

COMMUNICATION ON ENGAGEMENT (COE) 2021-2023

Planetapontocom

Part I. Statement of Continued Support by the Chief Executive or Equivalent

To All Planetapontocom Stakeholders

Dear Sirs,

It is with great pleasure that we submit this Communication of Engagement for the year 2023 and, in doing so, we express our wish to remain a part of the Un Global Compact.

Planetapontocom has at its core, the mission to provide Brazilian public schools innovative solutions. Our work is comprised of three main axes: Revistapontocom, our online magazine focused on educational best practices and inspiring stories; Turma do Planeta, our ecosystem of educational fictional content for kids and last, but not least, our most wide and impactful initiative: Esse Rio é Meu (This River is Mine). After the Covid Pandemic our most urgent challenge has been to scale-up our most significant program: Cities Save Your Rivers has gone from a mostly online initiative to a full-scale program that disseminates the recovery of urban rivers as a cause that mobilizes the schools, their academic programs and the communities in which they are inserted. We carry the UN's Global Compact principles in all our programs, with a special emphasis on SDG's 4, 6, 13, 14 and 15. They have been our compass in this journey.



Silvana Gontijo
Planetapontocom's President

Part II – Description of Action

Esse Rio É Meu:

This program is modelled as a tri partisan endeavor, combining our staff, the public schools within a city and a sponsor. Our program environmental education program began by mapping most chokehold points in students learning and, in sequence, creating content to aid teachers in addressing those chronic difficulties. The program today covers 788 municipal schools in Rio de Janeiro and another 42 in the city of Itabira, totaling more than 300.000 students reached by our initiatives.

Revistapontocom:

Our online magazine has been a crucial part of Planetapontocom's ecosystem. We feature 2 weekly articles on best practices with a special focus on in-class storytelling. We make educators, creators and students visible. We have over 5,000 educators in our mailing list and we have reached peaks of 150,000 and 100,000 unique visitors in recent months.

Turma do Planeta (Planeta's Gang):

This year we have launched 6 new books supported by online audiovisual content with stories that entertain while connecting kids with the water preservation cause. The books, authored by Silvana Gontijo have been displayed in 5 book fairs nationwide, including Rio de Janeiro's biannual book fair. This content has served as the base for 64 learning tools created from those fictional adventures. Planeta's Gang has also helped children familiarize themselves with Brazilian culture and history.

Part III – Measurement of outcomes

- Monthly reports with evidence of the work being executed within schools.
- Google analytics and Scoop reports.
- Number of Instagram profiles created by school staff dedicated to the project.
- Number of training meetings.
- Growth in reach.
- Book Sales.
- Number of project ambassadors.