



Passe Emprego :
Strengthening employability
and productive inclusion



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Our territory

Favela Vila Prudente, East Zone of São Paulo - Brazil

More than

8000

inhabitants**, Vila Prudente is São Paulo's oldest favela***

1 out of 2

resident reports having no access to healthcare *

52%

of adults have education level equal to or less than Middle School*

67%

of adults suffer from low self-esteem*



*Index of Social Progress (IPSOS) on 150 families from Favela da Vila Prudente, 2017. | **Official statistics, Vila Prudente district | ***It was primarily composed of migrant families and recently arrived construction workers in the city. Most of them come from states such as Minas Gerais, Ceará, Bahia, Alagoas, Pernambuco, and Paraíba.

About us

Arca is a French-Brazilian NGO that has been working in the favela of Vila Prudente for over 20 years

WE BELIEVE THAT EDUCATION IS THE WAY!

Located in the favela to provide an easy walking access to our beneficiaries

Arca started in a small wood shelter, today we welcome our beneficiaries in 2 interconnected buildings with a sportsground on the rooftop

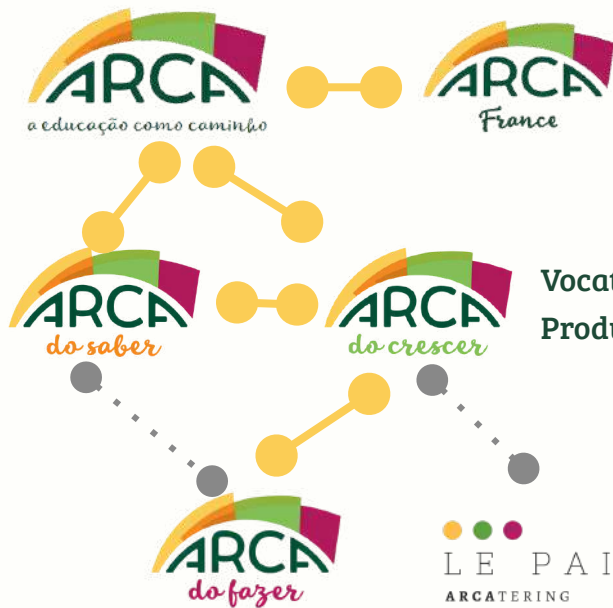
We seek day by day the empowerment, self-esteem, and autonomy, through socio-educational activities and professional courses aimed at building a life project

We break down the favela's walls to broaden the horizon!



Arca's ecosystem

Education and Social Assistance for children and adolescents



Association created in France in 2002, responsible for supporting, co-defining, supervising, and monitoring the projects we carry out in Brazil

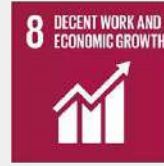
Vocational training and Productive Inclusion

Income generation - self-financing for the NGO

Arca do Fazer is our sewing workshop. In addition to promoting productive inclusion of women from peripheral areas, 100% of the profit is allocated to Arca do Saber

Le Pain is our catering service. In addition to promoting productive inclusion of youth from peripheral areas, 100% of the profit is reinvested in Arca do Crescer.

What we think



Vision

We believe that Education is the pathway to build a better future!



Mission

Accompany the development of the inhabitants of the favela from 6 years old to adulthood, providing opportunities for education and training so that they can attain autonomy and self-confidence



Values

Education
Respect
Progress
Equality
Peace



WE BELIEVE THAT EDUCATION IS THE WAY!

Lessons learned !

Education requires time and confidence

Step by step, Arca has learned to work with and for the community

Time: *more than 20 years of experience in taking care of children and youth*

children are spending several years at Arca do Saber

6 years of existence for Arca do Crescer vocational center

Confidence: *is the fuel for action, confidence between Arca and the community as well as between all stakeholders*

Co-construction: *successful actions requires working in partnership with the residents of the favela to comprehend their needs and constraints*

Putting our beneficiaries in a position where they can learn
(self-assurance, security, comfort, respect, and mutual understanding)

Trying, Evaluating, Correcting, Implementing



**How
we act**

Arca's facilities:



Safe, clean and secured facilities; sanitation, Internet access, professional kitchen and cooking laboratory, sewing workshop, sports room

Open from 8 AM to 10 PM to cope with part-time school day and facilitate classes for working people and mothers

Notebooks, tablets, earphone, datashow, whiteboard for collective classes, 3 notebooks available for individual works





**Socio-educational center providing daily care
for children and adolescents aged 6 to 15**

Arca do Saber in numbers (2022)



130

children and teenagers are attended daily; it is the same children every day and they spend several years at Arca

69%

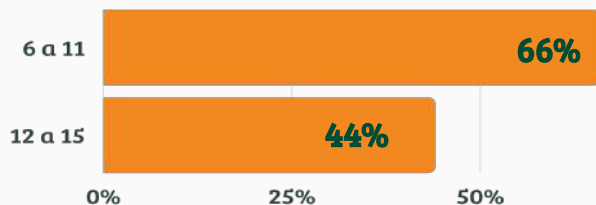
would like to spend more hours per day at Arca



58%

of the children enrolled in Arca do Saber are girls

Beneficiaries by age group:





*Every day, every child takes 2 meals at the center

In Brazilian public schools, children are only welcomed half the day



56.160

meals (with organic vegetables from an urban farm) offered between february and december for children and adolescents*



11

parents' meeting and 3 thematic talks to reflect on relationships, stages of adolescence etc.



Support for families
Health prevention
2 balanced meals a day

Weekly Activities

Development

Emotional, educational and physical development through interaction, learning, socialisation and social protection.

Sports, cultural and language activities

Capoeira, Dance, Rugby, Circus Arts, Logic games, Breaking boundaries (French and English Languages), Discovering Writings, Pleasure of reading, Percussion and Music



“

I am really proud to play rugby. I started when I was 6 years old and I have never been disappointed. I really enjoy this sport because there is a strong sense of solidarity within the team, we help each other and we are true friends. I feel really good when I play, I feel like I can be myself.

Anne Karolynne

85%

of the children are really happy to come to Arca

Results from a survey on satisfaction on 114 students of Arca do Saber - 2023



Productive Inclusion Center for Youth and Adults, starting from 15 years old

Profile of the beneficiaries



177

people participated in one or more of the activities offered



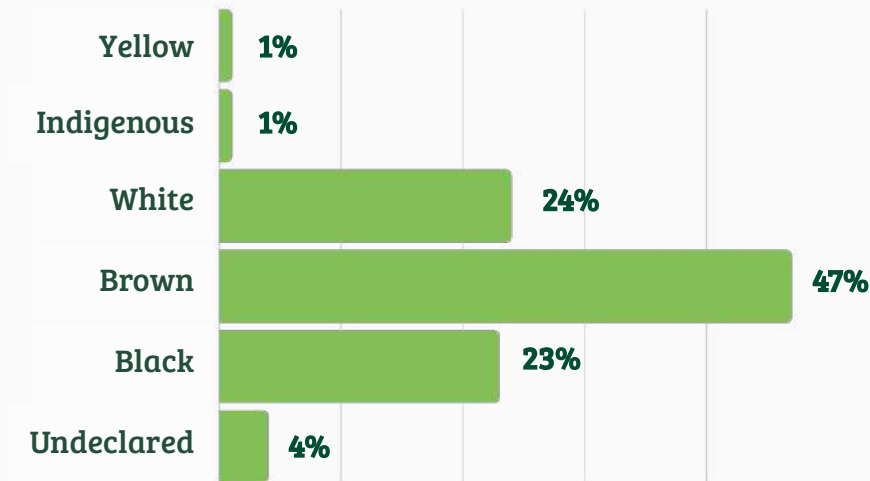
69%

of students are women

26%

of young people (between 15 and 24 years old) joined Arca do Crescer coming from Arca do Saber

Color/ethnicity declaration:



Operating model

Psychosocial health and well-being

- Self esteem development workshop
- Non violent communication skills
- Awareness to help prevent harassment and discrimination
- Psychological support and attendance
- Snacks provided before/after classes

Training and Education

- Certified and 100% free courses
- 10 Technical modules (hard skills)
- Digital literacy
- Initiation to English
- Work behavior and Soft skills
- Personal finance course
- Incentive for completion of education and university access

Job environment

Employability

- Professional project modules
- Guidance and mentoring program workshops)
- Career Workshops/Events

Entrepreneurship

- Dedicated programs
- Business Incubator
- Income generating (Le Pain Catering and Arca do Fazer workshop)
- Support to the development of the local economy

Training and Education

Hard Skills Training - Official certification - Partners

Bakery and pastry courses



Logistics operator



Marketing and Sales Assistant



HR and administrative assistant



Included in the Curriculum

Digital tools



Google WorkSpace



Personal Finance course



Work behavior and soft skills

English initiation

Incentives to return/pursue higher education

Catch-up and remedial classes (Cursinho)



Availability of Arca facilities for personal online training

Grants for 10 women

“

A gateway to opportunities for the community that can't afford courses. Arca do Crescer 2019 - graduated, 21 years old



Job environment - Productive Inclusion

Thinking Ahead



Business Incubator



Income generating



Mentoring Program



“

You, at Arca, were the best choice/decision of my life, out of everything I could have done coming into your building and meeting you was by far the best opportunity I gave myself.

I wish you never stop helping people just as you helped me, you make a difference in the lives of young people just as you did in mine, I know that what I am today this empowered, independent and confident woman is thanks to all of you.

Key statistics of Arca do Crescer for the year 2022



346 certificates issued



9,9 is the student satisfaction score



16 courses offered to young people and adults throughout 2022



2.100 hours of in-person training



42 young people who participated in the Mentoring Program, ConectArca



10 scholarship for female recipients in the Keep Studying program



67% of students who sought formal employment are working



70% of the businesses selected by the incubator in 2022 were led by women



98% of students said they would definitely recommend Arca do Crescer to their friends

Testimonials



I joined Arca with no prior knowledge about the bakery industry, but through their support and guidance, I learned so much. It opened doors for me, and I am forever grateful. Today, I've been working at a bakery for the past 7 months. I started as an assistant, but now I proudly hold the position of a baker. I have my own line where I lead and have a team that I work with. Arca gave me the opportunity to find my passion and I am genuinely happy with the work I do. It's amazing how it all started from not knowing anything to now being skilled and fulfilled in my profession.

Iasmin Cavalcante, 20 years old

The support I received from Arca was truly invaluable, both through the course and the mentorship they provided. The course equipped me with the necessary knowledge and skills to enter the field I'm currently working in. Additionally, the mentorship gave me valuable advice on how to conduct myself in a professional setting and even succeed in job interviews. Thanks to Arca's guidance, I not only found my current job but also received job offers from other companies based on resumes that Arca had submitted on my behalf. I am extremely grateful for the opportunities that Arca has provided me with.

Richard Riquelme, 18 years old

Income generating



Arca's Buffet - Catering service

Breakfasts that promote Social Impact Building

Income generation

Business management internship for Arca do Crescer baker students

All profits from sales are fully directed to Arca do Crescer

The Arca Sewing Atelier

Income Generation, and Empowerment for Peripheral Women and a source of Self-Funding for our NGO

5700

products made yearly by 11 volunteers and 2 professional seamstresses

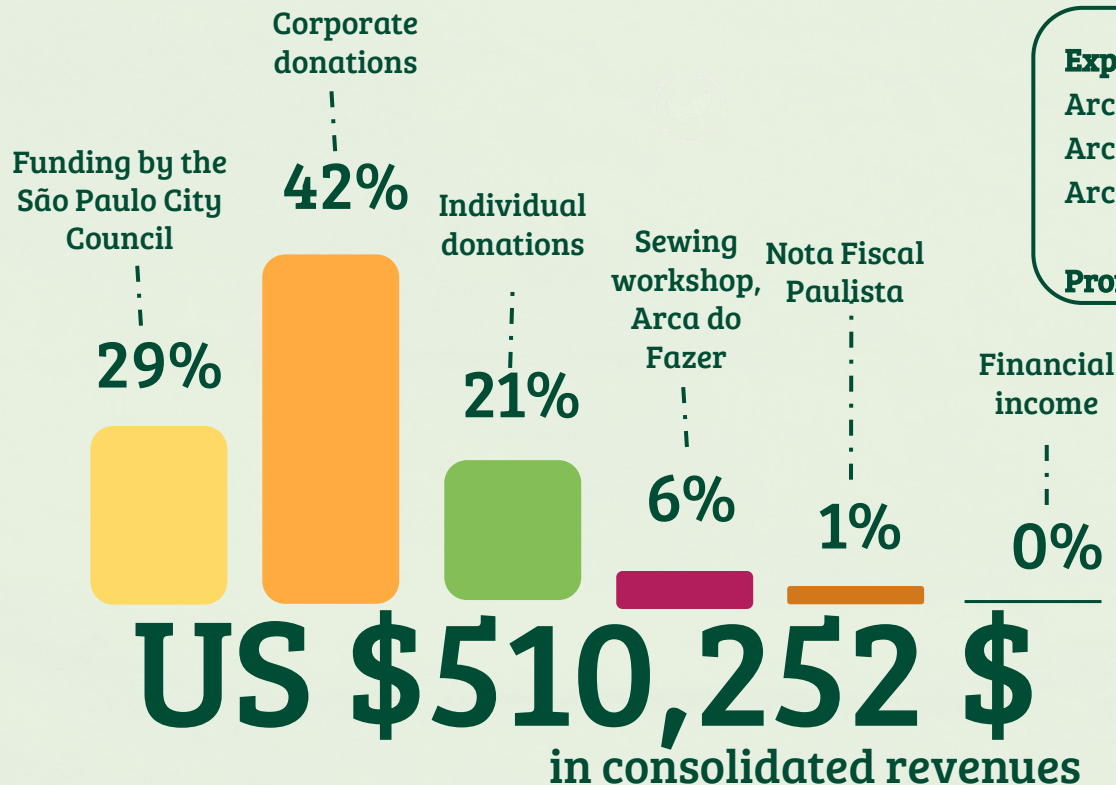
All profits from sales are fully directed to Arca do Saber



Resources



Financial Summary Year 2022 (US\$ 1= BR\$4.7)



Expenses: 468,814 \$

Arca do Saber 267,727 \$

Arca do Crescer 180,737 \$

Arca do Fazer 20,349 \$

Profit: 41,438 \$





Our Team

Franco-Brazilian Board of Directors



**Thais ALVES
MAXIMO**
President Arca
Brazil



**Severine
GIGOUT**
Vice-president
Arca Brazil



Serge PIZOT
Treasurer



Cécile CORDIOLI
General Secretary



Frederic RIO
Prresident
Arca France



Emmanuelle GRISEZ
Vice-president
Arca France

Management team in Brazil



Joelma SILVA
Manager of
Arca do Saber



Géraldine CHALLE
Manager of
Arca do Crescer



Severine GIGOUT
Manager of
Arca do Fazer



**Mayara
EVANGELISTA**
Community
Manager

Legal and fiscal advisory board

Luis PERETTI
Lawyer,
Souto Correa

Alberto MORI
Lawyer, Gaia
Silva Gaede

Sahelê FELICIO
Lawyer, Gaia
Silva Gaede

Our Team | Collaborators

The Arca team is comprised of both Brazilians and French individuals, including employees, service providers, and volunteers. Many of our team members have been with the organization for over five years, which demonstrates the continuity and appreciation for the individuals who are part of the NGO.



Half of the team visiting a Urban Farm in Ipiranga to secure a supply of organic vegetables for Arca's kitchen



35

collaborators



56%

have completed a higher education degree



60%

are women



40%

grew up or still live in the favela of Vila Prudente



51%

of the employees identify themselves as brown or black.

Our Team | Volunteers

We rely on a large number of volunteers for a wide range of tasks at Arca, both remotely and on-site. Whether it's in the board of directors, Arca France, daily activities, translations, legal assistance, the sewing workshop, or activities for children and adolescents alongside the responsible team.

We also have volunteers from companies who provide lectures, mentorship, participate in mock interviews, as well as student volunteers from universities who offer psychological support and collective social activities.

We value the collective collaboration with these diverse stakeholders who play a crucial role in fulfilling our educational mission. Over the years, we have learned that partnerships are a formula for success.

*Foreign and
Brazilian
volunteers and
trainees in
Arca's various
activities*

51

regular volunteers who
dedicate their time
throughout the year.

85

of our volunteers
are part of a corporate
volunteering programme

more than

110

occasional
volunteers

+ de 12 000

hours dedicated to Arca's
voluntary work



BNP Paribas volunteer action
in June 2022



Arca welcoming the Lesaffre team
from the Fermentar Volunteer
Program.

Our Partners

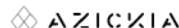
Seals, recognitions,
and fundraising
platforms:



Institutional:



Financial Partners:



BNP PARIBAS



Pro Bono:



The project : “Passe Emprego”

Strengthening employability
and productive inclusion





Needs assessment

In 2020, the number of “NEET” (young persons not engaged in education, employment or training) for the city of São Paulo reaches 30% of the youth. Proportion of NEET people is twice as high according to gender (female) and race (Black people). Inequality is also geographic. The East region (Zona Leste) of Sao Paulo - where Vila Prudente is located - concentrates 71% of all the NEET population* of the metropolis. The IPSOS report of 2017, stated a formal rate of employment in favela Vila Prudente of only 21% of the respondents. These figures perfectly illustrate the issues that ARCA do Crescer is addressing.

**Source " the future of the world of work for Brazilian youth" released by United Way Brazil and Accenture for the GOYN network*

Arca's main challenge is not only to provide vocational training but also to develop employability and productive inclusion.

1- The digital inclusion is the first step to employability. Families of the favela, who are materially disadvantaged and, for the vast majority of them, digitally illiterate or/and poorly equipped are facing a gap to compete fairly in the labor market.

2- Soft skills development and learning about the working world ; Youngsters from the favela lack family and relations to connect with companies, some of them find it difficult to leave the familiar environment of the favela.

3- A clear understanding of the employability pathway: Arca offers many courses and workshops to its students but some of them have difficulties understanding that developing their employability requires different steps they need to complete.

4- Methodological and practical assistance to new entrepreneurs of the favela whose lack of business management knowledge can endanger the success of their enterprise.



Project overview

Arca do Crescer has expanded its activities to cover the entire ecosystem of access to employment and has developed a global approach towards social and productive inclusion. The project “Passe Emprego” responds to this more mature phase of work .

Through this 2 years project, Arca wants:

1. **to carry out an overall assessment of our employability approach**, after several years of operation and with a larger number of students. The implementation of this impact policy will create appropriate tools to evaluate the qualitative results, that is, the benefits or change that our students and alumni gain from their attendance at Arca do Crescer.
2. **to create a simple and attractive digital platform** with a graphic universe to facilitate among Arca's students a better comprehension of the employability pathway, to motivate them to validate all the steps leading to a ‘work-suitable profile” and take ownership of the construction of their professional career paths. The app will enhance interactions between the students, the teaching staff, the mentors, and other interested parties to review the profiles of young people and to help and motivate the students.

Residents of the favela are used to sending voice messages and accessing social media on their phones, but only 20% of our students and community entrepreneurs have access to a laptop. Therefore, we want to teach ways to optimize the use of the smartphone for professional purposes. Arca is especially interested in ensuring that women have access to technology as they represent the vast majority of its students.

Impact assessment under the guidance of IPSOS consultancy

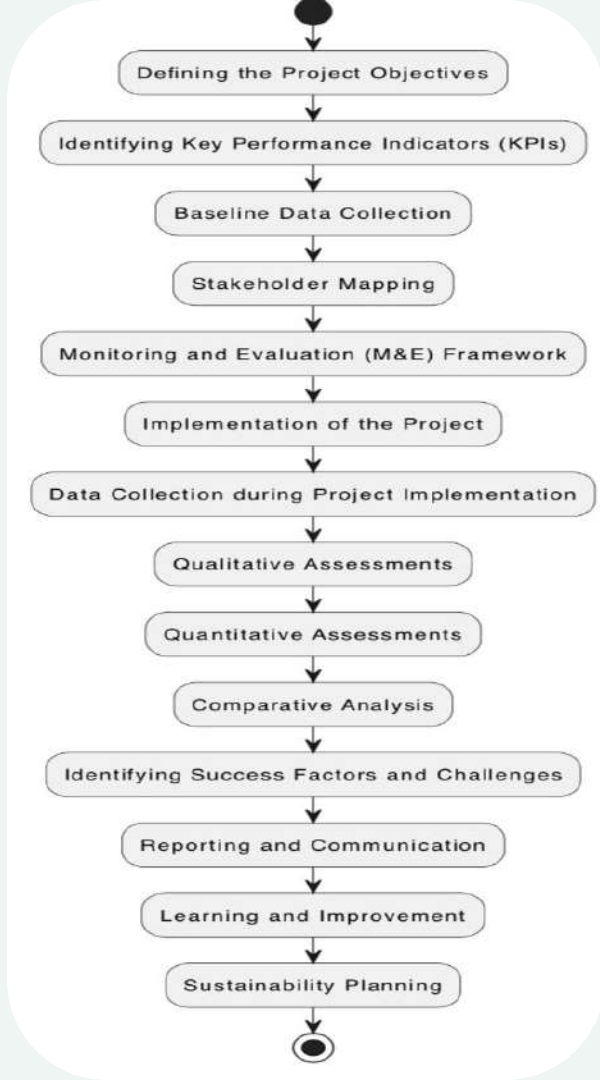
Arca collaborated with IPSOS market research company to assess the favela's Index of Social Progress prior to the establishment of its vocational facility in 2017. After the first two years of Arca do Crescer, the first results measurement was also established by IPSOS.

With the rapid growth of the programs offered during the last few years, Arca wishes to renew its work with IPSOS in order to build a thorough and comprehensive impact measurement policy based on the “theory of change” Impact evaluation must meet specific requirements, be completely objective and credible. IPSOS will train Arca's management on how to proceed and follow up for future evaluations.

Objectives: Establish a method for impact assessment while laying the groundwork for long-term impact measurement.

In addition, the study aims to develop social, economic, and emotional indicators to evaluate hard and soft skills in students and beneficiaries in order to:

- a) improve the availability of courses and services over time;
- b) facilitate the provision of information to partners and other stakeholders of the organization
- c) develop advocacy strategies to ensure the continuation of activities





Target and sustainability of the project

The impact assessment will be conducted on the different students promotions.

The Passe Emprego app will be first tested on several small panels of Arca do Crescer's students but once validated, the final objective is that all the students use the tool as well as the teachers and mentors.

The app and the impact assessment methodology and database are both scheduled for use over several years and approximately on 150 students/a year

The foundation of the Passe Emprego project lays in Arca do Crescer's programs of vocational education, professional orientation and inclusive production.

- ❖ **Improve the traceability of actions carried out by Arca do Crescer beneficiaries to better serve them and modify the programs accordingly. Thanks to the implementation of a comprehensive impact measurement methodology, increase the exposure of Arca de Crescer work and thus create opportunities for new partnerships for training and professional integration.**
- ❖ **Promoting Arca's employability programs through an interactive and attractive platform and encouraging partners to work closely with Arca on their workforce needs and inclusion policy are all ways that Arca is fostering the professional integration of its alumni through the development of its network.**

Expected Impact at short, medium and long term duration

of Arca do Crescer employability and productive inclusion programs

Short term impact	Medium and Long term impact	
Individual	<p>Improvement of self confidence Development of new ability and skills Making up for educational loss Motivation to focus and to keep studying</p> <p>Exiting from the NEET status (neither in education nor in employment)</p> <p>Envisioning a future</p>	<p>Autonomy for administrative procedures (request for work, social assistance, healthcare, children schooling, etc.)</p> <p>Social Empowerment</p> <p>Improvement of professional skills, career opportunities</p> <p>Exiting underemployment and low qualified-low earning jobs</p>
	<p>Community empowerment Women empowerment Gender equality Prevention of juvenile pregnancy Better inclusion in the civic and social life Social and economic development of the community Reduction of poverty and inequality</p>	

Community

Budget 1/2

Cost of the project over 2 years : Euros 50 000

Expected currency rate 1€=BR\$ 5

Objectives	Costs	Nature of costs	BR\$ budget	Euros budget	Financing and Partners
<p>Increase young people's adherence to the Arca do Crescer-developed methodology to improve their employability and help them comprehend every facet of a "work-suitable profile." Each student will observe progress on their journey to employment, much like a quest in a video game. Permit the teaching staff, mentors, and other interested parties to examine the profiles of young people and interact with them. Unite all ARCA partners behind the strategy of productive inclusion and employability.</p>	HARDWARE	Purchase of IT equipment	€12.000	€2.400	Alstom Foundation and BNP-Paribas
	SOFTWARE	IT development consulting and service (mobile application interface and synchronization between software, etc.)	R\$ 20.000	€4.000	Awaiting responses from the Air France Foundation, the Alstom Foundation, and then selecting service providers
		Drafting of the specifications and choice of the solution for the digital platform, design of the graphic universe of the project and visual communication	R\$ 35.000	€7.000	Awaiting responses from the Air France Foundation, the Alstom Foundation, and then selecting service providers
	PROJECT MANAGEMENT - PEDAGOGY	Design of typical pathway and progression for young people, test phase	R\$ 17.000	€3.400	Awaiting responses from the Air France Foundation, the Alstom Foundation

Budget 2/2

Completion of the project in 2 years

Expected currency rate 1€=BR\$ 5

Objectives	Costs	Nature of costs	BR\$ budget	Euros budget	Financing and Partners
Improve the traceability of actions carried out by young people to better support them and adapt programs. Thanks to the implementation of a comprehensive impact measurement methodology, increase the visibility of Arca de Crescer's work and thus develop new opportunities for training and recruitment partnerships.	IMPACT ASSESSMENT UNDER IPSOS GUIDANCE	Selection of relevant impact measurement indicators, development of a monitoring tool that can be used over several years, creation of the reference base, user training	R\$ 55.000	€11.000	Negotiations initiated with Ipsos which has already been a partner of Arca do Crescer for the impact evaluation mission. Funding through a combination of partial sponsorship from the Azickia endowment fund, the Alstom Foundation, and other sources.
	PROJECT MANAGEMENT - PEDAGOGY - COORDINATION - COMMUNICATION	PASSE EMPREGO HR (internal Arca)	R\$ 111.000	€22.200	Funding through a combination of partial sponsorship from partners like BNP Paribas and BPC, own revenue (Paulista tax refund) and the Azickia endowment fund
	TOTAL	BUDGET OVER 2 YEARS	R\$ 250.000	€50.000	
		YEARLY BUDGET	R\$ 125.000	€25.000	

Provisional Timeline - Impact assessment

TIMELINE												
Actions	Oct. 23	Nov. 23	Dec. 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	June 24	July 24	Aug 24	Sept 24
Definition of assessment methodology with IPSOS				Holidays in Brazil								
Conception of the impact database , training of Arca's team												
Collect of the impact datas												
Reporting, Learning and improvement												



Arca team for the project

In order to develop the project, Arca will provide the following internal team:

- **Executive Manager / Coordinator Passe Emprego:** in relation with all the stakeholders of the project (internally and externally), the partners, the IT consultants, the responsible of the mentoring program, the psychologist...
- **Pedagogical coordinator:** in relation with Arca do Crescer's students and teachers, Will define the pathway of each student
- **Evaluation Coordinator :** the person will work with the IPSOS team and with the pedagogical coordinator, will be responsible for the implementation of the impact assessment program at Arca do Crescer and the training of the team to evaluation procedures
- **Communication Manager:** publicizing the partnership on Arca's social networks, newsletter, and website. Coordination of the visuals of the Passe Emprego communication. Providing photos and records



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