

Period covered by this Communication on Engagement  
From June 2018 to December 2021



# COMMUNICATION ON ENGAGEMENT (COE)

ESCOLA CONCEPT, BRAZIL







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# Part I.

*Statement of Continued Support by the  
Business Unit Head and Chief Academic Officer*



To our stakeholders at Global Compact:

I am pleased to confirm that Escola Concept school reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment, and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact.

Since June 2018, when Escola Concept was admitted to be a signatory to the Global Compact, the Global Goals have been guiding our school curriculum, as we develop lifelong learners who are sensitive to the local and global challenges, and ready to impact change.

In this Communication of Engagement, we describe the actions that our school has taken to support the UN Global Compact and its Principles as suggested for an academic organization like ours. We welcome feedback on its contents.

We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

**Priscila Torres**

*Business Unit Head/Chief Academic Officer*

*Escola Concept, Brazil*

*[www.escolaconcept.com.br](http://www.escolaconcept.com.br)*





# Part II.

*Description of Actions*



Escola Concept is a group of 3schools in Brazil that connects innovation with education to reimagine traditional teaching, bringing relevance, meaning, purpose and intentionality to all that we do.

In our schools, students learn by doing. The focus shifts from teaching to learning. From content transmitted by the teacher to the search for a deeper understanding. From finding the right answers to asking curious questions.

We structured the Escola Concept experience on four pillars: Sustainability, Digital Fluency, Entrepreneurship, and Collaboration.

The pillars are brought to life through meaningful learning, placing our students in the role of responsible and active citizens, who understand that their mission goes beyond the artificial walls of the school.

Since Escola Concept became a signatory to the Global Compact network, we have been living and speaking the language of the Global Goals, connecting every single project learners develop to one of the challenges the world faces today.

Besides the academic approach, we have been engaging families, educators, staff, and partners to engage in thinking and act to bring solutions towards a better planet to live.

Since its opening in 2017 in the cities of Ribeirão Preto and Salvador, and in 2018 in São Paulo, Escola Concept is committed to enhancing positive actions, inspiring creative solutions, and connecting our community to impact a more conscious and responsible generation of citizens in Brazil!

On the next pages, you are going to learn about the main activities related to the Global Compact that Escola Concept has developed throughout the past three years.



# »» Global Goals in the curriculum

Year: since 2018

Project in a nutshell: Escola Concept is a Project-Based Learning school and every project is connected to one of the 17 Global Sustainable Development Goals.

Main results: 100% of the projects are connected to a UN Sustainable Global Goal, which means that they necessarily explore local and global challenges

Evidence: the Festival of Learning website, highlighting the projects developed and their connections to the Global Goals.

<https://www.festivaloflearning.com.br/project/how-do-our-relationships-affect-our-self-esteem-and-lifestyle-grade-9/>



### Project in a nutshell



#### HOW DO OUR RELATIONSHIPS AFFECT OUR SELF-ESTEEM AND LIFESTYLE?

Grade 9 | Salvador | Words in Portuguese

Understanding the relationships with others and how they impact our lives is fundamental to a better life. Even the most well-intentioned friendships, or family relationships, can affect our lives in a negative way, and we must understand this and know how to get only the best out of our relationships. Relationships have the power to interfere with our self-esteem, and it's up to us to change that. Studies indicate that our self-esteem has a fundamental role in determining your relationship with people and the way you live. Students intend to use the most different points of view that can be covered within this broad theme. Thus, 9th grade students chose this theme to better understand how this process happens, how it happens in their lives, making this project a tool to better understand their own realities and help them in making rational decisions.

### The global goal in focus was...

#### 3 GOOD HEALTH AND WELL-BEING



#### GOAL 3

ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES





# »» Peace Day Celebration

Year: since 2018

Project in a nutshell: Each year, Escola Concept celebrates Peace Day. As a member of the UNESCO Associated Schools Project Network (ASPnet), promoting the culture of peace is our commitment.

Main results: The celebration became part of the school's official calendar, bringing awareness to the Culture of Peace and creating long-lasting partnerships with NGOs focused on immigration and education through music, and culture such as Migraflax and Instituto Baccarelli.



Evidence: watch the video of the Peace Day 2019  
<https://youtu.be/wHNp9vGSFW8>



# »» Street Store

Year: since 2018

Project in a nutshell: Street Store is an international movement that CONCEPT has been engaged in since November 2018. It promotes the organization of pop-up editions of bazaars for families in social vulnerability, in which kindness is the local shop currency to purchase clothing and other items.

Main results: Middle School learners from the 3 campi have promoted 7 Street Store editions since 2018.





# »» Build your Own Start-Up program

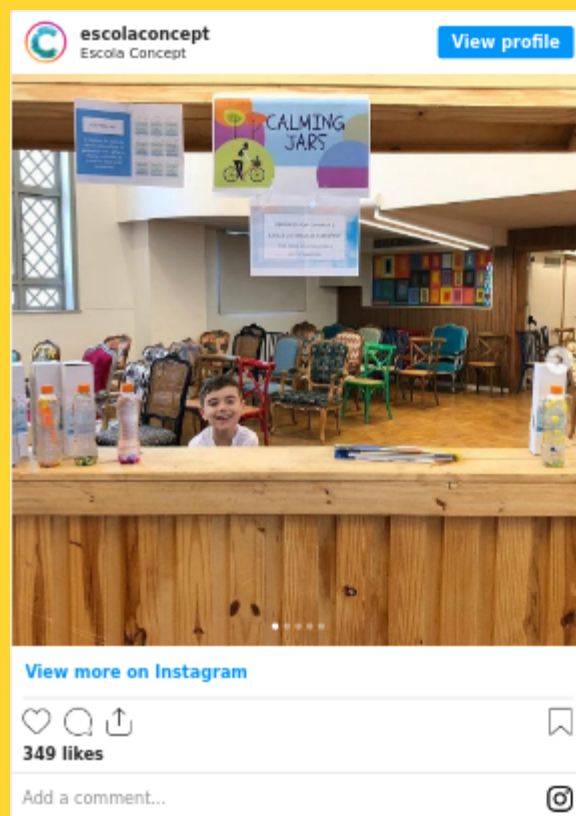
Year: 2019

**Project in a nutshell:** With a focus on the pillar of Entrepreneurship, we offered an optional opportunity for Lower and Middle School learners to build their own start-up business from start to finish, following the design thinking process.

**Main results:** A Glocal (Think Local, Act Globally) Sustainability Fair marked the culmination of the "Build your own Start-up Program". The proceeds were donated to an institution that teaches the Design Thinking approach to low-income families.

**Evidence:**

[https://www.instagram.com/p/B5vXSY9Hn8j/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B5vXSY9Hn8j/?utm_source=ig_web_copy_link)



# » Singularity Global Impact Challenge Brazil

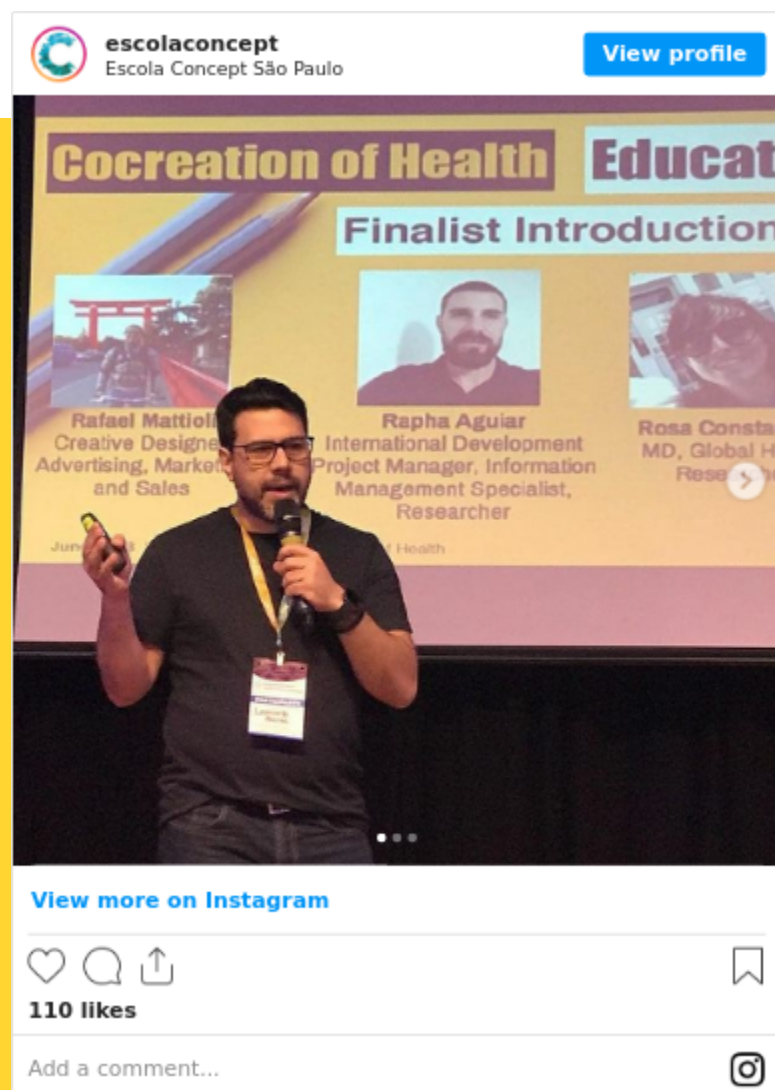
Year: 2019

**Project in a nutshell:** In 2019, Escola Concept supported the Global Impact Challenge Brazil, in a partnership with Singularity University. The purpose: search for ideas and technologies for the SU Ventures Incubator Program, in the Silicon Valley. The regional semifinal happened in June 2019 at Concept São Paulo!

**Main results:** Our school hosted the grand Brazilian Singularity GIC final and sponsored the winner's trip.

Evidence:

[https://www.instagram.com/p/Bkgp7aChf2r/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/Bkgp7aChf2r/?utm_source=ig_web_copy_link)





# »» International Women's Day Forum

Year: 2020

Project in a nutshell: Connected to the Sustainable Development Goal #5, Gender Equality, Escola Concept engaged learners in a reflection about the International Women's Day by bringing mothers of our community to share their inspirational stories with Grade 1 to 8 learners.

Main results: 300 Grade 1 to 8 learners participated in the forum and 3,513 people interacted with the post about the event on Instagram.

Evidence: check out the post about the event on Instagram!

[https://www.instagram.com/p/B9iDCmPHOpZ/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B9iDCmPHOpZ/?utm_source=ig_web_copy_link)



# »» We before Me CoLLAB Net

Year: 2020

**Project in a nutshell:** The Concept CoLLAB Net was a campaign developed to extend a helping hand to all those in need during the toughest time of the covid-19 pandemic. Escola Concept families were offered the opportunity to donate a percentage of their tuition to the cause of supporting families in the need. Escola Concept committed to matching the donations to offer support to families.

**Main results:** Together, Concept families and the school donated close to Half a Million Reais to make a difference in the lives of 32,000 people. With our contributions, it was possible to buy 7,800 "cestas básicas", or boxes with food and hygiene products, that filled 6 trucks and were directed to 3 institutions that represent distinct causes in the city of São Paulo.



Evidence: Newsletter Special Edition on the We before Me Collab Net Campaign  
[https://issuu.com/escolaconceptsp/docs/newslettereng\\_76463d266a16cb](https://issuu.com/escolaconceptsp/docs/newslettereng_76463d266a16cb)





# »» Sustainnovate and Conexão Amiga 2020

Year: 2020

**Project in a nutshell:** An initiative created by mothers and educators to collect and repair electronic devices to be donated to the students of CIEJA Perus, a municipal school focused on adult education where less than 10% of the 1,500 students had access to the internet to pursue their studies during the pandemic.

**Main results:** Besides donating devices, the group partnered with the company AmericaNet, that enabled free internet access for the whole region by installing an antenna at CIEJA Perus I.



Evidence:

<https://www.youtube.com/watch?v=62ZSgUUtjk0&feature=youtu.be>



# »» Service Learning in the Middle School

Year: since 2021

**Project in a nutshell:** The idea of having learning connected to service-learning and engaged with other communities outside the school started off as an optional vacation proposal. In 2021, it became part of the mandatory lessons, aiming at making learners understand the meaning of giving back to society.

**Main results:** Every Middle School learner dedicates 30 to 100 hours to service-learning projects, from recycling coffee capsules and donating clothes to fixing toys and coaching soccer teams.



**Evidence:** the brothers Heitor and Thomás Campos, from Grades 6 and 9, respectively. They are soccer fans and players and have created a project to collect and donate cleats for children assisted by a philanthropic institution in the city. "We got 38 pairs of soccer shoes and 84 team shirts, in addition to 50 bikes, some of them needing repair. So we started a second project, with my father, and we took a course in bicycle mechanics, involving other people to help with the repairs," says Thomas.






# »» Global Citizen Diploma


Year: since August 2021

**Project in a nutshell:** The Global Citizen Diploma (GCD) provides a framework for high school students to actively take small steps leading to a better future. Through intentional reflection, learners develop a deeper understanding of who they are and what they value by capturing their individual stories and celebrating their growth

**Main results:** 8 schools worldwide offer this curriculum that is supporting the experience of the first class in the newly opened High School.

ABOUT BENEFITS STRUCTURE RESOURCES BLOG CONTACT US

THE GCD  
BLOG & NEWS



**The Passport to Defining Global Citizenship**

**Feb 22, 2022 by Priscila Torres**

Some school leaders and educators might think of the Global Citizen Diploma (GCD) as one more offer for their high school curriculum, but have schools considered the fact that the Global Citizen Diploma could actually integrate to the full high school experience through the curriculum offer?

The GCD is built upon a foundation of three essential components: Core Values, Competencies, and Areas of Expertise. Learners who engage in the mission of becoming a recognized global citizen through this consortium of like-minded schools, must show how they have reflected upon their behaviors and how these behaviors have impacted their understanding of others, through awareness, action, and advocacy.



**Evidence:** article by Priscila Torres, our Head of School, on Global Citizen Diploma blog

<https://globalcitizendiploma.org/the-passport-to-defining-global-citizenship/>



# »» Innovation Diploma

Year: since August 2021

Project in a nutshell: d.tech High, located on the Oracle campus in the Silicon Valley, launched its Innovation Diploma in which learners seek a global problem and offer a solution to this problem, focusing on the principles of Design Thinking. d.Tech is inspired upon Stanford University's d.school of Design.

Main results: learners go through an innovation curriculum with specific deliverables to complete the presentation of their projects to the d.tech High leadership team. Escola Concept is the first-ever global partner for d.tech High

INNOVATION

## THE INNOVATION DIPLOMA KICKS OFF!

By Enzo Brena, Educational Technology Coordinator

August was a very exciting month for our community for a great number of reasons. Not only could we celebrate having 100% of students 100% of the time back on campus for the first time in a year and a half, but also it was the month in which we could put into practice a new partnership we have been working on for more than a year.

August 2021 marks the date on which we have launched our Innovation Diploma classes for our learners from Grades 9 and 10 in all of our campi. The Innovation Diploma course is the result of a partnership between Escola Concept and Design Tech High School aimed at offering our pre-high and high school students the opportunity to develop their Innovation, Collaboration, Creativity and Design skills.



Evidence: article on Spotlight Digital Magazine (p.23)

[https://issuu.com/escolaconceptsp/docs/2021\\_06\\_seng](https://issuu.com/escolaconceptsp/docs/2021_06_seng)





# Small actions, big impact

Spotlighting some of the coolest projects developed by learners



# »» ECO PARK

A park made from leftover building materials came to life at Escola Concept São Paulo with the help, strength and design of Early Years families. The opening was held during the Festival of Learning, the event that brings the community together to celebrate the learning of the trimester.



Evidence:  
<https://www.instagram.com/p/B5YnkpVHN5-/>





# »» TRAÇO COM ABRAÇO

Project in a nutshell: Virtual shop created by Grade 3 learners to sell sustainable products with prints designed by learners. It was the culmination of a learning unit focused on reading and writing, with emphasis on cursive writing development, the reason why they engaged in observational drawings.

Main results: Children publicized their products in school media as a gift suggestion for Christmas and all the sales profit was donated to Instituto Camila e Luíza Taliberti, whose motto is justice and respect for others and the environment.



Evidence:



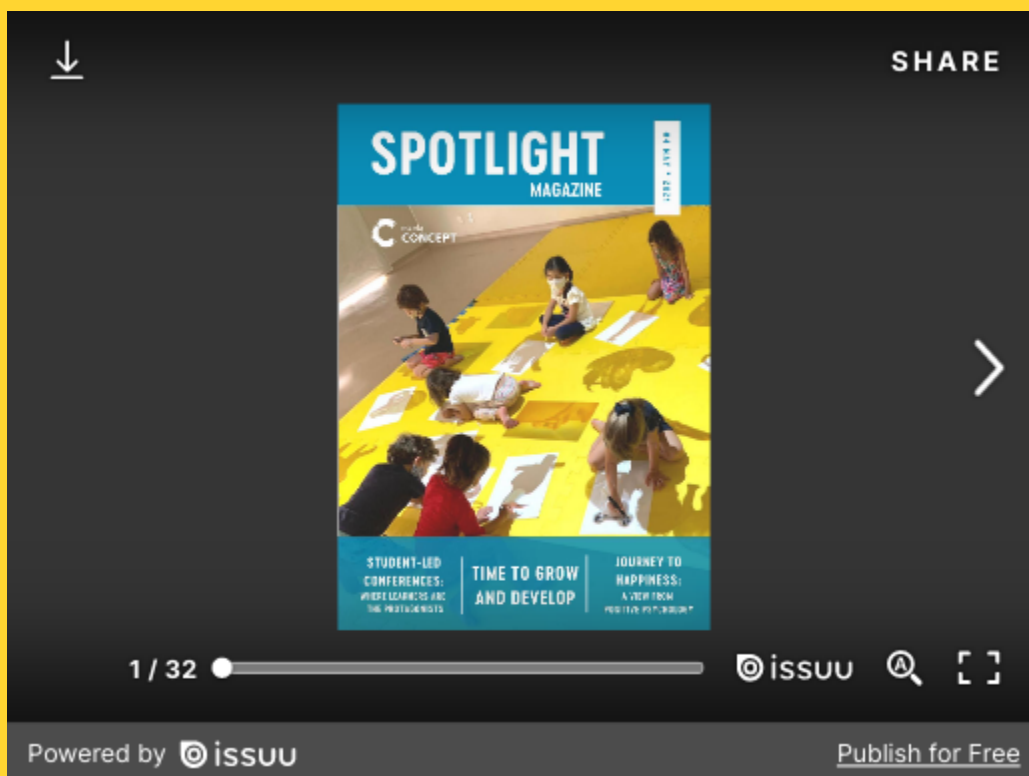
[https://www.youtube.com/watch?v=S\\_ifEUrczdc&feature=youtu.be](https://www.youtube.com/watch?v=S_ifEUrczdc&feature=youtu.be)  
[https://www.google.com/url?q=https://querodobra.com.br/colab/traco-com-abraço-concept/&sa=D&source=docs&ust=1642102679929578&usq=A0vVaw0xfTV\\_WXBPP1q0yw7tvsE3](https://www.google.com/url?q=https://querodobra.com.br/colab/traco-com-abraço-concept/&sa=D&source=docs&ust=1642102679929578&usq=A0vVaw0xfTV_WXBPP1q0yw7tvsE3)



# »» DIVERSITY MATTERS

**Project in a nutshell:** A series of conversations with diverse community members and educators with dwarfism, another an athlete on a wheel chair and a dancer with Down syndrome. Experiences like these made the Kinder project on diversity very meagniful. Normal is to be different!

**Main results:** Children presented their learning inviting families to a empathic experience, in which they had challenges like writing blindfolded, drawing with their feet or communicating in sign language.




[https://issuu.com/escolaconceptsp/docs/spotlight\\_\\_may\\_\\_2021\\_04\\_eng](https://issuu.com/escolaconceptsp/docs/spotlight__may__2021_04_eng)  
[https://www.instagram.com/p/CV01pbYPawB/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CV01pbYPawB/?utm_source=ig_web_copy_link)




# »» APP TO ENCOURAGE PUBLIC TRANSPORTATION

Thinking of ways to make Ribeirão Preto a more sustainable city, Grade 6 learners went through the Design Thinking methodology to understand, explore and materialize ideas to encourage the use of public transportation.

Main results: Learners created an app where users could find information to compare and check different options for their journeys - by bus, train, or taxi - and post their viewpoints and suggestions about difficulties they found along their way.



**Project in a nutshell**



HOW CAN GRADE 6 STUDENTS EXPLORE SUSTAINABLE CITIES AND COMMUNITIES TO CONVINCE AND ENCOURAGE THE USE OF MASS AND COMMUNITY TRANSIT FOR RIBEIRÃO PRETO USING A DIGITAL SOLUTION?

Grade 6 | Ribeirão Preto

Versão em Português



<https://www.festivaloflearning.com.br/project/how-can-grade-6-students-explore-sustainable-cities-and-communities-to-convince-and-encourage-the-use-of-mass-and-community-transit-for-ribeirao-preto-using-a-digital-solution-grade-6/>





# »» NOTE DIAPER

Project in a Nutshell: Grades 8 and 9 learners created a system that allowed the caregiver of adult patients to know when it is time to change their diapers.

Main results: The project was selected to be presented at FEBRACE 2020, the most important Brazilian science fair, FabLab Latin America in 2019, and the Fablearn Conference promoted by Columbia University, New York.






# Part III.

*Measurement of Outcomes*



A teacher and students are working on a project in a classroom. The teacher, a woman with long brown hair wearing a white top and a light blue face mask, is looking down at a project on a table. A young boy with short brown hair, wearing a white t-shirt and a white face mask, is also looking at the project. In the background, other students and a man are visible, all wearing face masks. The classroom has colorful posters on the wall.

Escola Concept uses the Project Based-Learning approach to present the content in a challenging way. Through PBL, learners actively participate in the process of developing knowledge.

## Achievements

**6** projects

on average are developed by each class per year

**100%**

of the projects are connected to a UN Sustainable Global Goal, which means that they necessarily explore local and global challenges

**50%**

of these projects result in a prototype or final product to be presented at the Festival of Learning

**30 to 100** hours

Is the amount of time each Middle School learner has to dedicate to during service learning.





Partnerships formalized with mutual aims to advance the  
UN Global Compact principles

# Focus on Education

## **MATHEMATICAL MINDSET**

- Illustrative Mathematics program designed with the International Mathematics Specialist Phil Daro (US)

## **HABITS OF MIND**

- A partnership made possible for being considered a center of excellence in the application of the Habits as a foundational pillar for the development of learners' socio-emotional. There are only 25 Certified Habits of Mind Schools in the world. Escola Concept is the only Certified School in Latin America.

## **TED-Ed CLUB**

- TED's youth and education initiative sparks the curiosity of learners around the world. Escola Concept, as part of this global network, uses its materials to help Middle School learners gain public speaking and presentation literacy skills.

## **STAR Research Project**

- Star is the acronym for Supporting Teachers As Researchers. The program is led by Damian Bebell, researcher at Boston College, and Holly Ludgate, director at Ful Sail University. Concept educators are collecting behavioral data to support an evidence-based action in their Lower School groups.





Partnerships formalized with mutual aims to advance the  
UN Global Compact principles

# Focus on Innovation

## APPLE DISTINGUISHED SCHOOL

- A recognition that our three Concept schools received to be part of a global network of 535 schools in 32 countries to exchange experiences. There are only 17 Apple Distinguished Schools in Brazil.

## FAB LAB

- Escola Concept is the only basic education institution to be part of this network from MIT - Massachusetts Institute of Technology, with 86 FAB LABS active in Brazil

## D-TECH HIGH

- Escola Concept is the only international partner for d.tech high, California, one of the most innovative schools in the world, founded by Stanford Alumni. Their design thinking methodology inspired the Innovation Diploma offered by our school.

## SINGULARITY

- In 2019, Escola Concept supported the Global Impact Challenge Brazil, in a partnership with Singularity University. The purpose: search for ideas and technologies for the SU Ventures Incubator Program, in the Silicon Valley. The final happened in July 2019 at Concept São Paulo and our school sponsored the winner's trip.





Partnerships formalized with mutual aims to advance the  
UN Global Compact principles

# Focus on Social Equality

## **INSTITUTO BACCARELLI**

- Has been the official partner to many campaigns, from Street Store to Peace Day Celebration.

## **MIGRAFLIX**


- This NGO supports refugees on their entrepreneur ventures. They have offered workshops to Escola Concept learners in multiple opportunities.

## **INSPIRAR-TE**

- Offers educational field trip experiences to museums and expositions. The group offers the same experience to a child in the public school for every experience sold to a student in a private school.







Ever thinking, ever learning, ever evolving.  
Continue to embrace the innovation!



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