#### Versão web



**ATTENTION:** we have a lot to tell you and that's why the email is long. To read the whole thing, click "*[Cut Message] View Entire Message*" at the bottom of the screen.

# Hello!

The year started with everything at Politize! and we're passing by to tell you about the first three months of 2023. We know that the year is just beginning and we want to work even harder to bring didactic, plural and free political education to all of Brazil! Knowing that we can count on you makes us more confident and excited.

### **IT IS BREATHTAKING!**

Yesss! Our quarterly newsletter is great. It's on purpose, okay? Being transparent is a non-negotiable attitude for us. But with the times running, we know that it can get complicated to read everything. So we'll have an initial section in our newsletters going forward to tell you, in 3 minutes, the big highlights of the issue. Let's go there?

 $\rightarrow$  **Institutional:** we enter not <u>CMDCA</u>; we spoke at an event <u>Stanford</u>; we completed a project with the <u>Civil Institute</u>; we advanced in several aspects of our Monitoring & Evaluation culture; we have almost 50 people in <u>executive team</u>; there is a new leadership in the core of Basic Education.

 $\rightarrow$  **Content:** the beginning of the year was full of hard work and good results. We launched the Tributes and Inequality project together with Civicus and Instituto Mattos Filho, while at the same time improving our processes with the Communication center to produce content for Instagram. We had a great start to the

year in audiovisual, reaching the milestone of 900,000 views of content. It is also worth highlighting that we are increasingly structuring processes in the PRC, with meetings and training for volunteers.

 $\rightarrow$  Leadership Formation: We started the year 2023 with the classic Politize Ambassadors Program Enrollment! and we reached over 3000 subscribers! But we also had news! The first Regional Meetings in history got off the ground, involving more than 120 volunteers from the network. In addition, there is news in the Leaders Network as well: we started our mentoring process between Leaders and Ambassadors with the objective of increasing the connection between the layers and stimulating the improvement of management of the Politize Embassies! through the exchange of experiences of people who were once Ambassadors.

 $\rightarrow$  **Basic Education:** We started the year 2023 with a lot of production, referrals and publication on educational material websites, in addition to many articulation meetings with the partner Departments of Education, so that they reach teachers and students this school year.

 $\rightarrow$  **Communication:** We are winners of <u>Brazil Creative Award 2023</u> with our campaigns for the 2022 elections, the <u>#LookVoteChange</u>; we started planning our campaign for the 2024 municipal elections;we started to improve our internal processes; we partnered 3 social media content with amazing organizations; we reached a peak engagement of 0.94% and reached 976,214 people on Instagram.

These are just some of the results, stories and records that we are proud to be able to share with you. Next, check out the great achievements of our super cores!



The Institutional core team is happy to share some very cool news that occurred in the first quarter of 2023!

We were approved in <u>Municipal Council for the Rights of Children and Adolescents</u> (<u>CMDCA</u>) from Florianópolis/SC. We've been trying for a long time and now it's gone. This is a crucial step for us to raise incentivized resources (income tax deduction), in the future, via the Fund for Childhood and Adolescence (FIA) for the Politize! Ambassadors Program. In addition, we are talking about an important space for social participation, and it is another way of exercising our "organizational citizenship".



Gabriel Marmentini, co-founder and Executive Director of Politize!, was invited to participate in the digital event <u>Frontiers of Social Innovation</u> from the Stanford Social Innovation Review. We were honored with the invitation, given the magnitude of the event. It was another opportunity for us to share our history and some reflections on social entrepreneurship in our field.



We were invited by our partners at Instituto Sivis to the meeting "Citizen Education Paths", in person inCuritiba/PR.In it, we outline the main challenges of citizenship

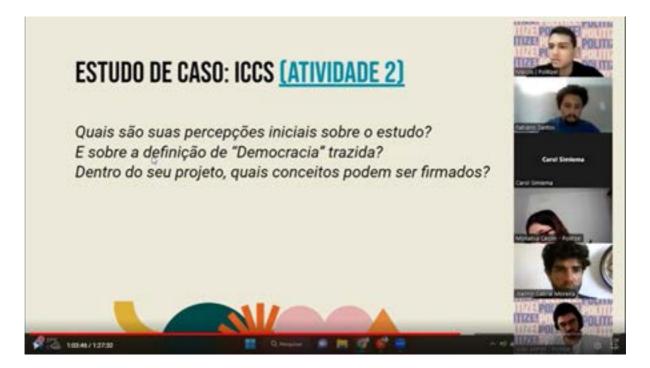
#### [TRANSPARENCY] Politize! in the first quarter of 2023

education, based on the experiences of each organization, and share the lessons learned from the project <u>"Citizenship Values in Schools"</u>, as authors of the pedagogical material that was applied, in October last year, in Grupo Positivo schools (article in the media <u>here</u>). We talk about the importance of previously outlining objectives and evidence of learning, in addition to a diagnostic evaluation, to be able to create contextualized and effective lesson plans. Working in a network we go further!



Continuing with the Monitoring & Evaluation (M&E) theme, we would like to share with great joy that our decision to have a person 100% focused on M&E has been proving to be assertive and we are managing to strengthen the evaluation culture at Politize!. In addition to our dedication as an executive team, we are counting on the noble support of our Administrative-Financial Director (volunteer) <u>Rafael Toassi</u> <u>Crispim</u>, PhD candidate in Business Administration at the University of São Paulo (USP). We already have an agreement signed with the <u>State University of Santa Catarina</u>, through the teacher <u>Daniel Moraes Pinheiro</u>, and we will seek more and more articulations with the academy for the exchange of experiences and the joint production of scientific articles. Internally, we have a strong training agenda for all people who manage centers and coordinate projects. On 02/28/2023, we held the first training course for 13 collaborators, and we will continue with different topics on a monthly basis. The idea is that the training meetings serve as support for the executive team of Politize! feel safe on the subject of evaluation and strengthen the culture of monitoring, recording, verification, analysis and publication, so that

governance and organization of project data is established, and we are able to envelop impact stories.



Something that, institutionally speaking, took a long time in the first quarter of 2023 was conducting a large selection process. There were 15 vacancies open in all the institution's nuclei and now we are almost 50 people working directly in Politize!'s projects and programs. Did you feel like working with us? We have a page on the site to collect resumes on an ongoing basis. If you want to find out about the launch of new selection processes, enter your details in the form below <u>here</u>. Do you want to feel a little bit of the energy of the close-knit family called Politize? <u>Click here</u>!

The year 2023 began with a change of chair in the management team. <u>Fernanda</u> <u>Asseff Menin</u>, who has been with us for 2 years, assumed the position of Manager of the core of Basic Education. <u>Kamila Nunes</u>, who left a great legacy by being the first leader of the most recent nucleus of Politize!, ended her cycle in the organization at the end of 2022. Along with Fernanda, we have: <u>Vinícius Zunino</u> (Manager of the Leadership Training Center); <u>Danniel Figueiredo</u> (Content core manager); <u>Luiza Wosgrau</u> (Manager of the Communication center); Gabriel Marmentini (Executive Director).





The year 2023 started with everything on the Politize Portal!. January was the month to solidify internal processes and routines, to deliver the best content to those who access our portal. In view of this, we implemented a content creation routine together with the Communication team that, despite being recent, has already shown excellent returns. Now, Politize social media! and our portal dialogue with each other and, once a week, publish texts and posts on the hottest and most relevant topics of the moment. All this so that users have contact through the media and can go even deeper by reading the complete content on the portal.

Examples of the success of this partnership were the texts on the "Aliança Antiaborto" and on the protests in Brasília in 2013, 2017 and 2023. Together, the contents yielded more than two thousand hits in 15 days after publication on the portal. On Instagram, the first piece of content generated 271 shares and more than three thousand likes.

Check the texts:

Protests in Brasilia: what changes in the acts of 2013, 2017 and 2023 Anti-abortion alliance: understand Brazil's exit

Throughout the quarter, we also addressed topics such as: <u>2023 budget</u>; <u>a role of</u> <u>central bank</u>; <u>Corruption Perception Index</u>; <u>a ukraine war</u>; <u>Banco dos BRICS</u>; <u>a</u> <u>violence in schools</u>; between others. Be sure to check out Instagram to stay wellinformed about the week's main happenings.



This quarter we also launched another project, <u>Taxes and Inequality</u>, one partnership between Politize!, <u>Civicus</u> and <u>Mattos Filho Institute</u>. Throughout the year, content will be published aimed at democratize knowledge about taxation in Brazil and its effects on the country's social inequalities. This is the third project resulting from this partnership, which also includes the <u>Article Five</u> and the <u>Equity</u>. We would like to express our public thanks to the Mattos Filho Institute for this long-term partnership, which has yielded projects of ever-increasing quality and excellence.



The first quarter was also marked by strategies that boosted the goal of improving the user experience on our content portal. We seek contact with professionals in the area to help us diagnose the technical aspects that we need to improve. In addition, we also started our individual interviews with portal users, who are the people who access and consume our content. We want to understand these people's perception of the content we produce and, above all, understand the impact they generate on these users. This is because we always want to improve our deliveries and offer final content of extreme quality, in line with the needs of our users.

The quarter was also marked by more quality content coming to the portal. We defined the guidelines for the first Special Series, original and exclusive to Portal Politize!, which will be developed over the next quarter.

With all this, we ended the first quarter with **4,042,679 views** page on our portal and with **almost 3 million users** accessing our pages. In addition, we produced 15 texts delivered by the portal's team with very current themes, which means that, every week this quarter, our portal featured a new text on the most commented subjects of that week. Add to that all the other texts, on an infinity of other subjects, that our Network of Content Producers (RPC) voluntarily delivers every week. It's a lot of quality and relevant content around here that drives us to increasingly increase our reach.

[TRANSPARENCY] Politize! in the first quarter of 2023

Politize's audiovisual! started the year focused on the preparations for three special content projects, which will be launched in 2023. The projects are part of an initiative to innovate in our audio and video productions, making our political education content increasingly connected with the needs of young Brazilians.

In terms of reach, we started 2023 with the mark of the best start of the year ever on the YouTube channel of Politize!, surpassing the result of the previous year by more than 3 times. As a result, we ended the quarter with more than 900,000 views of the content and 285,000 subscribers to the channel.

Among the 7 productions carried out in the quarter, two videos stood out: <u>"The 5</u> <u>presidents who stayed in power the longest"</u>, with more than 70 thousand views; and the content <u>"What if Lula had won the 1989 elections?"</u>, with more than 80 thousand views in just 30 days.

Be sure to check out other productions on our channel: <u>The 4 biggest far-right movements in the world</u> <u>4 Coups d'état that transformed the world</u> <u>What was Nazism?</u> <u>Why is gasoline still so expensive?</u> <u>How did China become a world power?</u>



In our Network of Content Producers, the year began with the delivery of awards, referring to 2022, and with the production of many contents. In this first quarter, 72 revisions were made and 63 texts were produced, totaling more than 450 volunteer hours donated by network members. In addition, new production manuals were sent, which diversified the menu of production options for them. Now, volunteers can help with the production of infographics and quizzes, in addition to the texts.

The RPC was also marked by online and face-to-face meetings. For the first time, we were able to organize a face-to-face meeting in Brasília, with volunteers from the city. We also had individual online meetings, to understand how our volunteers are feeling, and a group meeting with our reviewers, through which we aligned expectations and talked about the selection process for the network in 2023. Also, we ended March with a golden key, with a very special writing training, which was taught by one of our volunteer proofreaders and who taught us techniques to write more concise and objective texts.



Photo taken at writing training for greater conciseness in texts held on March 27, 2023.

We would like to thank <u>Velours Internacional</u> for their support, along with the Content center over the last year, in diagnosing risks and developing processes to improve Politize!'s digital security. The dedication and competence presented by Velours deserve all the recognition.



The beginning of the year was marked by alignment meetings and execution of the registration planning of the <u>Politize!</u>, elaborated in the communication plan. The activities planned range from stages that involve managing networks with mobilization actions, to the construction of graphic materials to boost the campaign across the country. All the materials that will be used in the different means of communication, social media and disclosure to partners were built. All this preparation is done so that we can get many subscribers in the training journey of

Multipliers in 2023.

And does it not work? Even with registrations for 2023 restricted to the 87 cities with Politize! Embassies, we reached over 3,000 subscribers! There were exactly 3,019 registered until April 2, with the participation of more than 60% women and more than 50% black, brown and indigenous people.

We leave here a special thanks to the partners who helped us by publicizing and sharing the registrations of the Politize Ambassadors! Program: LALA - Latin American Leadership Academy, Indicate a Preta, Conectas, ITS - Instituto Tecnologia Social, Elas no Poder, Instituto Four, KAS - Fundação Konrad Adenauer, Mogiano LGBT Forum, Casa 01, Pact for Democracy and Énois.

Continuing last year's work, we started the year with the Embarkation of 94 Politize! Embassies, being information and network management are the main actions carried out in the month. With that, we had the creations of the important Embassy Manual, the portfolio of projects that the network will carry out this year, and WhatsApp groups, among other essential materials for the network. In addition, we continue to encourage the network for crowdfunding. Can you help the Politize! <u>here</u>.

The first quarter was also marked by the holding of the first Regional Meetings of the Politize! Ambassadors Network. 128 volunteers attended the meetings in São Paulo, Florianópolis and Recife throughout the month of March. The Regional Meetings aim to align the entire Politize! on the annual action strategy, as well as the generation of connection between Network participants.

Here we leave our special thanks to Instituto Unibanco, from São Paulo, to UDESC (University of the State of Santa Catarina) and to UFPE (Federal University of Pernambuco). These institutions were great partners in providing spaces for meetings. It should also be noted that, in São Paulo, we had the presence of UNFPA (United Nations Population Fund) and Marcus Barão, president of the National Youth Council and General Coordinator of the Youth Atlas. Together, we had a special chat about youth and citizen participation.

And, finally, we could not fail to thank the Konrad Adenauer Foundation (KAS), a partner of Politize! since 2021, and the Galo da Manhã Institute, a partner of Politize! since 2020. In addition to thanking, of course, all of the participants who make up the Politize Ambassadors Program! exist. Without you none of this would be possible!







January was marked by the transition and reception of new leaders from the Embassies layer to the Leaders network, in addition to the planning and execution of the immersion of the state coordinations of Minas Gerais and São Paulo. It was a moment for us to pass on the entire strategy for the year to five fundamental leaders of the network: Rayssa and Alexandre, state coordinators of Minas Gerais; and Nicholas, Thaynáh and João Neto, state coordinators of São Paulo. These people have the difficult mission of providing support to the Politize! Embassy Network! in their states. Thanks in advance for making the program happen! We also leave a special thank you to Mariana, state coordinator of Minas Gerais in 2022 and who has now passed the baton to the new duo.



During February and March, we planned mentoring between the Leaders Network and the Embassies. The project aims to exchange experiences between Leaders and Ambassadors, enabling Leaders to guide Embassies to improve their internal management. This and other projects, together with the Leaders Network, will take place during the second quarter.

Thank you in advance to Instituto Galo da Manhã, which made this meeting possible!

At the beginning of the year, the creation of documents and graphic arts aimed at publicizing the program via social media, in addition to the creation of a letter to be sent to the municipal councils and the continuity of the municipal diagnosis of the region.

There were also several meetings for planning and setting up the scope of work for volunteers in the cities where the program is present. Another important point of this is the resumption of partnerships in the region, to get subscribers for the training that we will offer. This made it possible for us to take a trip to São José dos Campos in March and hold important meetings with the local headquarters of Petrobras, São José dos Campos City Hall, the Municipal Youth Council and the Municipal Youth Center.

We also had registrations open for the specific training day for Citizenship 382. Registrations were extended until April 22nd and, at the end, we had more than 320 subscribers from Ubatuba, Caraguatatuba, São Sebastião, Ilhabela, São José dos Campos, Santos , Cubatão and São Vicente. Access the <u>project website</u> and the <u>Instagram</u> of the project to know more news!

In advance, our special thanks to the Embassies of São José dos Campos and Baixada Santista which, so far, have 47 and 52 registered, respectively. And we couldn't leave our thanks to Petrobras, partner of this project.



The first quarter of 2023, we forwarded two pedagogical notebooks within theDeepening Trail "Leadership and Citizenship", by Núcleo Basic Education of Politize!. The first of them, of 680 hours, destined to Full-Time Schools; and the second, of 400 hours, to contemplate the Part-Time Schools of the **Secretary of Education, Culture and Sports of Acre**. Copies of the pedagogical notebooks were printed by the Secretariat to be made available to the network's teachers at the time of training and presentation of the "Leadership and Citizenship" Deepening Route. According to the first data from the implementation of the Territory.

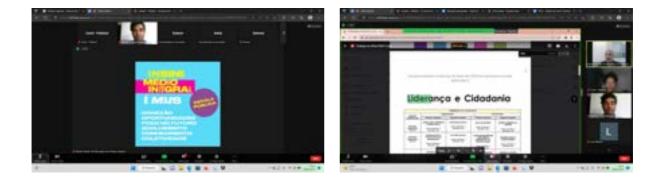


In the same period, the **State Secretariat for Education and Sports of Amazonas** carried out the publication of the portfolios, presented to the <u>teachers</u>, <u>students</u>, and <u>two pedagogical notebooks</u> of the Deepening Trail "Leadership and Citizenship", on the <u>portal Know+</u>. According to the first implementation data received by the

Secretary of State for Education, the Deepening Trail, from the beginning of 2023 to date, reached **49 schools** of **20 cities** of the territory.

Furthermore, for the **State Department of Education of Mato Grosso** we revised and delivered the pedagogical notebooks for the 1st grade, with a total workload of 120 hours; 2nd grade, with a total workload of 140 hours; and 3rd grade, with a total workload of 140 hours. The materials were forwarded to the Secretariat with the objective of being shared with the Regional Boards and with the teachers of the network.

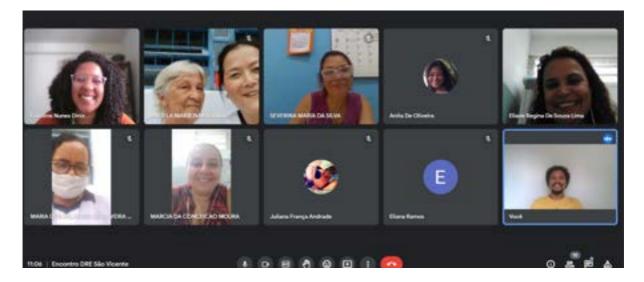
Already for the **Secretary of State for Education of Sergipe**, we reviewed the pedagogical booklet, intended for 2nd grade, with a total workload of 280 hours, and also the delivery of the pedagogical booklet intended for 3rd grade, with a total workload of 420 hours. We still held alive promotion of the Deepening Path: Leadership and Citizenship. The event had the participation of the Integral Education Management Nucleus, Regional Boards of Education and Teachers. On the occasion, we had the opportunity to present the actions of the Politize! Active Citizenship School Program, discuss the Deepening Path project: Leadership and Citizenship and its implementation, as well as answer questions from teachers present at the Meeting.



To the **Secretary of Education of the State of São Paulo** the curricular team of the area of Applied Human and Social Sciences of the State sent the Support Material for Planning and Deepening Practices (MAPPA), corresponding to Curricular Unit 6: Participation and Mobilization and Social. Still, through the <u>Portal EFAPE</u>, three pedagogical notebooks (MAPPA'S) were published, referring to Curricular Unit 1: <u>Local and Global Citizenship</u>; Curricular Unit 3: <u>Right and access to justice</u> and Curricular Unit 4: <u>Innovation and Collectivity</u>. In the month of March 2023, the **Secretary of Education of the State of São Paulo** forwarded the first data on the implementation of the "Leadership and Citizenship" Deepening Track in the year 2023 and, according to the information sent, the Deepening reached **4,936 students** of **171 schools**.

In the first quarter of 2023, Training for Educators in Leadership and Citizenship was completed at the São Vicente/SP Regional Board of Education. Participating

educators carried out activities on the Distance Learning Platform, with continuous monitoring by our internal team. They held the last Synchronous Meeting of the class and obtained their certification.



The months of January, February and March were also fundamental for resuming contact with the Departments of Education interested in implementing our training during the year 2023. The exchanges have been a success and we have established very rich dialogues. And we already have good news: implementation schedules were drawn up in the states of Amazonas, Mato Grosso and Sergipe! In Sergipe, we were also able to present our training to the network's teachers, as well as the Deepening Path in Leadership and Citizenship, in a live event held on the 24th of February. On the occasion, we had the presence of the Integral Education Management Nucleus, Regional Boards of Education and Teachers of Sergipe.

The news doesn't stop there! We also had a super nice chat with the Ensina Brasil team, about the New High School, and Training for Educators in Leadership and Citizenship. In addition, we had a post that contemplates several important projects, including our training, which can be seen in <u>this link</u>.

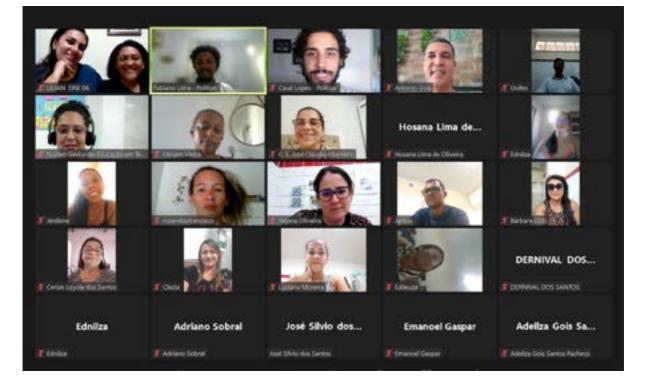
In the Eletivas da Politize! project, the year 2023 began with several follow-up meetings with the partner Education Departments, seeking to define project implementation strategies and training possibilities for educators. There was also an adaptation of the menus and availability of the Electives for the partner Secretariats. In this sense, so far, we have confirmed the application of our materials in the states of São Paulo, Mato Grosso, Sergipe, Amazonas, Roraima and Bahia. In the latter state alone, the Department of Education confirmed that we are present in 352 classes, distributed across 92 school units.

In this first quarter, we also offer training meetings with educators. At the beginning of March, we held the first meeting with educators from Sergipe who are working with our materials. The meeting was attended by 45 teachers, and aimed to develop

educational policy in the classroom, prepare parts of a menu for an Elective and learn about the proposals of the elective curricular components of Politize!.

In the same month, between the 20th and 24th, we carried out a sequence of pedagogical advisory services, focused on our Electives, with the State of Mato Grosso. 10 training moments were organized and facilitated with the aim of presenting the themes, materials and proposals of each of the Electives that will be integrated into the state network. In all, more than 900 educators participated, discussing with us the importance of diversifying themes to develop political education in the classroom. In addition to building a collaborative network to expand the application of electives in schools. It is possible to follow this <u>Panel</u> the impact and scope of the Electivas project.





Continuing the work carried out at the end of last year, we started 2023 closing the results obtained with the MT and BA classes, implemented in a pilot format and

ended in December, in addition to making adjustments to the planning for this year. Thus, we closed 2022 with **40 graduated students** in the elective/EaD Social Initiatives Planning course, coming from **3 different states and regions**: BA, MT and RJ (city of São Pedro da Aldeia).

For the start of new implementations in 2023, we articulated conversations with all partner secretariats (AC, AM, SE, MT, BA, DF), which led us to start projections for hypotheses of large-scale implementations.

In addition, with the formalization in January of the hiringagain platform, Alledu, to make our EaD courses available, we started in February the articulations necessary to insert the materials and activities for students to be registered in 2023. The process is expected to be completed in April 2023, and will enable a better experience of students and professors mediating the course throughout the year. We started the year 2023 by continuing the plans to reformulate the implementation format of the Active Leadership course, started in the last quarter of 2022. Thus, we systematized the course evaluation (see here the compilation of the results obtained), and we carried out alignments with the partner Education Departments (AC, AM, SE, MT, BA, DF).

As a new strategy, we have structured the course implementation design for ambassadors who wish to apply Active Leadership to students in the municipality where they work, as one of the possibilities present in the Project Portfolio of the Leadership Training Center. The proposal was presented to the ambassadors at the regional meetings held in March 2023 and, so far, 11 embassies have been interested in implementing the course.

In addition, throughout the first quarter, we reviewed the Pedagogical Notebook made available to students, both to adjust the questions collected in the evaluation of 2022 results, and to adapt the material to the rebranding, which took place last year.

Furthermore, we produced guidance material, which will be made available to teachers who wish to implement face-to-face training, in the classroom, and to the embassies that will use it.of Leadership Active as one of the projects to be developed in your locality. The material consists of 8 lesson plans, totaling a workload of 16 hours/class.

Finally, in this first quarter we closed the sending of <u>form</u> for students enrolled in the course in 2022, consulting them about the reasons for not completing the course. We had 189 responses and a high percentage of students (46.6%) indicating that they did not conclude because "I had many other activities and I couldn't take the

course", which confirms our hypothesis that, for 2023, we should focus on strategies that guarantee that training is included in the students' school routine.



We started the year 2023 taking off! Also in January, we were winners of the <u>Brazil</u> <u>Creative Award 2023</u>, in the design category, with our campaigns for the 2022 elections, the <u>#LookVoteChange</u>. We were very happy to receive such recognition and thank all the people who supported us and participated in the construction of the biggest campaign ever developed by our organization. And at Politize!, awards are accompanied by energy to grow even more. For this reason, in the first quarter of 2023, we began work on our campaign that will be present during the 2024 municipal elections. We created a research group to work on relevant topics for the election period and seek to understand more about Generation Z, social impact, disinformation and more!

As part of this research, 3 focus groups were developed with young people from 16 to 25 years old, and a form in which we collected responses from 59 people, with the aim of understanding how to Politize! may stimulate the participation of the Brazilian population in the 2024 elections.

At the end of the process, we had a moment to share the lessons learned, with the participation of our advisors Márcio Vasconcelos, Olavo Nogueira and Patrícia Blanco. We thank our advisors and also all the people on the Politize team! who volunteered to be part of our survey!

For the Communication core, 2023 will also be a year to improve internal processes. We started the year with the creation of social media manual, a very important delivery for the entire organization.Furthermore,We started the "Agenda of the Week", an action planned between the Content and Communication centers to address relevant and current topics, and bring even more information to our followers. In addition, we also aired the "Giro Politize", a sequence of weekly stories that aims to publicize the main publications of our content portal.

This quarter, we also had the pleasure of connecting with Judah Nunes (transvestite, educator, project manager, content writer and LinkedIn creator & Top Voices 2022), for the production of contents in collaboration. This approach resulted in a collab that focused on the use of <u>Neutral Language</u>, released in February. We also entered into two partnerships in the form of a collab with Instituto Sivis and Greenpeace.

In addition, we will announce the <u>report made between Politize! and the Sivis</u> <u>Institute</u> for promote good citizenship education practices in the country. A report was built based on the five main learnings extracted through the project 'Citizenship Values in Schools: contributions to the theme in Brazil'. Briefly, the project seeks to evaluate values of democratic culture in schools, through questionnaires with students, as well as interviews with teachers and coordinators and the application of a citizen intervention in the school. The Politize! played a crucial role in creating the lesson plan "Politics, Citizenship and Information: Can this trio go together?" more responsible, fair and aware.

As part of its support for Politize!'s impact centers, Comunicação continued its actions to publicize the crowdfunding for the Politize! Ambassadors Program, and began planning and producing applications for the Politize! 2023. The objective was to help publicize enrollments and consolidate the program.

In this first quarter, we also achieved a peak engagement of 0.94% and 976,214 thousand accounts reached. We highlight that 0.93% represents a high level of engagement, surpassing accounts such as <u>Nike</u> and <u>National Geographic</u>. We ended the month of January with 146k followers on Instagram, 22k on Twitter and 23k on LinkedIn. And another news for our users is that we are now active on Zap Zap (WhatsApp). If you want to be closer to Poli, just get in touch through <u>this link</u>.

Still in the first quarter of 2023, we were also responsible for publicizing incredible actions by Politize!, such as registrations for the Politize Ambassadors Program! 2023, the Selection Process of the Content Producers Network (RPC) and the Regional Meetings of the Politize! Embassies.

And, finally, we close this section with something new: Politize's Communication core! welcomed 5 new members to the team: Bruna, Adriane, Malu, Isabela and Caroliny, who are joining to contribute to the Design, Social Media and core management teams!

Our first quarterly newsletter for 2023 ends here, but be sure to follow our website and our media social. Next quarter, we'll be back with lots of other news!

Meanwhile, we stand firm, strong and transparent. Thanks for reading this far!

### **Financiers:**

Galo da Manhã Institute / Tide Setubal Foundation / United States Consulate - Porto

Alegre / Tinker Foundation / NED - National Endowment for Democracy / Twitter (support for the development of a chatbot for the 2022 elections) / Meta (Facebook) / KAS - Konrad Adenauer Stiftung / The Intercultural Innovation Award / Petrobras.

## **Technical partners:**

Alledu / Growth Hackers / Ploomes / Instituto Norberto Bobbio / Auschwitz Institute for the Prevention of Genocide and Mass Atrocities / Machado Meyer / Rybená / Loen Marcas.

### Networks we are part of:

RAC - Collaborative Advocacy Network / Delibera Brasil / SDSN - Sustainable Development Solutions Network / IYD - International Youth Day / ODS Santa Catarina Movement / People Powered / Youth Voices Brazil / Ambev VOA / SimbiOSC / Pact for Democracy.

Thanks to voluntary **content producers and producers** who continue to produce content in different formats for our networks, including texts and videos for TikTok and YouTube.

Thanks to **participants of the Politize! Ambassadors Program,** that continues to democratize access to political knowledge in their municipalities in a brilliant way.

It is clear, **thank you so much for all the individuals and companies that donate**. You too can be one of Politize's recurring donors! and help us transform Brazil into a full democracy. <u>Click here to donate!</u>

Furthermore, we thank you for coming this far and following the progress of our organization.

A big hug, Politize!

The Politize! is a civil society organization whose mission is to train a generation of citizens who are aware and committed to democracy. For this, we bring political education to anyone, anywhere, always with respect for the plurality of ideas.



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