









# Youth empowerment as a key element for positive transformation







## **Growing Up Rigth Institute**

Result of the sector's efforts against child labor since 1998

Private organization founded in Brazil in 2015 by private individuals connected with the sector of tobacco and areas related to Education and Law

Financed by contributions from tobacco companies







Combating child labor in tobacco production

Offering alternatives for adolescents, girls and boys

Professionalization with income generating

Development of skills and potentialities

Life projects from rural areas

Rural succession with sustainability









#### **Partnerships**

Municipalities and schools

Rural unions, rural extension, security and other entities

# Rural Professional Learning Program

#### **Young apprentices**

Children of tobacco growers, from 14 to 17 years old, that need to be studying.

Contract of employment by tobacco industry, with remuneration and without activities in the company.

#### 900 hours

in 1 year, in the shift opposite to regular school hours

#### Theory and practice

on management during the course:

- in training spaces provided by partners (schools) in rural areas
- on the property, with the family
- together with the community
- technical visits and study trips
- seminars







# Rural management and entrepreneurship

Curriculum hubs focused on the following practical activities:

- 1. Studies and analyses of rural properties
- 2. Diagnosis of the municipality and region, with studies on local productive arrangements
- 3. Mapping of local partnerships and strategic alliances
- 4. Development of group works, involving the families and community
- 5. Creation and studies on the viability of the development of a management product







#### **474** young apprendices



#### 30 seminars a year

Putting into practice the acquired knowledge, through seminars conducted during the course, is an integral part of the pedagogical project of the Rural Professional Learning Program



26 groups

In different territories of 11 municipalities



75 study trips per year

Study tours, technical and regional visits



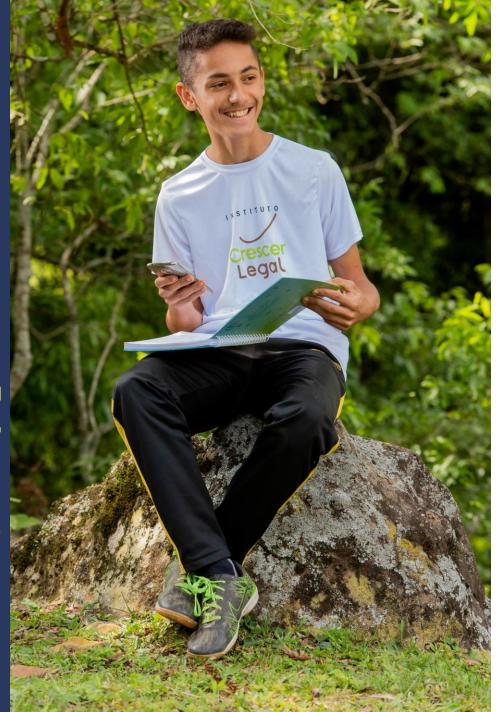
### 94% of adolescents concluded the course in 2019

rate that exceeds the national average (68%) and the numbers of other countries, like Germany (75%)











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Thanks! Gracias! Obrigada!

