

# Pode Crer

Innovative technology education for marginalized youth

Vilson Groh Institute - Florianópolis, Brazil

<https://vilsongroh.org>



Instituto  
**Pe. Vilson Groh**



# The lives we are changing...

*"I grew up in one of the most violent communities in the region and I ended up losing many friends and people very close to me because of the violence. The Vilson Groh Network saved me and brought me here. I discovered myself as an artist when I was given the opportunity to be one"*

**JOSÉ ELIAS, 24**

*Pode Crer student in 2021 and now chief video editor at the media company Floripa Mil Grau*



*Pode Crer opened up opportunities I never thought I would experience. I am grateful to be learning more and more about technology. I want to continue in this area.*

Maria Eduarda Coutinho,  
2021 and 2022 student



*I became really interested in Pode Crer. I thought it wouldn't give me so many results, but it ended up helping me even in school in various subjects.*

Aisha Santos,  
2021 and 2022 student



*Before Pode Crer, I saw technology as something just for fun, but after starting the course, I realized that it could be my professional career, my future.*

Jackson Ribeiro,  
2022 student



*I feel challenged at Pode Crer and that's what I like and what motivates me to continue. I was able to realize my talents, creativity and my potential for technology. I want to follow a career in aerospace technology.*

Ana Clara Lisboa,  
2021 and 2022 student



*Pode Crer was very decisive when I saw that there I could show who I am and all my potential.*

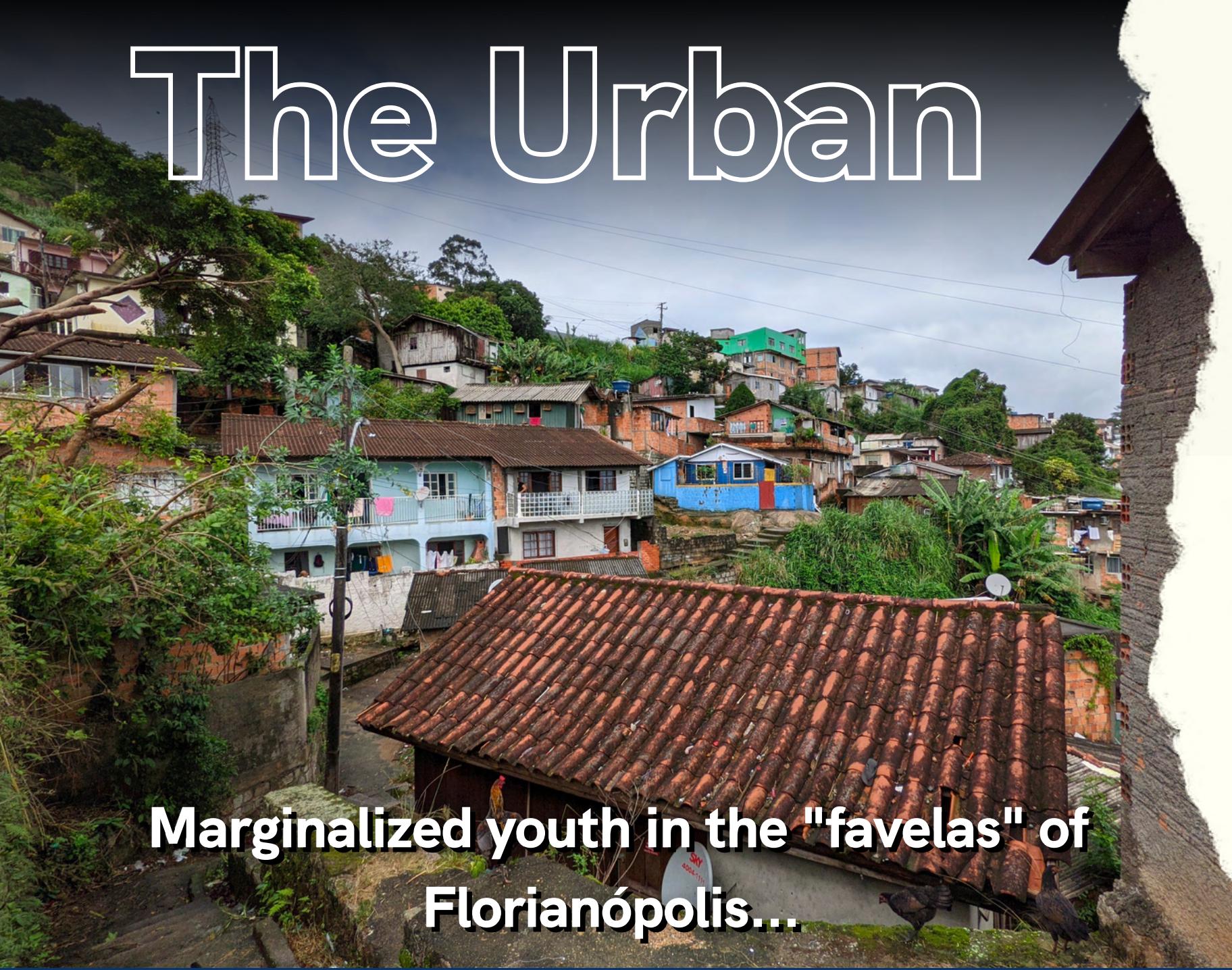
Guilherme Loch,  
2022 student



*At Pode Crer, I recovered an old dream of mine to study technology. The project stimulated my creativity.*

Ágata Cavalheiro,  
2021 and 2022 student

# The Urban



Marginalized youth in the "favelas" of Florianópolis...

- 20% of youth lives in poverty
- Low quality public education leaves youth behind
- Without job qualification, over 50k youth works in underemployment and informality
- Youth gets co-opted into drug trafficking
- Of the 111,000 people ages 15-29:
  - 44% are not studying
  - 11% neither studies nor work

# Chasm



...cannot access educational , cultural and job opportunities, especially in technology

Florianópolis is a hub of technology and innovation in Brazil, with over

**6000  
open jobs**  
in the technology sector.

# The Vilson Groh Institute & Network

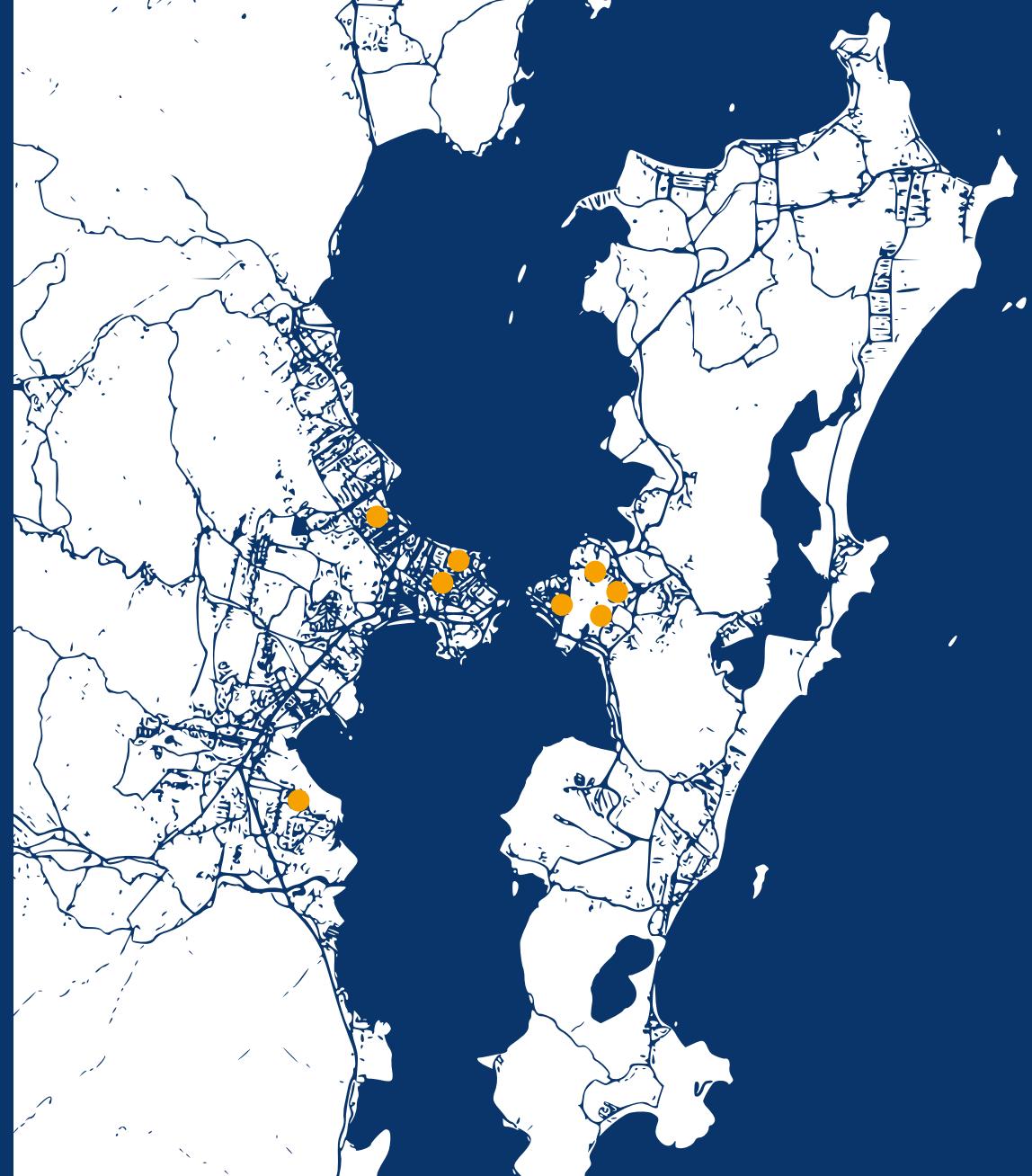
**Bridging urban exclusion through education and access to opportunities**

The Vilson Groh Institute coordinates a network of 8 educational organizations.

They were created over 40 years of grassroots work in marginalized communities.

**Every year our network impacts over  
6,000 students and 20,000 people.**

Pode Crer is a new **complementary education** program that consolidates this experience into a **scalable methodology** to equip marginalized youth with technical and socio-emotional skills to participate in the **knowledge economy**. Many Pode Crer students have gone through other organizations in this network, and benefit from that extended support.



*Location of the Vilson Groh Network organizations  
within the greater Florianópolis region in Brazil*

**11-24 years**

**Pode Crer**



IVG  
Vilson Groh Institute

**0 years**

shelters for youth in  
violent situations



CCEA  
*Cultural Center  
& Youth Shelter*

**2-6 years**

children education



AJPII  
*Elementary  
School*

**5-14 years**

complementary education  
healthy socialization



CEDEP  
*Popular  
Education Center*

ACAM  
*Children  
Education*



AGB  
*International  
education*

**6-18 years**

full time education



MESLM and MESSJ  
*Marist High Schools*



CSES  
*Community Center*

CENTRO SOCIAL  
ELIZABETH SARKAMP

CSES  
*Community Center*

# What makes Pode Crer different?

## Face-to-face education

Focused on technology, leadership and citizenship

## Non-exclusive, non-competitive

Open to all youth from families earning up to 1.5 minimum wage (USD 260 per month)

## Innovative methodology

Focus on practical projects, mentorship with diverse professionals and connections to partners

## Financial support

Students receive a monthly R\$200 scholarship (USD 40), subsidized transportation and food assistance (2022)



# Learning Paths

Pode Crer encourages self-awareness, creativity, and problem-solving skills with technology tools through dynamic cultural, human, and citizen training experiences in three learning paths. Over the past two years Pode Crer methodology has been developed and consolidated. In 2022 Pode Crer offered education in technology and soft skills education to 366 students during after-school hours in two weekly meetings, mornings or afternoons. Fifty students that excelled in technology topics had the opportunity to participate in advanced workshops in machine learning in two additional meetings per week at IVG LAB.



## Path 1

11 - 14 years old

- Robotics
- Music
- English
- Social and Emotional Learning

Focus on developing a maker mindset: creativity, imagination, and innovation with critical thinking and problem-solving in practice.



## Path 2

14 - 17 years old

- City and community
- Social and Emotional Learning
- Technology immersion
- English
- Special workshops

Focus on identifying student's talents, affinities and potential.



## Path 3

Starting at 17 years old

- Audiovisual
- Design and 3D Printing
- Front-end Programming
- Social Innovation Lab
- Entrepreneurship
- English

Focus on connecting youth to the innovation and technology ecosystem.

# 2021

## by the numbers

**77**

students in path 1

**78%**

completion rate

**46%**

girls

**90%**

of 2021 students continued in 2022

**411**

students in paths 2 and 3 along 2021

**60%**

completion rate

**40%**

girls and women

**60**

students in advanced classes (path 3)

**250**

scholarships of BRL 200/mo (USD 40/mo)

**30%**

received job or internship opportunities

**24**

youth admitted to University and professional courses

# 2022

## by the numbers

**109**

students in  
path 1

**75%**

completion  
rate

**40%**

girls

**18**

students in  
robotics team

**257**

students in paths 2 and 3

**65%**

completion  
rate

**60%**

girls and  
women

**50**

students in  
advanced  
classes

**200**

scholarships of  
BRL 200/mo  
(USD 40/mo)

**35**

participants in  
the first Pode  
Crer Hackathon

**25%**

received job or  
internship  
opportunities

# 2021 & 2022 achievements

**450**

**scholarships of BRL 200 (USD 40)  
per month, impacting over 1800  
people across students families**

**69%**

**average completion rate**

Over two years we served 854 youths,  
and 529 completed the program.

**1 out of 4**

**Students aged 14+ got qualified  
jobs, internships and follow up  
study opportunities**



**2021 cohort**



**2022 cohort**

# Where we are going

## The Pode Crer Social Innovation Centers

- To serve as hubs for the growth of Pode Crer, five Social Innovation Centers will be created with partner organizations.
- These centers will have state-of-the-art infrastructure to offer all Pode Crer learning paths continuously.
- The first center is planned to be built in the Monte Serrat community in Florianópolis.
- Each center will reach capacity to serve over 700 Pode Crer students every year, and impact over 20,000 people.

**\$400k**

Ideal budget for Pode Crer  
2023 with a student  
stipend of BRL 600 (\$120)

**\$800k**

Funding needs to open the  
first social innovation  
center by 2024

**\$600k**

Yearly cost of running Pode Crer at  
the first social innovation center  
together with current communities

**\$1M**

Cost of each additional social  
innovation center and Pode  
Crer operations for first year



Proposed design for the Monte Serrat Social Innovation Center

# Who made Pode Crer 2022

**None of this would be possible without an incredibly passionate team!**

- Pode Crer was conceived by the Vilson Groh Institute and co-executed with two organizations from the Vilson Groh Network: AJPII, which managed path 1, and CCEA which supported paths 2 and 3.
- There were 26 staff directly involved with day to day activities, with 8 dedicated educators and additional active participation of 18 volunteers.
- The program was supported with a BRL 1M grant from the federal bank Caixa.
- Pode Crer execution was supported by Neoway, FIESC, ACATE and SEBRAE (industry associations), WOA (real estate developer), Floripa Sustainable Movement, Statkraft and LiveLab.
- Advanced classes at IVG LAB were supported by FIESC and UFSC/INE.



IVG executive team and volunteers



Pode Crer teachers and staff



*Participants and mentors of the first Pode Crer social innovation Hackathon, executed with Neoway*



## Website



**English website**

<https://vilsongroh.org>

— Instituto —  
**Pe. Vilson Groh**

**Portuguese website**  
<https://redeivg.org>

## Get in touch

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## Donations

Tax deductible donations in USD via designated fund with the BrazilFoundation, a 501(c)3:  
[brazilfoundation.org/podecrerfund/](http://brazilfoundation.org/podecrerfund/)

To make a direct donation in Brazilian reais visit our donation page:  
[redeivg.org.br/doe-agora/](http://redeivg.org.br/doe-agora/)