

# Iochope Foundation



## Brazil

**Iochope Foundation** is a Brazilian non-profit organization with more than 36 years of experience advancing career readiness and professional qualification for young people, particularly those from low-income backgrounds. Established in 1989 by Iochope-Maxion S.A., the foundation has been a pioneer in third-sector initiatives supporting public education and strengthening the transition from education to employment. Through long-standing partnerships with employers and public education systems, Iochope Foundation has developed deep expertise in employer engagement, work-based learning, and scalable career readiness models. Its flagship [Formare Program](#), a non-profit social franchise implemented in 41 companies across 12 Brazilian states and internationally, provides training and work-based learning opportunities to 1,000+ young people each year.

### Our work within the framework Global Career Readiness Initiative

In 2024, the Iochope Foundation signed a 5-year Cooperation Agreement with Centro Paula Souza—the largest public institution for professional education in Latin America—to support the AMS (Articulation of Secondary, Technical and Higher Professional Education) modality in São Paulo's technical schools. This initiative embeds 200 hours of career readiness activities led by trained company volunteers into the integrated high school-technical-higher education curriculum, focusing on socio-emotional/soft skills, workplace exposure, and employability. A 2023 pilot tested early implementation and demonstrated significant gains in soft skills among AMS students. Through these efforts, the Foundation fosters stronger school-employer connections, prepares company employees as volunteer educators, and supports scalable, evidence-based models to improve school-to-work transitions for disadvantaged youth within the public technical education system.

### Organizational priorities

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

### Evidence of Impact

An independent external evaluation of Iochope Foundation's career readiness activities in partnership with Centro Paula Souza examined the impact on participating students in the AMS program through comparative assessments of work readiness indicators after six months. The evaluation found that students show a 3.5% overall increase in work readiness, with notable gains in responsibility (+6.8%), self-knowledge (+5.2%), autonomy (+4.3%), and career planning (+5.1%). These improvements reflect enhanced socio-emotional and soft skills development through volunteer-led activities, supporting better school-to-work transitions for disadvantaged youth. Preliminary findings from the 2023 Plano CDE study align with these results, demonstrating early socio-emotional gains in AMS implementation. The partnership builds on the Formare Program's legacy (27,000+ youth trained, 92% employability rate), scaling evidence-based models in public technical education.

### Partnerships & Alliances

- Centro Paula Souza (CPS), a public education agency of the Government of the State of São Paulo, which integrates career readiness into formal education.
- A network of companies, public institutions, and NGOs that partner with CPS (such as the Santos Port Authority, IBM, Bosch), offering mentorship, practical training, and workplace exposure.
- JPMorgan Chase, 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

Iochepe Foundation



## Data - Transition From School To Work (Brazil) Indicators for youth between 15 - 24 years old

Labor Force Participation Rate (ILO, 2025)	Share Of Youth Not In Education, Employment Or Training (“NEET”) (ILO, 2025)		Unemployment Youth (ILO, 2025)	
54% total	14.6% male	22.9% female	11.9% male	15.8% 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 for Leaders Shaping Career Education Policy and Practice

- Strengthen employer engagement in youth career readiness through stronger partnerships between schools, governments, and the private sector. Companies can play a key role in advancing career readiness by raising awareness and encouraging employee participation.

The Iochepe Foundation’s Formare Program offers a proven model to support and strengthen these efforts.

- Prioritize economically disadvantaged youth to ensure equitable access to career exploration and work-based learning opportunities.
- Align policy frameworks—such as apprenticeship systems and employer incentives—to encourage greater company participation in youth career development.