


The **Iochope Foundation**, established in 1989, is a pioneering nonprofit focusing on third sector initiatives. Founded by Iochope-Maxion SA, it supports public education through [art-education in schools](#) and professional qualification for low-income youth. Its flagship [Formare Program](#), a non-profit social franchise, operates in 49 companies across 14 Brazilian states and internationally, serving over 1,000 youth annually. In 35 years, the foundation has trained more than 26,000 low-income youth, achieving a 92% employability rate.

Our work within the framework Global Career Readiness Initiative

A circular icon containing a line drawing of a document with a checklist and a pencil, representing a report or evaluation.

In 2024, Iochope Foundation signed a 5-year Cooperation Agreement with Centro Paula Souza, the largest public institution of Professional Education in Latin America, to support courses in technical schools in the State of São Paulo within a new type of High School that includes 200 hours of career readiness activities with company volunteers. In this partnership, Iochope aims to reach 4,050 students in 2024, 8,100 in 2025, and 13,500 in 2026. An independent external evaluation found a 3.5% overall increase in work readiness after just six months, with notable gains in responsibility (+6.8%), self-knowledge (+5.2%), autonomy (+4.3%), and career planning (+5.1%).

Organization's related priorities

- Increase the engagement of companies
- Prepare employees to teach classes aimed at preparing youth for their careers
- Support students in carrying out activities with these professional volunteers.

Priorities for community engagement

- Understand the strategies adopted for career readiness in different countries
- Seek alignment in impact evaluation indicators, if possible



Partnerships & Alliances

- **Centro Paula Souza**, a public education agency of the Government of the State of São Paulo, which integrates career readiness into formal education.
- **IBM**, Iochope's main corporate partner, providing digital skills training through the [SkillsBuild platform](#).
- **JPMorgan**, supporting scalable, evidence-based career readiness innovations.
- A network of companies and NGOs (**CENEP Foundation, Bosch, Volkswagen, others**) offering mentorship, practical training, and workplace exposure.



Brazil Landscape

lochpe Foundation



Data - Transition From School To Work (Brazil)

Indicators for youth between 15 - 24 years old

Labor Force Participation Rate (OECD, 2022)	Share Of Youth Not In Education, Employment Or Training (ILO, 2022)		Unemployment Youth (ILO, 2023)	
56% total	16.3% male	25.8% female	15.5% male	20.6% female

Current State of Career Readiness

- The **Apprenticeship Law** (Law 10.097/2000) requires medium and large companies to hire apprentices aged 14 to 24, promoting youth employment and skills development.
- The **AMS Program** offered by Centro Paula Souza is a five-year track that combines secondary, technical, and higher education, including 200 hours of on-the-job training with a partner company.

Challenges and Gaps

- Attracting and engaging companies and professionals to provide students with practical career readiness experiences and mentoring
- Supporting companies and their employees to deliver career readiness activities
- Ensuring that student career readiness activities offered by employers align with the school calendar

Emerging Trends

- Digital tools such as LMS platforms, career planning apps, and virtual company tours are expanding access to real-world career exploration and skills development.
- Partnerships with platforms like IBM SkillsBuild bring digital training and exposure to emerging industries.
- Partnership-driven models offer a scalable and sustainable path to prepare youth for the future of work.

Recommendations

- A cultural shift is needed in Brazil to increase awareness among companies of their social responsibility in supporting youth career development.
- Career readiness programmes should be designed to prioritise and benefit economically disadvantaged young people.
- Revising the Apprenticeship Law to offer stronger incentives for companies could help address both challenges and encourage greater participation in career readiness programmes.

Call to Action

- Companies can play a key role in advancing career readiness by raising awareness and encouraging employee participation.
- The lochpe Foundation's Formare Program offers a proven model to support and strengthen these efforts.