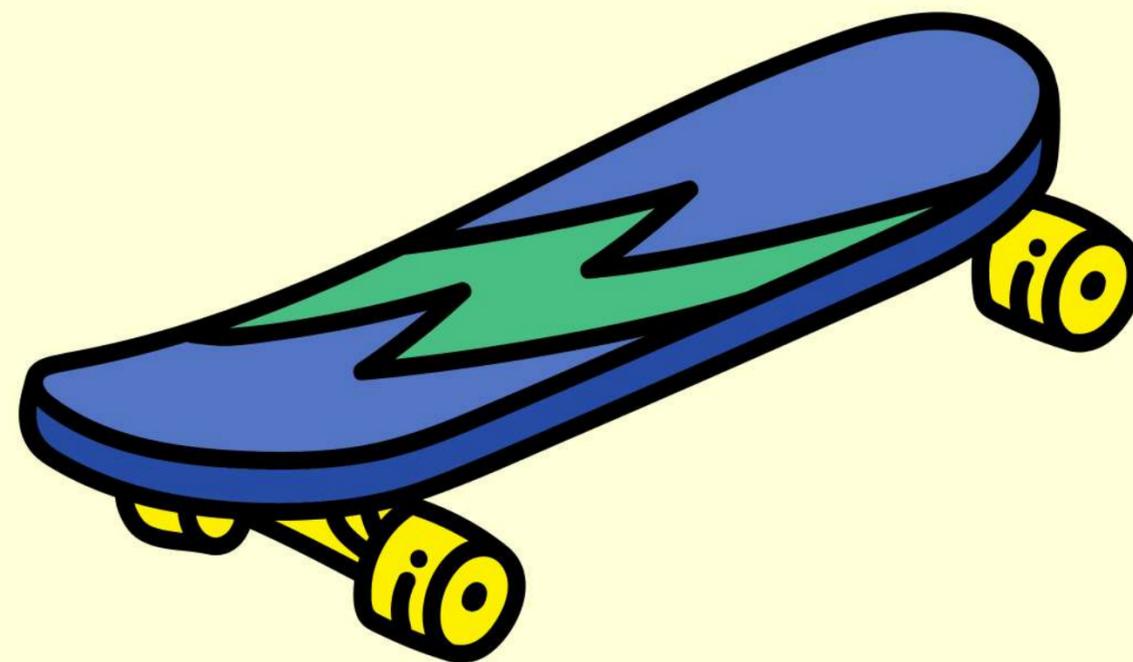
Festival Esportivo e Cultural de Férias (Fest Férias)

Festival de Futebol de Mulheres

Escola de Mediação

Quadra Móvel

Bolação



Olímpiadas do Brincar ao Jogar VI (OBJ VI)

Olympics: playing to play VI (OBJ VI)



The Olympics: playing to play is a project that works with games, play activities, and Olympic sports with children and adolescents, strengthening educational sport in public schools across several municipalities.



Impact

31.495

Children and adolescents growing with greater confidence, movement, creativity, and healthy bonds through sport.

233 participants enrolled in the MBAs.

Teachers who are transforming their professional practice and renewing the school environment through sport.



Impact

24

Cities that have come to experience sport as a language of learning, coexistence, and joy in schools.

24

Festivals that have brought joy, movement, and learning to thousands of children and adolescents.

Pernas Pra Que Te Quero (PPQTQ) II

Legs, what do I want you for? II



The “Legs, what I want you for?” Project is the first athletics initiative in quilombola communities. Aimed at children and adolescents aged 6 to 16, the project transforms community football fields into spaces for learning, social interaction, and the discovery of talents.

Impact

1.863

Children and adolescents experienced athletics for the first time as an opportunity to discover new abilities.

17

Cities where athletics opened up new possibilities for territories historically distant from access to sport.





Impact

3

Events that increased the visibility of quilombola communities and strengthened children's confidence in their own abilities.

2

Exchange programs that enabled quilombola youth to visit Uberlândia and São Paulo.

Manobra com Educação - A Rua Ensina

Manoeuvring with education - The street teaches



The Manoeuvring with education - The street teaches project promotes skateboarding and BMX for girls aged 6 to 16, combining sport and education to strengthen autonomy, healthy habits, and community bonds. Through regular classes and educational activities, it expands skills and encourages personal and academic development.

Impact

398

Girls who discovered in skateboarding and BMX new ways of existing, occupying spaces, and believing in themselves.

7

Territories where girls gained the right to engage in action sports, broadening horizons in places where these opportunities rarely exist.



Impact



4

Events that strengthened self-esteem, links, and visibility, showing girls that their talents deserve to be celebrated.

1

Exchange programs that broadened horizons and helped girls realize they can go far beyond what they once imagined.

Escola de Mediação *School of Mediation*



School of Mediation is a program that uses sports as a tool to engage and develop children, adolescents, and young people, creating a vibrant, joyful, and engaged school environment. It supports the regular education system through sports activities focused on physical education learning, training of young leaders, and an MBA program for municipal school teachers.



3.370 Participants Reached

2 a 59 Years old

3 Cities Served

25 Active Centers



Indicators – Baseline

- Opportunity to expand the sports repertoire.
- Engaging the 8% who do not enjoy going to school.
- Application of Physical Education content from the National Common Curricular Base (BNCC) in public schools – early years of Elementary School.
- Physical Education repertoire in Youth and Adult Education (EJA)



5.066 Participants Reached

6 a 16 years old

14 Cities Served

14 Festivals Performed

Festival de Futebol de Mulheres (FFM) II

Women's Football Festival II



The Women's Football Festival promotes women's football as a tool for community and educational development in six cities in Maranhão, reaching 180 girls. Through regular sports practice, educational activities, and cultural experiences, the project strengthens links, broadens horizons, and encourages female leadership in traditional communities.



597 Participants Reached

6 a 16 Years old

6 Cities Served

16 Centers

6 Events performed

1 Exchange Program – São Paulo (SP)

2 Championship Fla

1 Queen Marta Cup

Arts, Media, and Technology Incubator

The Arts, Media, and Technology Incubator was created to [expand access to culture, technology, and social participation](#), integrating training, production, and innovation as tools for [transformation](#).

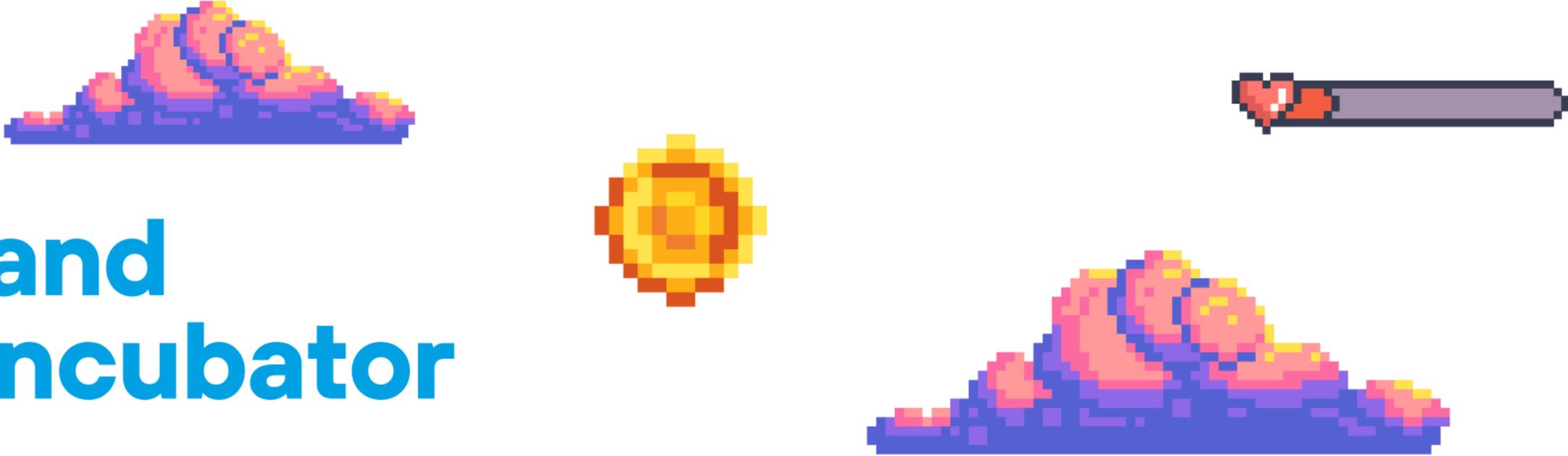




Arts, Media, and Technology Incubator

Over nearly 20 years, it has operated by promoting workshops in theater, dance, and music; cultural festivals and showcases; the creation of artistic companies; telecenters and community radio stations; multimedia productions; film clubs; and the participation of young people in internships and festivals.





Arts, Media, and Technology Incubator

Currently, it operates on four fronts: [cultural training and production](#) (such as [Maranime](#) and [Ilha em Edição](#)); [technological innovation](#) (educational games and digital content, including AI); [institutional and educational communication](#); and [support infrastructure](#) through [FormaLab](#) and [Estúdio Formação](#).





Arts, Media, and Technology Incubator

The incubator, therefore, emerges as a response to the challenge of democratizing access to art, communication, and technologies, encouraging young people, educators, and communities to transform their realities. Its purpose is to serve as a cradle for new ideas, bringing together digital inclusion, artistic expression, and civic education in territories with low human development indices.

Projects

Ilha em Edição

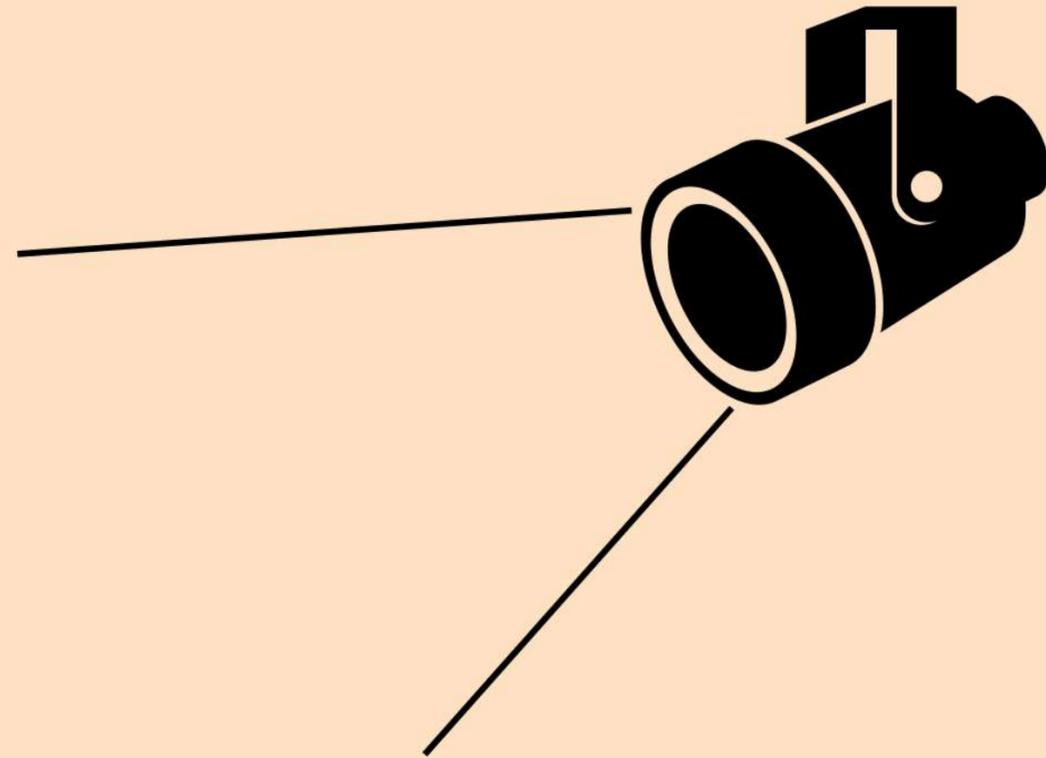
Baixadanime

Maranime

FormaLab

LABmídia

Estúdio Formação



Main Results

Instagram

820.000 Views

135.000 People reached

186 Posts

+ de 500 Stories

2.400 New followers



TV

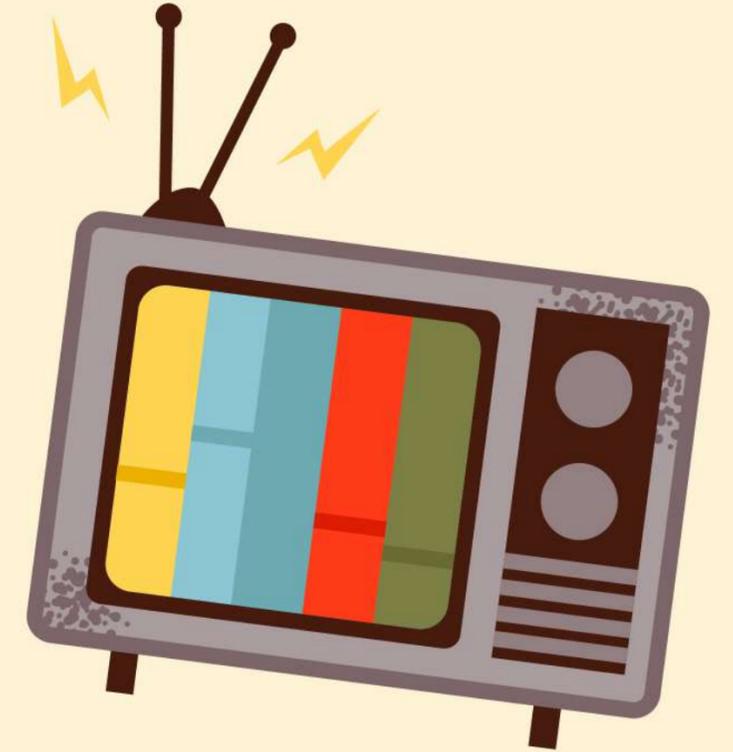
10 Reports displayed

3 In-studio interviews

1 Special program broadcast

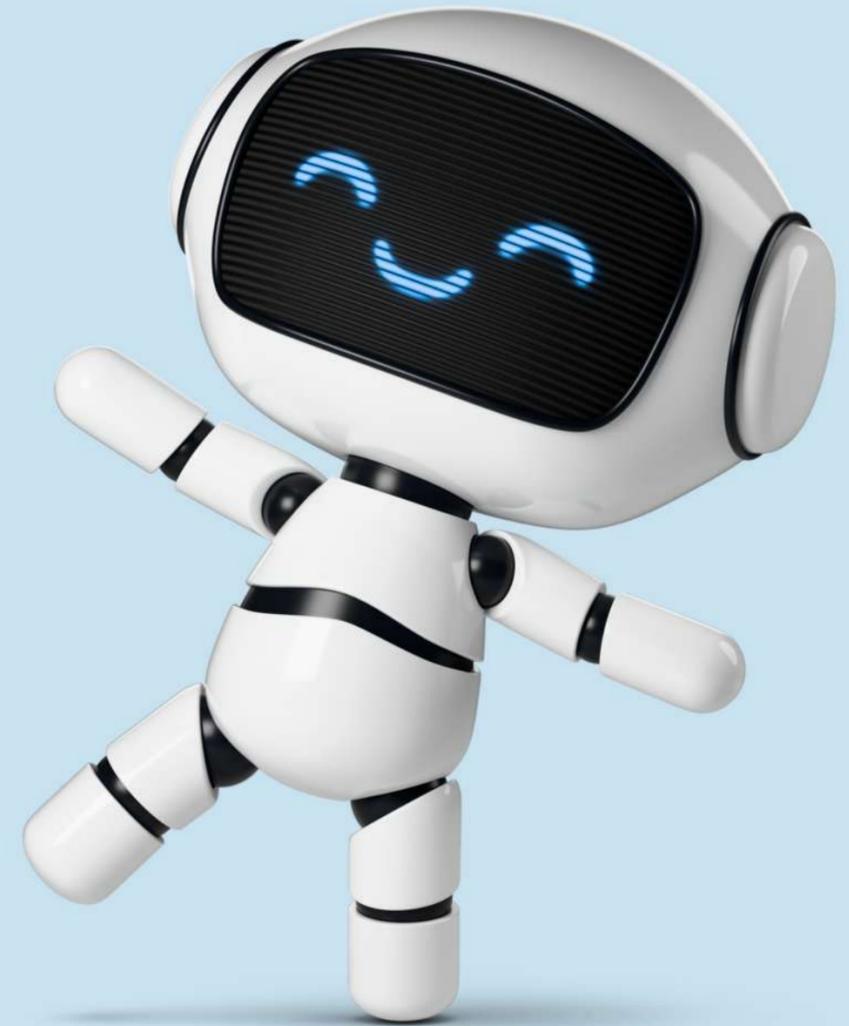
Radio

6 Interviews given



Workshops

- **Creating Music with AI Workshop (160 participating students)**
- **Editing Workshop (10 participants)**
- **Robotics Workshop (150 participants)**
- **Comics Workshop**
- **Cordel Workshop**
- **Quaternity Workshop**
- **Illustration Workshop**
- **Audiovisual Production Workshops**
- **Cultural Production Course Workshops**





Productive Business Incubator and Accelerator

The Productive Business Incubator is a methodology designed to stimulate **entrepreneurship**, focused on **young people** and, more recently, also for **women**, offering mentoring, **financial support**, access to networks and credit to transform ideas into **sustainable businesses**.



Productive Business Incubator and Accelerator

It was created in 2004 within the framework of the Integrated Set of Projects (CIP) Jovem Cidadão, with support from partners such as the Kellogg Foundation, Caixa, Telemar Institute, UNICEF, UNESCO, and Embratel.



Productive Business Incubator and Accelerator

Its origins are linked to the Center for Secondary and Professional Education (CEMP) in São Bento, which operated as a Point of Territorial Development School, and had three centers: General Education, Vocational Education, and the Business Incubator.





Productive Business Incubator and Accelerator

From 2004 to 2010, the incubated businesses emerged from **idea seminars** carried out in schools and youth forums, supported by workshops on **project development** and **business planning**.

From 2010 onward, the incubator was strengthened in São Luís, also operating as an accelerator, with a special focus on **women-led businesses**.



Productive Business Incubator and Accelerator

The model expanded to **10 cities in the Baixada Maranhense**, also operating in **Youth Forums**, and to **7 schools** as territorial development hubs.



Productive Business Incubator and Accelerator

The incubator adopts the **3 PI (Inflection Points) methodology**, which structures the process into three stages:

1. **Ideation** – thinking about and developing the idea until it becomes a project.
2. **Experimentation** – putting the project into action and developing the business plan.
3. **Operation** – structuring management, production, and commercialization.



Incubated projects

+ 200 Incubated enterprises in the Baixada Maranhense

700 Incubated productive backyards in Maracaná

60 Enterprises accelerated by the Women Entrepreneurs project in São Luís



Incubated projects

Pousada Formiga Gigante

Restaurante Cofo de Peixe

Intervalos Café

Parque Agroecológico Buritirana

Parque Agroecológico Maracanã

Solidárias

Loja Solidárias

Moeda

Solicrédito

Plataforma de captação

Feira da Agricultura Familiar e

Economia Criativa (FAFEC)

Armazém da Agricultura Familiar

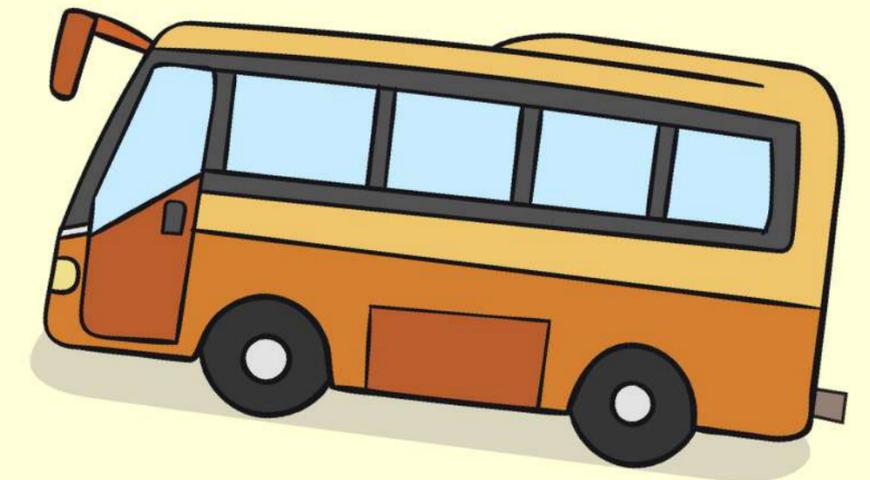
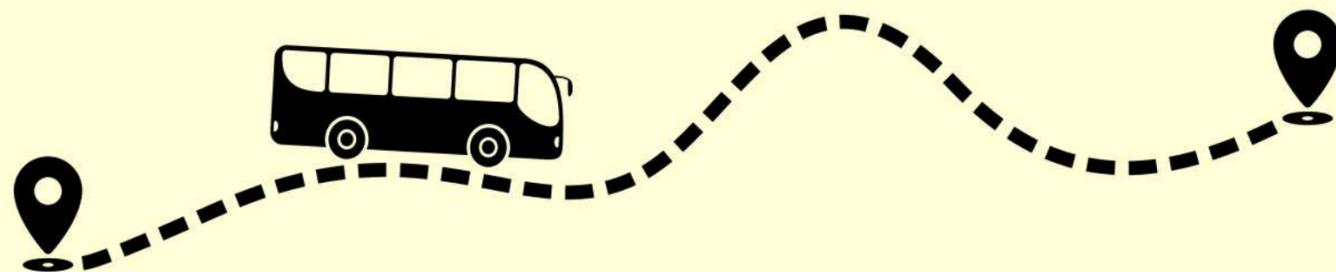


Cazumbada



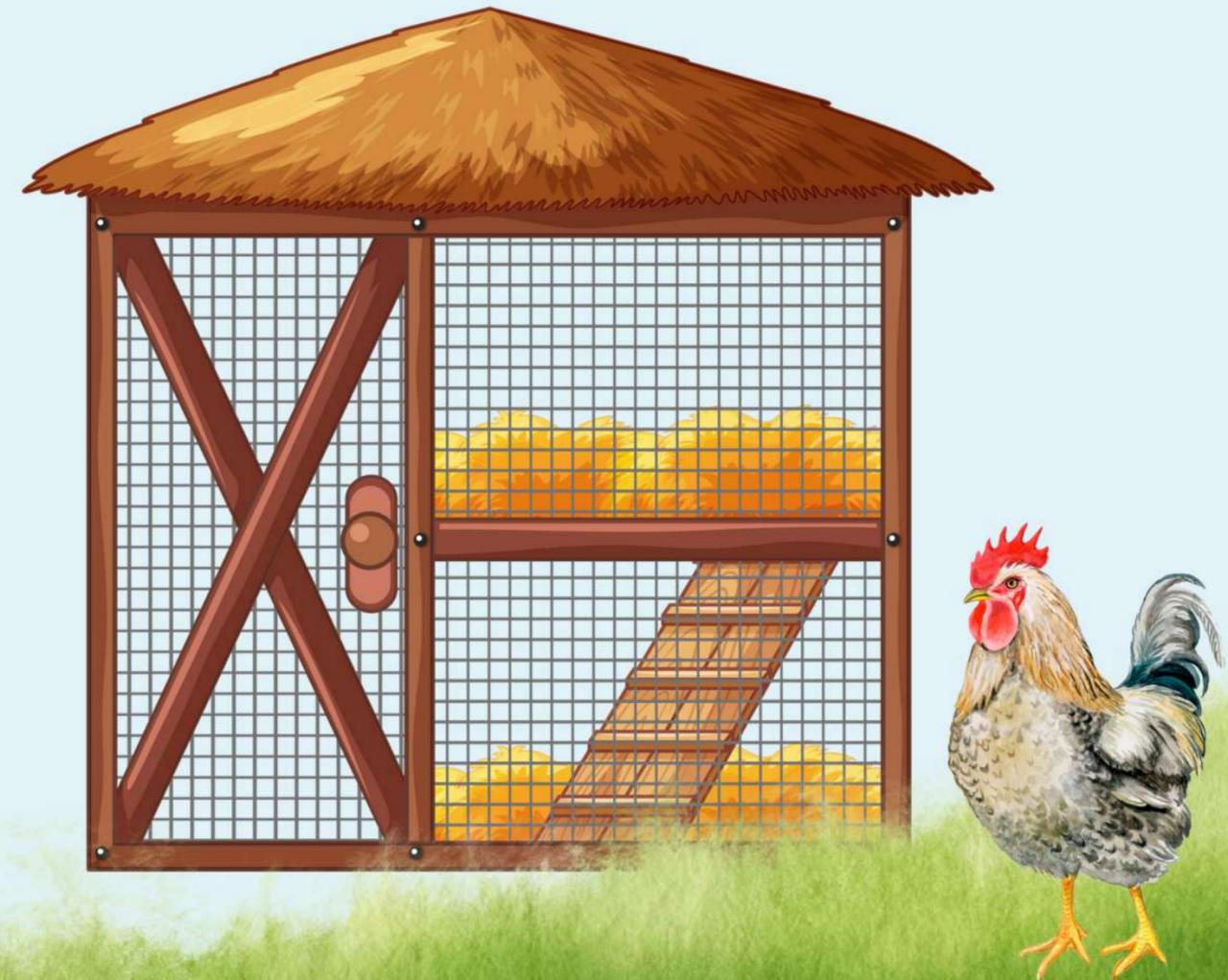
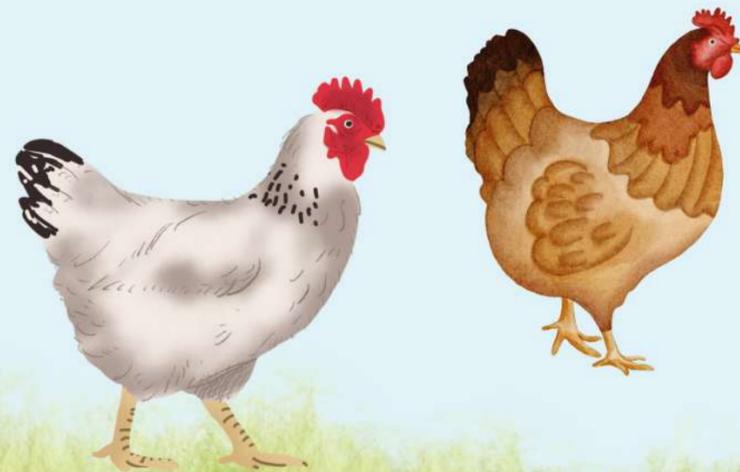
45 convidados - Local, national, and international
7 territórios - São Luís, Arari, Viana, Peri-Mirim,
Pinheiro e Cajupe

It generated more than BRL **60,000** in the local economy, through direct investment, community reinvestment, and support for the economies and bioeconomies already existing in the territory.



Availables Technologies

1. Embrapa Integrated Production System (Sisteminha Embrapa);
2. Vegetable production (Community Gardens and Educational Gardens);
3. Biodigester Septic Tank and Chlorinator;
4. Sustainable management of juçara palm;
5. Chicken coop





740 beneficiary families

2.464 people served

22 field professionals



16 locations

Amendoeiras
Morada do Sol
Rio Grande
Alto Bonito
Vila Jacu
Alegria Maracanã
Maracanã
Residencial Maracanã

21 de Abril
Vila Maranhão
Rio dos Cachorros
Cajueiro
Vila Conceição
Sítio São Benedito
Vila Maruaí
São Raimundo do Gapara



Family farming

Technology transfer trainings provided

346 hours

145 professional training hours



Food production in URTs
(Technological reference unit)

3.716 eggs from the chicken coop

385 kg garden produce

245,1 kg fish from the pond



Ustainable small farming

303 kg of beans

838 kg of cassava

6.520 corn cobs



Food distribution

644 baskets of food distributed

342 families that received food



Technologies

48 built ponds

38 built chicken coops

5 sustainable small farming in operation



Technologies

16 vegetable gardens

3 educational vegetable gardens

2 community chlorinator

3 compost bin

2 vermicompost bin



Missions of the Multidimensional Family Monitoring

Eliminate negative health indicators

Reduce the number of out-of-school children to zero

Eliminate outdated CadÚnico records

Eliminate food insecurity



Indicators

Health

53 children vaccinated

46 patients receiving home care

2 pregnant women started prenatal care



Indicators

Education

39 children who returned to school

CadÚnico

156 families who updated CadÚnico records

Nutrition

275 families who exited moderate and severe food insecurity

Investing in people who transform realities

www.formacao.org.br

