



ACTIVITY REPORT



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A YEAR LIKE NO OTHER. TO EVERYONE

MESSAGE FROM THE CHAIRMANSHIP

In January 2020 it was inconceivable that Brazilian children and youth would be away from school for so long.

Throughout the year, there were many losses. Loss of learning, bonds, development, of lives. We took a deep breath and we confronted it. And we can safely say that the involvement of *Todos Pela Educação* was decisive.

Guided by our main and technical agenda for Brazilian Education – Education Now! (*Educação Já!*) – we have adapted the action plan for 2020 to the new and unexpected context.

We reacted quickly to the challenges posed by the pandemic on Education, at the same time, we played an important role in the advancement of on-going structuring policies.

One of them, the top highlight of the year, was the approval, during the National Congress, of the New *Fundeb* (Fund for the Maintenance and Development for the Basic Education), the main Education resource distribution mechanism. A permanent, larger, more redistributive *Fundeb*, with greater allocative efficiency was approved, aligned with the proposal prepared by *Todos Pela Educação*. It took years of debates, studies, preparation of models and simulations, as well as countless implementations for



this to become a reality. In the report, we describe in detail the course we have taken up to this milestone.

Regarding the effects of the pandemic on Education, the role of *Todos Pela Educação* was to support administrators, teachers, and families. We have analyzed the experiences from other school closure situations in Brazil and throughout the world, for the preparation of technical notes that were the basis for discussions and implementations of new standards. As a result, Education secretariats from all over the country could count on clear evidences and recommendations to promote distance teaching in Basic Education and to carry out the planning for the return to face-to-face classes.

In 2020, we also started monitoring the advancements of educational policies advocated by *Todos*, with the 1st Education Now! Annual Monitoring Report, in addition to having expanded the Education Now! platform with *Educação Já Municípios* (Education Now for Municipalities). And, of course, many other actions of political organization, communication, mobilization and strengthening of coalitions. All well described in detail in this activity report.

To the executive team, advisors, associates, to the sponsoring institutions, supporting institutions, to the partners: thank you very much!

2021 will not be easier. We continue to count on all of you.

Shall we do it together?

Ana Inoue,
President, Governance Board

Priscila Cruz,
CEO

ACHIEVEMENTS OF TODOS

THE INVOLVEMENT OF TODOS PELA EDUCAÇÃO WAS DECISIVE FOR BRAZIL TO ACHIEVE THESE IMPORTANT MILESTONES:

21 times a day

is the average that *Todos* was present in the Brazilian press in 2020.

R\$ 40 billion

is the amount of tax deficit in Education networks due to the pandemic. A number determined by *Todos Pela Educação* in an unprecedented study in partnership with *Instituto Unibanco*

39 million children and youth

enrolled in the public Basic Education network were able to receive school packed lunch at their homes due to the sanction of Law 13.987/2020.

7,3 million students

from 1,471 less privileged education networks now will begin to receive more resources in the first year of the New Fundeb. And R\$5.5 thousand will be the new minimum investment level per student/year until 2026, taking a leap from the current R\$ 3.7 thousand.





INDEPENDENT, PLURAL, AND DECISIVE

We are *Todos Pela Educação*

Founded in 2006, *Todos Pela Educação* is a civil society organization with a single objective: to **change for good** the quality of Basic Education in Brazil. This mission was translated into **five major goals for the country**.

Non-profit, non-governmental, and **supra-partisan**, we are funded through donations from private resources; in other words, without receiving any type of public budget. This ensure us the necessary **independence** to challenge what needs to be challenged and to work to change what needs to be changed.

Since 2018, our efforts are focused on advancing **Education Now!**, an agenda of effective solutions, anchored on successful evidences and experiences in Brazil and in the world, which seeks to respond to the challenges that need to be confronted in the field of Education.

WHAT IS QUALITY EDUCATION?

Todos believes that a quality Education is that which aims towards the person's full development, the preparation for the exercise of citizenship and work – as Brazilian Constitution requires – as well as the promotion of respect towards diversity and plurality of ideas, of scientific knowledge and accumulated by humanity, and of skills and abilities for the complex life in the 21st century. And it is only, in fact, of quality, if it is for everyone – with policies that guarantee equal opportunities from the first years of life.

Basic Education is our focus. Our mission is to improve it.

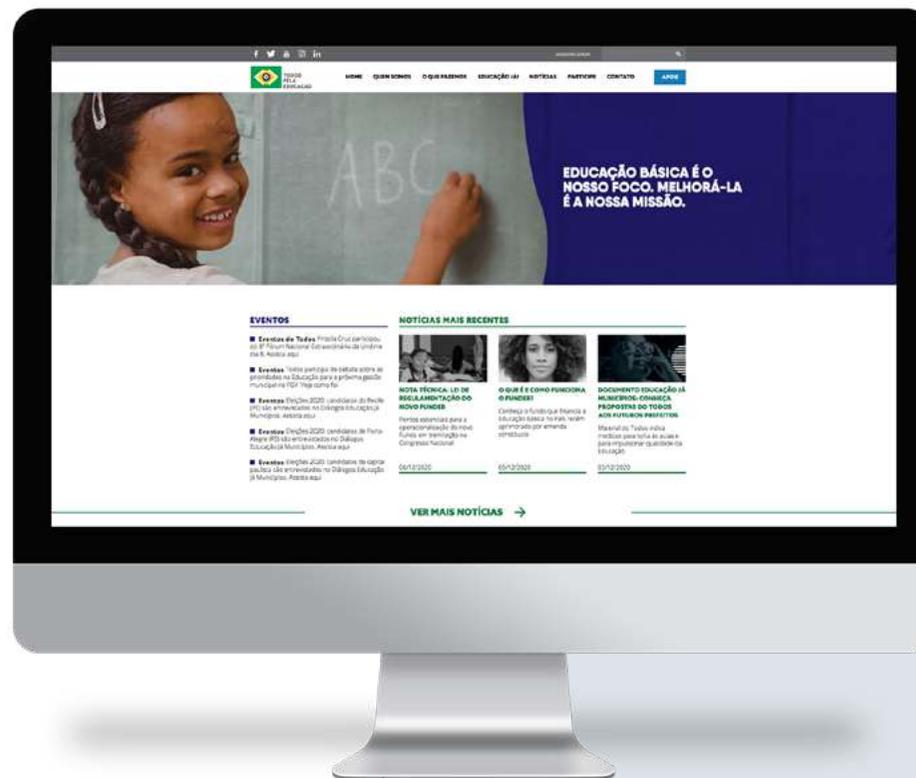
ABOUT US

5 GOALS FOR BRAZILIAN EDUCATION

- 1** Every child and youth from 4 to 17 years old in school.
- 2** Every child fully literate until the age of 8.
- 3** Every student with learning appropriate for his school grade.
- 4** Every 19-year-old youth with finished High School education.
- 5** Expanded and well-managed investment in Education.

A NEW LOOK: LAUNCH OF THE NEW *TODOS PELA EDUCAÇÃO* WEBSITE

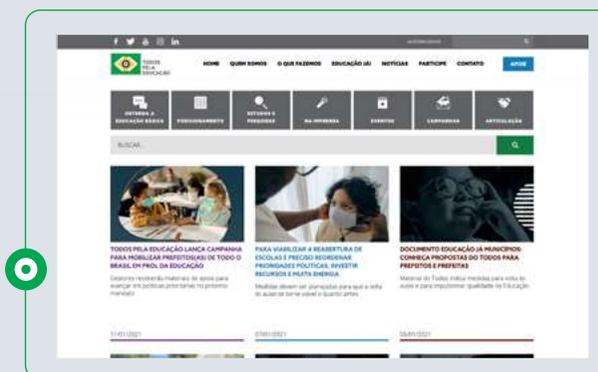
Since last September, whoever has visited www.todospelaeducacao.org.br has noticed that a lot of things has changed there! And not only in appearance, but we have also restructured the information and materials in our institutional website. In order to set a new stage in the actions of *Todos*, we have launched a strategic tool for the dissemination of knowledge and strengthening of our Advocacy for Public Basic Education. Learn more!



More interactive Home: events where we have been recently involved and the current main educational guidelines on focus.



Detailed explanation of how *Todos Pela Educação* carries out **Advocacy**.



Easier to find what you are looking for: our content production segmented by our major fields of involvement.





HOW WE OPERATE

OUR 2020

Carrying out **Advocacy** means **acting in favor of a cause**. That's exactly what *Todos Pela Educação* does! Through a series of actions, we propose and demand educational public policies that guarantee quality learning and, thus, equal opportunities for Brazilian children and youth. And, for this, our involvement strategy is laid out in four complementary axes that are organized depending on the theme and the specific change that we want to promote. Learn more!



EDUCATION IN THE SOCIETY'S GUIDELINE

We operate to qualify public debate and to promote the mobilization of the country's key players that can positively impact on the advancement of priority public policies for Basic Education. We are an active voice in the press and social media in order to make the theme of Education the number one guideline in Brazil.



KNOWLEDGE PRODUCTION

From official data, studies, researches with the educational community, and evidences on experiences in the field of Education in Brazil and throughout the world, we have prepared in-depth diagnoses on the scenario and we have produced proposals on public policies for the improvement of Basic Education.



ORGANIZATION WITH KEY PLAYERS

We have presented the knowledge that we have produced to the Executive, Legislative and Judicial powers of the government, in a supra-partisan way, and to the influencers of the political guideline that can support the prioritization of essential measures to Education along with decision-makers in the field of public policies.



PUBLIC MONITORING

We continuously promote the monitoring of results and implementation processes of educational policies. Besides that it is a way to deepening diagnoses and feeding knowledge production, monitoring also aims to shed light on good practices and success cases, as well as challenges, obstacles, and negligence in public Basic Education, in order to mobilize society and administrators for improvement actions. Keep track with us the quality of initiatives in the educational field and seek more results in Education!



EDUCATION IN THE SOCIETY'S GUIDELINE

Highlights:

- Campaign #VotaFundebJá (Vote for Fundeb Now!)
- Education Now! Annual Meeting and online meeting on 'A Educação Básica no novo cenário: adaptação e transformação' (Basic Education in the new scenario: adaptation and transformation)
- Participation of Priscila Cruz, our CEO, during an interview in TV Cultura's talk show Roda Viva.

Major presence in Basic Education news bulletin: **7,227 news and reports** that mention *Todos*. **15 opinion articles** were published in the press by our spokespersons.

Our engagement in social media has **increased 140.5% in 2020**, in comparison with the previous year. There were over **1.4 million engagements** with our posts—**2.4 times more** than in 2019.

We have also gained **more than 50,000** new followers on all pages of *Todos Pela Educação* in the social media.

1.8 million people have reached our site and browsed through it in 2020, an **annual growth of 57% of users** in relation to 2019.

Todos Pela Educação in the voice of influencers of the political guideline: **114 opinion articles and editorials** published in the largest Brazilian newspapers citing our involvement.

Promoting important discussions on Education in the pandemic: **174,000 views** in all promoted webinars.



KNOWLEDGE PRODUCTION

Highlights:

- Technical notes on Distance Teaching and Return to School
- Documents on Education Now for Municipalities

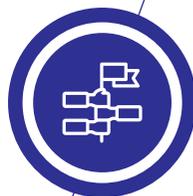
Roughly **300 pages** of its own knowledge production.

10 unpublished studies and analyses.

15 of the major experts on Brazilian Education have collaborated with our production.

More than 200 bibliographic references in our studies.





ORGANIZATION WITH KEY PLAYERS

Highlights:

- Approval and regulation of Fundeb
- Construction and organization of a Legislative guideline for Education
- Training of parliamentary advisors on the governance of Basic Education

We met with more of **70 congressmen**.

We maintained **relationship with all parties** of the National Congress.

We took part in **four public hearings** throughout the year.

We mapped and articulated around **11 bills**.



PUBLIC MONITORING

Highlights:

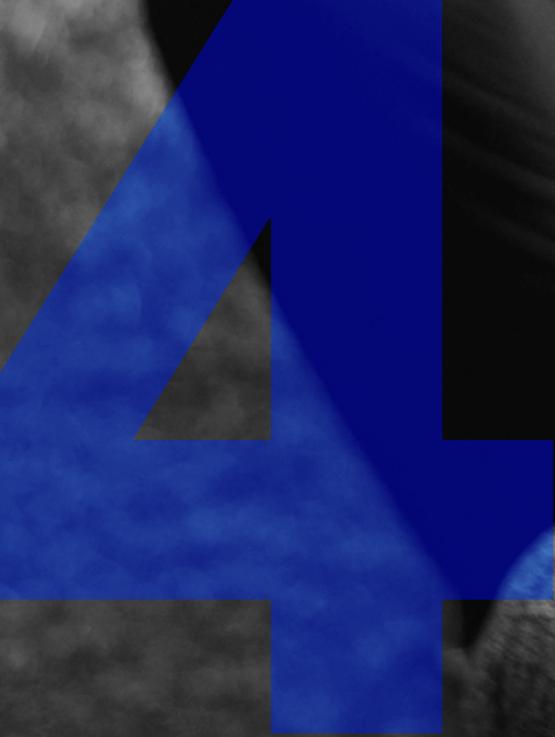
- 2020 Basic Education Brazilian Yearbook
- Education Now for Municipalities Panel
- Budget Execution Report of Ministry of Education (MEC)
- Study: 'Covid-19: impacto fiscal na Educação Básica' [Covid-19: tax impact on Basic Education]

200 graphs and tables with indicators in the 2020 Yearbook.

356,000 data from **5,568 Municipalities** of the country gathered in the Education Now for Municipalities Panel.

More than 10 surveys conducted throughout the year.





2020 FOR EDUCATION: HIGHLIGHTS OF OUR WORK

A difficult year, nevertheless, with many opportunities to transform Brazilian education. That was 2020. While all the country's schools remained closed as a measure to reduce the infection rate of the new coronavirus, the National Congress discussed one of the main national Basic Education funding policies. In ***Todos Pela Educação***, as we have been proposed since 2018, we continue to move Education Now! forward. However, just like the whole world, we have also been affected by the pandemic and, in addition to what we had already planned for the year 2020, we have directed part of our actions to support administrators, families, students, and teachers in the confrontation of an unprecedented scenario. Take a look, in the following pages, the main highlights of our involvement in this year.

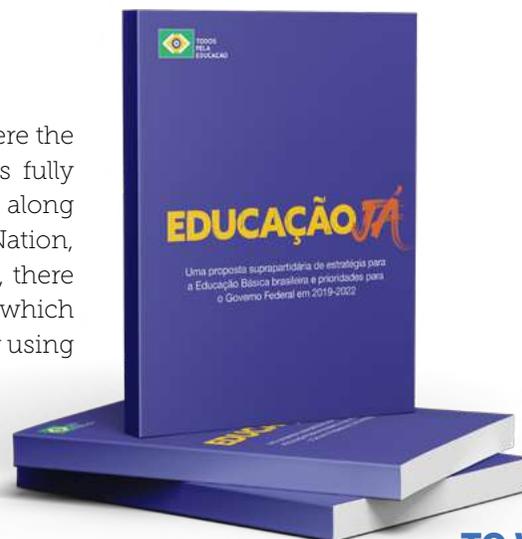
FOR A BETTER COUNTRY AND WITH MORE OPPORTUNITIES, EDUCATION NOW!

We know where we want to go: a country where the right to learning, with quality Education, is fully guaranteed. And we know that this brings along a fairer, more economic, and socially more developed Nation, with more health and safety for its citizens. To get there, there are several paths that must be taken. How do we know which are the best paths for us to reach our destination faster? By using a map.

And that's what we have done since 2018: we led the construction of a map of the best paths of Education, the Education Now!. The main goal of this initiative is to subsidize the public authorities with detailed diagnoses and concrete solutions on **seven structuring themes**. All of them were described in detail in an in-depth document produced that year.

Of a supra-partisan nature, the effort gathers several experts, educators, and organizations from the field of education committed to the advancement of public policies informed by evidences and successful experiences.

Also, in 2018, each of the seven recommendations was further developed in complementary materials that bring specific diagnoses, concrete proposals, budget estimates and, in some cases, drafts of laws. Altogether, there are more than 900 pages of content made available in their entirety in our website. With all this knowledge, we have listed 24 specific measures that will be essential for us to envision the finish line in medium and short terms.



[Click here and have access to the Education Now! document.](#)



TO WIN THE COURSE: HOW DO WE GET EDUCATION NOW! OFF THE DRAWING BOARD?

Our objective is to move Education Now! forward in two ways, implemented since 2019. The first of them is to keep the agenda alive and strengthened as a whole, that is, for us to propose, claim, monitor, articulate, and put the public educational policies that we defend in Education Now! on the society's guideline.

The second way is to act directly so that the specific measures progress. Fundeb was our focus in 2019 and 2020. Now starting 2021, the focus is on the creation of a National Education System (*Sistema Nacional de Educação - SNE*), a policy whose function is to establish rules on how Brazilian government spheres should cooperate to ensure the right to Education for all students.



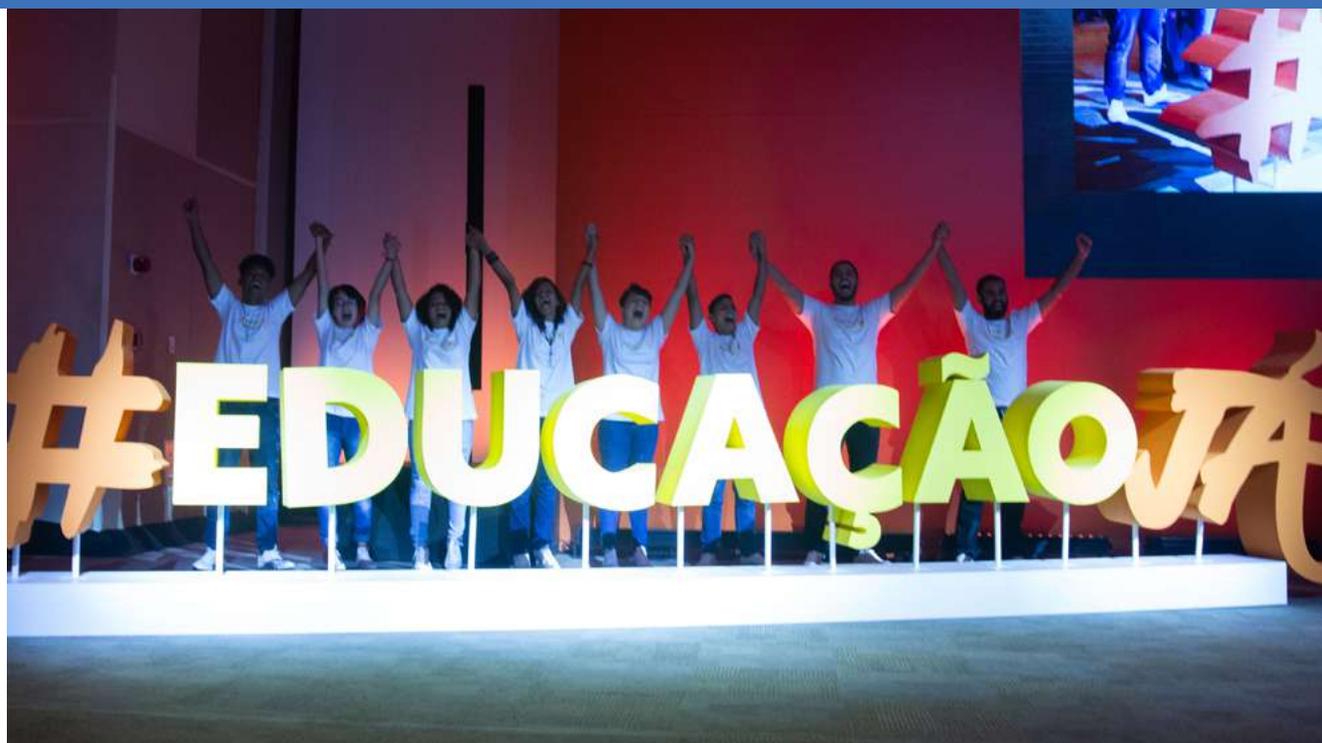
A REMARKABLE DAY FOR EVERYONE



One of the most important events of Brazilian Education. That was the 2020 Education Now! Annual Meeting. Early this year, on March 9th, we gathered the main national players to discuss and reflect on the themes of Education Now! guideline.

The meeting was held in Brasília and had two more days, but, unfortunately, it had to be canceled due to the suspected COVID-19 **infection** of Priscila Cruz, CEO of *Todos Pela Educação*, a hypothesis that was later on disregarded.

The only day we had, however, was remarkable. To discuss three topics: *Fundeb*, Nacional Education System and the lead role of the National Congress for the guideline, we gathered important figures in several round tables, such as the former Lower House speaker, Rodrigo Maia (DEM-RJ); Mansueto Almeida, former secretary of the National Treasury (Ministry of Economy); Luiz Roberto Curi, chairman of Brazilian Council of Education (CNE); congressmen, senators, state and municipal Education administrators, and teachers. See the photographs.

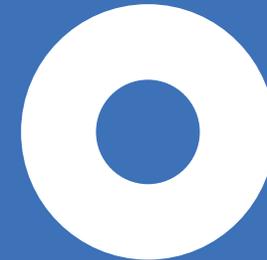


Todos has demonstrated not only technical and trusteeship ability on the themes but also the political strength to move Brazilian Education forward!"

HELOISA MOREL,
CEO OF INSTITUTO PENÍNSULA
(ONE OF OUR SPONSORING INSTITUTIONS)
AND ASSOCIATE OF TODOS



How to make the collaboration between the Union, States, and Municipalities in Education a reality? That was the theme of the panel that featured, from left to right: Barjas Negri (former mayor of Piracicaba-SP); Fernando Abrucio (*Fundação Getúlio Vargas*); Guilherme Lacerda (*Movimento Colabora*), and congressman Idilvan Alencar (PDT-CE).



The panel on the lead role and responsibilities of the National Congress in 2020 had the participation of the former Lower House speaker, Rodrigo Maia (DEM-RJ), and the journalist Eliane Cantanhêde.



To discuss Fundeb is to discuss Basic Education, it is to discuss quality of Education. To discuss Education is also to discuss the paths so that Brazil can overcome its crises."

CONGRESSMAN RODRIGO MAIA (DEM-RJ), LOWER HOUSE SPEAKER, DURING THE MEETING.

95%

of the guests

who answered the event's evaluation questionnaire considered the relevance of the content as excellent or good.

24,162

interactions

on *Todos Pela Educação* social media were only about the event!



Priscila Cruz, CEO of *Todos Pela Educação*, presenting the Education Now! Monitoring Report during the meeting.



It was an extremely relevant meeting, positioning *Todos* at the forefront of the debate on the challenges of Brazilian Education."

ALEXANDRE SANTOS, INEP RESEARCHER



447
mentions
in the press

on the Education Now! Meeting
and Annual Report

IF YOU COULD GIVE A GRADE TO BRAZILIAN EDUCATION, WHAT WOULD IT BE?



Todos Pela Educação gave a grade of C. At the opening of the event, the first edition of the Education Now! Annual Monitoring Report was released. With positive and negative highlights, and perspectives for the year 2020, we have compiled a detailed material that maps advancements and challenges of Basic Education in 2019 – an useful content to journalistic coverage, opinion articles, educational management, and to citizens who would like to monitor Brazil's educational policies.

[Click here and have access to the Education Now! Annual Monitoring Report](#)



One of the highlights of the event was to bring to the round table the Ministry of Economy, parliamentarians, and opinion leaders who can contribute to placing educational policy among the country's top priorities."

CÉLIO DA CUNHA, PROFESSOR OF UNIVERSIDADE CATÓLICA DE BRASÍLIA AND FOUNDING PARTNER OF *TODOS*



The event added a lot of important information on what refers to our country's educational policies, by showing that it is possible to deliver quality Education when everyone unites and each one does his/her part."

ANA ELEN FERREIRA MOITINHO, SCHOOL PRINCIPAL AND MEMBER OF THE *CONECTANDO SABERES* NETWORK



A COLLECTIVE WORK AROUND A PRIORITY GUIDELINE TO MAKE EDUCATION MOVE FORWARD



The existence of Education Now! is not only an achievement of Todos Pela Educação neither is its progress dependent on a single institution. Many social organizations were part of its construction and also act so that the measures may gain strength along with the public law. Whether in political organization, in production and transfer of knowledge, or in the support of government agents in the implementation of policies and programs, the group of entities committed to Education Now! contributes towards keeping the guideline alive and, mainly, towards making it a reality. Learn more about them:

- *Fundação Itaú para Educação e Cultura*
- *Fundação Lemann*
- *Fundação Maria Cecília Souto Vidigal*
- *Fundação Roberto Marinho*
- *Fundação Telefônica Vivo*
- *Instituto Natura*
- *Instituto Península*
- *Instituto Sonho Grande*
- *Instituto Unibanco*
- *Movimento Colabora Educação*
- *Movimento Pela Base*
- *Movimento Profissão Docente*



The next steps and the progress of *Fundeb* in the National Congress were discussed by experts, from left to right: Mansueto Almeida, former secretary of the National Treasury; congressman Bacelar (PODE-BA), João Marcelo Borges (*Todos Pela Educação*); Frederico Amancio (*Consed*); and Luiz Miguel Garcia (*Undime*).



NOVELTY COMING IN 2021 *Educação Que Dá Certo*

Brazilian Education is far from being a wasteland scenario. There are many education networks nowadays developing successful projects and achieving outstanding results. They are experiences that inspire and can be triggers of changes in scale by the country. But to do so, they need to be recognized and systematized. With this goal in mind – and with the partnership of *Movimento Bem Maior* – in 2020 we created ***Educação Que Dá Certo*** (**Education that Works**). Based on the evidences drawn by Education Now! and with the new inputs collected from the knowledge production on Education in the pandemic, *Todos Pela Educação* has identified success cases of local educational policies. And this work will continue in 2021, as we support the dissemination of all these good stories, influencing the decisions of other public administrators. In Education, it is possible to make it work!



EVERYONE IS WATCHING: HOW IS EDUCATION IN BRAZIL?

In addition to the Education Now! Annual Monitoring Report, disclosed in early 2020, our team of experts conducted studies, surveys and reports throughout the year to map important points of Brazilian Basic Education, besides serving as a basis for accurate diagnoses and knowledge construction. We have done what is already a tradition around here, and for which we are recognized for since our foundation: we direct our magnifying glass to the issues that really matter and we are able to guide the society. Learn about some of our initiatives:



NOVELTY COMING IN 2021 Unprecedented partnership of *Todos* with OECD

To compare ourselves with other countries and to propose solutions that look towards the future: these are the objectives of the unprecedented partnership between *Todos Pela Educação* and Organization for Economic Cooperation and Development (OECD). With *Todos'* technical support, throughout 2020, the OECD has prepared an unprecedented analytical report based on data from international assessment, Pisa (Program for International Student Assessment,) for Brazil. The release of this publication will take place during the first half of 2021. Keep informed!



[Click here
and read the
news report
in its entirety](#)

BUDGET EXECUTION REPORT OF THE MEC: A CLOSER LOOK AT THE FEDERAL GOVERNMENT



A fairer and better managed funding is one of Education Now!'s top priorities. Therefore, from 2020 onwards, *Todos Pela Educação* has started to follow up the availability of resources and the execution of Ministry of Education (MEC) expenses every other month, focusing on Basic Education. The initiative was a highlight in major newspapers when pointing out serious flaws in the administration of the financial resources. Throughout the year, we have published five issues of the publication.

[Click here and have access to the latest Budget Execution Report of the MEC](#)



2020 BASIC EDUCATION BRAZILIAN YEARBOOK: THE CHALLENGES AND HIGHLIGHTS PRIOR TO THE PANDEMIC



In Brazil, 87.9% of the youth of 19 years of age belonging to the wealthiest households had concluded High School in 2019; this ratio is 51.2% among the poorest. This is just one of the hundreds of data contained in the 2020 Basic Education Brazilian Yearbook. Released in June and produced nine years ago by *Todos Pela Educação*, in partnership with *Editora Moderna*, the notorious publication brings more than 200 graphs and tables with information that allow a wide and deep reading of what has been happening with Brazilian Education in the last years.

Among the novelties of this issue, you may find the Special Education in Municipalities. These are indicators that dialogue with the priority responsibilities of these entities in Public Education, differentiating them according to the size of their populations. In face of the crisis caused by the new coronavirus, planning the medium-term adaptation and transformation of Public Education was never as important. And the Yearbook is a valuable tool for all those involved in this challenging task.

[Click here and have access to the 2020 Yearbook.](#)



**The 2020 Yearbook
has been viewed
12,000 times
on our website
throughout the year!**



OBSERVATÓRIO DO PNE: A NEW WEBSITE FOR THE TRADITIONAL PROJECT



Seven years ago, to follow the data monitoring indicators of Brazilian Education, *Todos Pela Educação* has launched the *Observatório do Plano Nacional de Educação* (OPNE - National Education Plan Observatory), which today has 28 partner institutions. As result of a project to enhance the platform throughout 2020, the website has gained a new visual version and, even more importantly, changes in its usability, making it easier for users to follow PNE's indicators and providing a better browsing experience.

[Click here and have access to Observatório do PNE.](#)



WITH MEC ABSENT, WE FOCUS OUR LEGISLATIVE EFFORTS

The National Congress had a huge importance for the advancement of the educational guideline. While the MEC remained almost inoperative throughout the year, the congressmen and senators provided major discussions and votes of essential guidelines for Brazilian education. In this scenario, *Todos Pela Educação* gathered all the knowledge and monitoring produced and articulated along with the main national political players with the potential to change, in fact, the lives of millions of students. Learn more about our main actions in this regard:



Meeting promoted by *Todos Pela Educação*, in January, which was attended by technicians, educational administrators, and legislative consultants.

LEGISLATIVE GUIDELINE FOR EDUCATION: THE ESSENTIAL PROPOSALS FOR BRAZIL



Thousands of bills await, in many cases, years before they are discussed, voted on, and sanctioned. In an unprecedented moment, the country could not waste time. For this reason, and to unite the congressmen's efforts, *Todos Pela Educação* organized a minimum legislative guideline for Education, which aims to guide the focus of the National Congress on the most important bills in progress. We mapped 11 texts intended to confront urgent demands related to the pandemic or structuring elements for the future of Brazilian education.

And as a result, we collaborated in the defense and enhancement of matters, such as the Bill (Projeto de Lei [PL]) 786/2020, which has the purpose of ensuring the distribution of school packed lunches to students during the period in which the schools are

To get the Legislative Guideline for Education off the drawing board, we met with more than 70 congressmen!

closed, which was approved and became Law No. 13.987/2020; Conversion Bill (Projeto de Lei de Conversão [PLV]) 22/2020, which was originated in Provisional Measure (Medida Provisória) 934/2020, which promotes adjustments in the 2020 school calendar; and Bill 3.477/20, which warrants Internet access for students and teachers, which was approved in December by the Lower House and continued for consideration in the Federal Senate.

And, of course, the proposed constitutional amendment (Proposta de Emenda à Constituição [PEC]) 15/2015, which made *Fundeb* permanent and improved the design of this public policy which, after being approved, has become the Constitutional Amendment 108/2020. We will talk more about it later!



TRAININGS FOR PARLIAMENTARY ADVISORS: A LEGISLATIVE EFFORT THAT UNDERSTANDS EDUCATION



Education may even look like it but it is not an easy matter. There are several specificities, jargons, rules, laws, and definitions which, in many cases, are known only to experts. But a number of highly important players for definition and approval of educational policies should also possess this knowledge. And, to boost quality actions and strengthen this preparation, *Todos Pela Educação* has held two technical trainings for parliamentary advisors of congressmen and senators on Basic Education. Given by Fundação Getulio Vargas (FGV), a partner of the project, the course was held remotely and was attended by advisors from 21 different political parties from more than 10 States.

We asked their opinion about the course. See below:



The course was very valuable, because the theme of Public Education has a very extensive and complex legislation. The course helps to elucidate how it works, how it is managed, how its governance works and, above all, how it could be improved. More than understanding how Education is at the moment, we understand how it should be."

DIOGO NOVAES, SENATOR FLÁVIO ARNS' (PODE-PR) ADVISOR



Everything I learned in the course will be extremely important. *Fundeb's* discussion, for example, was crucial. Today I feel much more prepared to deal with the subject on Education than I was before the course."

PEDRO ALQUERES, CONGRESSMAN LUIZ LIMA'S (PSL-RJ) ADVISOR

CONGRESSO EM FOCO AWARD: RECOGNIZING THOSE WHO WORK FOR EDUCATION



Todos Pela Educação supported the special category "Defense of Education" of the already renowned *Congresso em Foco* [Congress on Focus] Award. The most popular award among congressmen honored parliamentarians who, since the beginning of the year, have stood out in the defense of legislative proposals and public actions that contribute towards the promotion of an inclusive and quality Education.

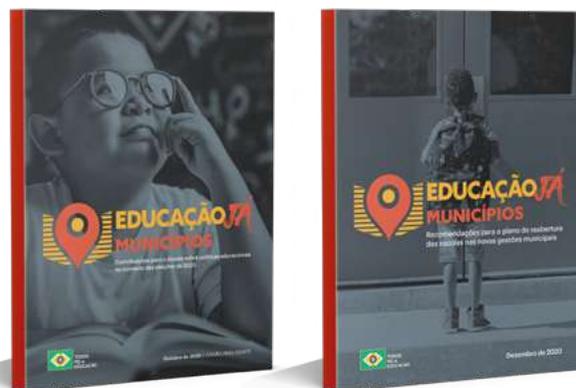


EDUCATION NOW FOR MUNICIPALITIES: SUPPORTING THE NEW MANAGERMENTS STARTING 2021

Brazilian cities are very diverse among themselves. Some are located in rich areas; others are located in more vulnerable places. But they have something in common: regardless of the population, they need to ensure for their children quality Child Education and the First Years of Elementary Education.

In 2020, all of them also faced a severe health, economic, and social crisis imposed by the COVID-19 pandemic. Hence, in addition to the already existing difficulties, the new coronavirus brings unprecedented challenges for municipal managers who will take office in January 2021. Taking all this into consideration, *Todos Pela Educação* has launched in 2020 the Education Now for Municipalities initiative, with the purpose of supporting the improvement of municipal Basic Education.

The effort is a deepening of the Education Now! agenda and has had several actions and products throughout the second half of 2020. Learn more about them below:



EDUCATION NOW FOR MUNICIPALITIES DOCUMENTS: A GUIDANCE FOR MAYORS AND EDUCATION SECRETARIATS



To deepen the debate, diagnose the major challenges, and plan the next steps. This is the purpose of the two documents produced by *Todos Pela Educação*. The first of them, called 'Education Now for Municipalities – Contributions towards the debate on educational policies in the context of the 2020 elections', released in October, presents recommendations of public policies separated on two fronts: the confrontation of the immediate effects brought by the pandemic and the

Robustness and plurality: the Education Now Municipalities Document had the contribution of 14 renowned experts.

strengthening of a high-quality educational system for all children. Informed in the most recent data and evidences from the literature and in the experience of current and former public administrators, the text provides support for the preparation of educational guidelines, but which, above all, must be adapted according to the local reality, based on detailed diagnoses.

[Click here and have access to the Education Now for Municipalities document.](#)

Now, the second material, entitled 'Education Now for Municipalities – Recommendations for the reopening plan of schools on the new municipal managements', brings forth 25 essential measures for the safe return to the classrooms. The text highlights the need to ensure ideal learning conditions to the students and adequacy of hygiene and sanitary conditions for the return to school.

[Click here and have access to the 25 recommendations for the return to school.](#)





In 2020,
Education Now
For Municipalities
Panel has
organized
356,000 data



DATA PANEL: 5,568 DIAGNOSES FOR BRAZIL



Administrators need to know their education networks like the palm of their hands: how many students they have, if these students are learning, which is the average Ideb (Basic Education Development Index), the access rates, and many other key indicators to plan the most successful education policies. To support future mayors, qualify the debate, and bring information to the main candidates for the 2020 Elections, *Todos Pela Educação* has launched the Education Now For Municipalities Panel. The platform, available online, organizes educational data from all Brazilian cities and can also be used by civilians to monitor local Basic Education.

[Click here and have access to Education Now For Municipalities Panel.](#)

EDUCATION NOW FOR MUNICIPALITIES WEB SERIES: LEARNING FROM THE EXPERTS



Six episodes with interviews and testimonies from some of the major Brazilian authorities in public educational management who have contributed to the main document of Education Now For Municipalities. This web series was another initiative by *Todos Pela Educação* focused on giving recommendations of public policies to the mayors and education secretariats who will take office between 2021 and 2024.

[Click here and watch the Education Now for Municipalities web series.](#)

Find out who are the experts:

- Alexandre Schneider
- Alexsandro Santos
- André Stabile
- Arnóbio Marques de Almeida Júnior
- Claudia Costin
- Fabiana Sampaio
- José Clodoveu de Arruda Coelho Neto
- Luiz Miguel Martins
- Maria Edineide de Almeida Batista
- Maria Helena Guimarães de Castro
- Mariza Abreu
- Sônia Guaraldo
- Teresa Pontual
- Washington Bonfim

EDUCATION NOW FOR MUNICIPALITIES' DIALOGUES: PUTTING EDUCATION IN THE GUIDELINE OF MUNICIPAL ELECTIONS



What were the plans of the candidates to the City Hall of the Brazilian cities regarding Basic Education? How did they plan to face the crisis in teaching caused by the new coronavirus? In partnership with local press, *Todos Pela Educação* asked these and many other questions to 13 aspiring candidates for the position of Mayor of the capitals of São Paulo, Goiânia, Porto Alegre, and Recife. Education Now For Municipalities' Dialogues, an exclusive series broadcasted online, was intended to encourage the candidates who ran for the 2020 Elections to present their plans for Basic Education.

EDUCATION NOW FOR MUNICIPALITIES' DIALOGUES

13 participating candidates

4 capitals of the country

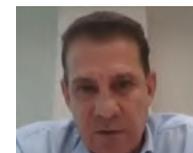
thousands of viewers across Brazil

partner communication media

Jornal do Commercio, O Estado de S. Paulo, O Popular, Zero Hora



Goiânia - Adriana Accorsi (PT)



Goiânia - Vanderlan Cardoso (PSD)



Porto Alegre - José Fortunati (PTB)



Porto Alegre - Manuela d'Ávila (PCdoB)



Porto Alegre - Nelson Marchezan (PSDB)



Porto Alegre - Sebastião Melo (MDB)



Recife - Delegada Adriana (PODEMOS)



Recife - João Campos (PSB)



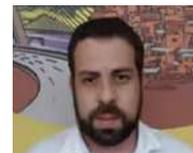
Recife - Marília Arraes (PT)



Recife - Mendonça Filho (DEM)



São Paulo - Bruno Covas (PSDB)



São Paulo - Guilherme Boulos (PSOL)



São Paulo - Márcio França (PSB)



NOVELTY COMING IN 2021
Education Now For Municipalities
Mobilization: because it is necessary to plan, recover and move forward.

In January, we will send a kit to each of the 5,568 City Halls in the country with printed copies of the two Education Now For Municipalities documents. It is our technical knowledge production in the hands of those who decide our children's future!



ORGANIZATION WITH PARTY FOUNDATIONS AND POLITICAL RENEWAL MOVEMENTS: ALL TOGETHER FOR A QUALITY EDUCATION



It is essential that an evidence-based municipal management becomes an institutional priority for all parties, regardless of their ideological lineage. Thus, between October and November, *Todos Pela Educação* has presented the 'Education Now For Municipalities' document and panel to different party foundations. In addition to qualifying the debate and mobilizing leaderships, the main goal was to gear up candidates and future elected with educational diagnostic and educational public policy structuring tools. To that same end, we have partnered with *Rede de Ação Política pela Sustentabilidade* (Raps) in carrying out a thematic guide with relevant themes for educational management of the cities, and also with *RenovaBR* movement, collaborating with the realization of a workshop training of the candidates supported by this supra-partisan organization.



15
party
foundation
addressed

6
ormalized
partnerships

Support in
training of
Raps and
RenovaBR
candidates

Webinar with
Minister Luís Roberto
Barroso: the most
important election in
Brazil's history



To discuss the necessary priority of Basic Public Education in the 2020 electoral guideline, on October 14th, *Todos Pela Educação* has received the Minister of the Brazilian Federal Supreme Court (STF) and chairman of the Superior Electoral Court (TSE), Luís Roberto Barroso, in an online meeting with Priscilla Cruz, our CEO.



We need mayors who understand that it is Education that will change the history of Brazil, that investing in quality Child Education is an investment that we can do. Supporting the improvement of management of the Municipalities is a significant part of an organization such as *Todos Pela Educação*."

LUÍS ROBERTO BARROSO,
CHAIRMAN OF TSE AND
MINISTER OF STF.



A VICTORY FOR THE COUNTRY, A VICTORY FOR EVERYONE: FUNDEB APPROVED AND REGULATED IN 2020

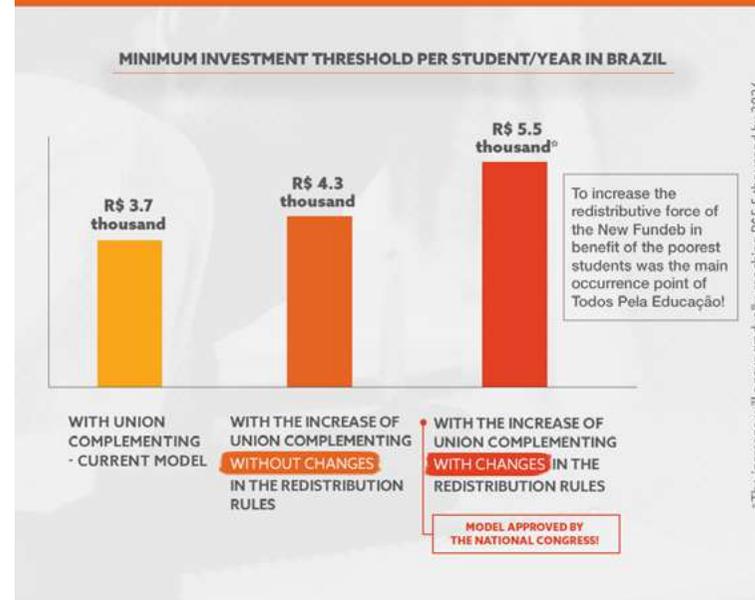


A fairer Basic Education funding that decreases inequalities. This has always been a standard of *Todos Pela Educação* since its creation – one of our five goals for Brazilian education already foresaw the need of an expanded and well-managed investment to the area. So, we have attended in discussions about the new Fundeb from the very beginning and, in 2020, we celebrate, together with Brazil, an utterly important achievement: the approval and regulation of a broader, more redistributive model! Join us in this journey in time to understand what were our main contributions!

FIRST OF ALL, WHAT IS FUNDEB?

Fundeb (Fund for the Maintenance and Development for the Basic Education) is a set of 27 funds which serves as a redistribution mechanism of resources destined to Basic Education. In 2019 alone, this policy redistributed to States and Municipalities an amount of around R\$ 165 billion. It aims to ensure that there is less inequality of resources between the education networks: on its own, it drops dramatically the difference between the network that invests the most per student and the one that invests least. *Fundeb* came into force in January 2007 with an expiration date: its final effective year would be 2020, then the urgency to set a new proposal.

A LARGER AND MORE REDISTRIBUTIVE NEW FUNDEB IN BENEFIT OF THE POOREST MUNICIPALITIES.



2016: A PLANNING THAT CHANGED OUR HISTORY

The executive team reunited at the end of 2016 to plan the involvement of *Todos Pela Educação* in the following year. From this meeting, two ideas were conceived: the first one was the need to build a political guideline to position Education at the core of the Country's project, an embryo of Education Now!. The second one addressed directly the moment that we were going through: the year before, in 2015, the Proposed Amendment to the Constitution (PEC) 15/2015, which would have made *Fundeb* permanent, was introduced in the Lower House. We understand that it would be vital to suggest proposals for the PEC in order to make the new fund be guided on Basic Education equity and quality.



2017: BUILDING THE CORNERSTONES OF OUR INVOLVEMENT

At the first half of 2017, we created the Expert Committee on Educational Funding. A group of five Brazilian experts on the subject among scholars and former government administrators. From them came a number of contributions to consolidate the proposals that *Todos Pela Educação* has made to the new Fundeb, such as the details of the redistribution model of resources among the entities from the concept 'Total Student / Year Value' (VAAT).

Meanwhile, at the Lower House, the Special Committee that reviewed the fund began to listen to the opinion of key players, with the presence of *Todos Pela Educação* in some hearings.

At that same year, we built the first *Fundeb* alternative design simulator, which completely changed the debate on the guideline, as the figures we have disclosed were unpublished for discussion. We also had the support of the Inter-American Development Bank (IDB), between 2017 and 2018, to conduct two surveys.

In this sense, *Todos Pela Educação* had a triple function: technical production, preparation of proposals, and supra-partisan political organization. All of this has put us as one of the central players in this debate since the beginning.



Todos Pela Educação was the organization that most attended public hearings in National Congress on Fundeb! Seven sessions in all.



Expert Committee on Educational Funding, from left to right: Mariza Abreu; Naercio Menezes Filho; Ursula Peres; Binho Marques and Carlos Ragazzo.





2018: PUTTING FUNDEB IN THE SOCIETY'S GUIDELINES AND THOSE WHO ARE ELIGIBLE TO BE PRESIDENT

This was the launch year of Education Now!, and *Fundeb* was present as one of the fundamental cornerstones. Along with the initiative, the urgency to approve a new fund was presented to all the main candidates running for the office of the president in Brazil.

2018 was also marked by the growing prominence of this theme in the press. *Todos Pela Educação* took the helm of this movement that, besides being one of the main sources on the subject, has also collaborated with studies and knowledge to Education journalists to carry out these news reports.

As a balance for that year, we had, in a manner related to the report of congresswoman Professor Dorinha Seabra (DEM-TO), our contributions in the first draft of the PEC.

2019: QUALIFYING THE TECHNICAL DEBATE AND BUILDING CONSENSUS AMONG THE MAIN POLITICAL PLAYERS

In 2019, we focused our involvement along with the National Congress. We support the organization between *Fundeb's* rapporteurs in the House, Professor Dorinha Seabra (DEM-TO), and in the Senate, Flávio Arns (PODE-PR), to agree on things in common and come to terms on one voting with their Houses propositions included.

Our technical work was also presented to the former Lower House speaker, Rodrigo Maia (DEM-RJ). We reinforce the importance of pressing approval of a *Fundeb* with greater and more redistributive contribution from the Union and we detail the reason for our defense.

In 2019, with the creation of the *Frente Parlamentar Mista da Educação*, all parliamentarians of the group, together and counting on our support, proposed to the rapporteur of the Bill in the House improvements and changes to the text of the PEC in force theretofore. This was a pivotal process for building necessary consensus for the plenary vote.

On top of that, our work continues mobilizing the society from the press and also from campaigns in our social media.



Congresswoman Professor Dorinha Seabra (DEM-TO), during a meeting in the headquarters of *Todos Pela Educação* in Brasília, presenting a text of the new *Fundeb* to members of the *Frente Parlamentar Mista da Educação* in September 2019.



2020: FUNDEB APPROVED AND REGULATED

The last effective year of Fundeb arrived and all we have done so far provided for all players involved the certainty that it was essential to vote on the new fund and that the text was ready for it. But, like the whole world, we were surprised by the new coronavirus pandemic and new priorities have emerged in the National Congress. It was a year of a lot of hard work and we were rewarded in three main moments:

- **July 21st**, the day the Lower House approved, in two shifts, the New Fundeb; the day the Lower House approved, in two shifts, the New Fundeb;
- **August 26th**: unanimous approval of the fund by the Federal Senate. Now we have a permanent and more redistributive Fundeb in the Constitution: Constitutional Amendment 108/2020;
- **December 17th**: approval of the Bill 4.372/2020, which regulates how the New Fundeb should be distributed throughout the country.

Understand which path we have taken over 2020 until the approval and regulation of this policy:

AGÊNCIA CÂMARA



"Today, we set a step for Public Education of Brazil: the search for equity to correct a country in which children may have luck or misfortune of being born in a given Municipality."

CONGRESSWOMAN PROFESSOR DORINHA SEABRA REZENDE (DEM-TO), rapporteur of the PEC of the New Fundeb, during the vote in the Lower House, in July 2020.

Together, the **#VotaFundebJá** and **#RegulamentaFundebJá** campaigns have reached **8 million people!**

#Vota and #RegulamentaFundebJá

For Fundeb to return to the guideline of parliamentarians and society, we started in our social media the campaign #VotaFundebJá, which featured posts, videos, and texts that reinforced the urgency of the passing of the new fund. Once the Constitutional Amendment was passed, we began to circulate in our media a new mobilization for the regulation of this important fund.



Studies of tax alternatives for complementation from the Union: evidences for the approval of Fundeb

We advocated from the start a greater complementation from the Union to *Fundeb*. But how to ensure it in a sustainable way? In February, in technical note, *Todos Pela Educação* point out alternative funding sources for Education and transitional models between the current and the new Fundeb so States and Capitals do not have absolute losses of resources.

[Click here and access the technical note.](#)





Strong organization: *Todos Pela Educação* in touch with those who can turn the game around

We held conversations with parliamentarians, legislative advisors, governors, representatives of the Treasury secretariats (Comsefaz), and movements of Education workers to collaborate in the structuring of the final opinion of PEC. We have also met with Federal Government's Education technicians and experts in forums of the National Council of Education Secretariats (Consed), *União dos Dirigentes Municipais de Educação* (Undime) and National Confederation of Municipalities (CNM). The participation of our CEO, Priscila Cruz, was also highlighted in the opening of the Cycle of Debates in the House. Our Government Relations leader, Lucas Hoogerbrugge, in turn, was at a hearing of the Joint Committee of COVID-19 in the Federal Senate to stand up for *Fundeb's* PEC.

Altogether, between July and August, when *Fundeb's* PEC was on a vote in the National Congress, we held meetings with more than 300 political players!

Positioning: taking the evidences to the public debate

Throughout the year, we disclosed 11 positionings, articles, and reviews, making it clear what we believe to be essential for the debate on the *Fundeb*, all based on evidences and deep technical studies.

We set the benchmark when it comes to *Fundeb*

We use all our incidence to guide the main press media! In all, we were quoted or interviewed in **2,190 matters** about the fund throughout 2020!

'I cannot avoid remembering the role of *Frente Parlamentar Mista da Educação* and *Todos Pela Educação*, which produced dozens of reports that supported the decisions of Congress and that House, which were based on evidences and which made us vote with a clear conscience.'

CONGRESSMAN PROFESSOR ISRAEL BATISTA (PV-DF), during the approval of *Fundeb's* Regulation Act



AGÊNCIA CÂMARA

"I want to highlight the important role of society in the discussion of fund through *Todos Pela Educação*. We have worked hard together over the last three years to come up with this formulation: more redistributive *Fundeb* with greater allocative efficiency, giving priority to the less privileged Municipalities."

SENATOR FLÁVIO ARNS (PODE-PR), rapporteur of the New *Fundeb* in the Senate, during the vote of the fund by senators, in August 2020.



"Todos has participated in every moment. It discussed paragraph by paragraph of the draft of the *Fundeb* bill. And it managed to score, perhaps, 95% of its positions."

CONGRESSMAN BACELAR (PODE-BA), chairman of the Special Committee of the New *Fundeb*, during the Education Now! Annual Meeting, of *Todos Pela Educação*, in March 2020.



Homestretch: technical-political work for *Fundeb* regulation

Webinar

After passing the PEC, we have gathered the people who have been involved with Fundeb from the beginning, either in the implementation of previous policies or who inspired it, from the parliamentary rapporteurs of the project in Congress to renowned finance experts. All together to discuss the important background trajectory and the next steps for a New Fundeb is effectively implemented. This meeting, the *'Novo Fundeb Aprovado, e agora?'* [New Fundeb Approved, and now what?] webinar, took place on September 2nd.

[Click here and watch the webinar.](#)



"When we have implemented the Fundef (Federal Fund for Maintenance and Development for Teaching and Valorization of Teachers), there was a huge concern with the redistribution of resources, the appreciation of teachers, and the reduction of educational inequalities."

MARIA HELENA GUIMARÃES DE CASTRO, adviser to Brazilian Council of Education (CNE), in a webinar held by *Todos*. She was chairwoman of Inep when Fundef was implemented, in 1998.



"Today's outcome is the result of a past understanding movement, which will secure new advances in Brazilian politics."

FERNANDO HADDAD, Minister of Education between 2005 and 2012, who held the office when *Fundef* was replaced by *Fundeb* in 2006. He attended the webinar held by *Todos*.

Knowledge production for the regulatory stage

One of the key discussions around the New Fundeb is the financial impact of approved changes to the new version of the fund. Aware of the importance of this debate, Todos Pela Educação created a spreadsheet and, later, an online simulator in which the user can simulate the impact of changes in Fundeb, an essential calculation for the regulation.

We have also produced two technical notes. In the first one, *"Desafios da regulamentação do Novo Fundeb"*, published in September, we had already point out the size of the challenge, indicating 20 subjects which must be answered both technically and politically in the coming months to ensure a balanced, effective, and functional regulatory law. To add to this material and highlight the main points for the construction and operation of the New Fundeb and the analysis of the bills on the subject under discussion in the National Congress, we released and articulated the technical note *"Lei de Regulamentação do Novo Fundeb"* [New Fundeb Regulation Law], materials widely used in National Congress discussions.



What has yet to be regulated in *Fundeb*

There are three main points that still need to be regulated until October 31, 2021. They are the following: new weighting factors by stage, type and modality, fiscal and socio-economic weighting factors, and the complementation by educational outcomes. *Todos Pela Educação* will continue to stand for them and to organize so they all be part of the law.



THE YEAR WHEN BASICALLY ALL STUDENTS WERE OUT OF SCHOOL

Overnight, teachers, students, and families were faced with an unprecedented challenge and for which there was no time for preparation. Education administrators, parents, and the entire school community were caught at a deadlock: how to support the important exchanges that used to happen at schools and are now destined only to the virtual environment? Nine out of 10 students were away from their educational institutions due to COVID-19 pandemic worldwide.

If to many students Education becomes a synonymous of online classes and distance activities, others had their ties with schools completely cut out: according to a survey by Datafolha in June, at least 20% of Brazilian students did not receive any school activity during social isolation.

This extremely worrying situation has been on our radar throughout the year. Since March, *Todos Pela Educação* has mobilized the society, produced knowledge, monitored Education, and organized with the main players in favor of two crucial moments: to support and map the current challenges, and to plan the return to school. Understand, below, our main actions related to the effects of the new coronavirus in Brazilian education.

Todos Pela Educação at Roda Viva

Right off in April, with the increasing dissemination of the new coronavirus and the expansion of social distancing measures, Priscilla Cruz, our CEO, appeared and participated in an interview in TV Cultura's program, Roda Viva, a popular talk show, to discuss this and other matters that have mobilized parents, students, teachers, experts, and public leadership in face of the unprecedented pandemic scenario.

[Click here and watch the program in its entirety.](#)



TODOS HAS NOT STOPPED: WE LOOK FOR EVIDENCES TO SUPPORT THE SOCIETY AND THE EDUCATION NETWORK DURING THE MOST CRITICAL PERIOD OF EDUCATION IN THE RECENT PAST

Technical note on distance teaching: evidences for the here and now



Education networks only had days to build and implement digital learning solutions inspired by the distance learning modality. But distance learning strategies, important as they may be in the context, have limitations and do not meet all the children and young people in the same way. This was one of four messages brought by the technical note 'Ensino a distância na Educação Básica frente à pandemia da Covid-19', by Todos Pela



Educação [Distance teaching in Basic Education versus the Covid-19 pandemic], published on April 7th.

One of the first Brazilian studies dealing with this extremely pressing matter guided consistently the public debate. Our spokesmen gave interviews in hundreds of media outlets, especially *Rede Globo's Jornal Nacional* (an important newscast), and an editorial in 'O Estado de S. Paulo' newspaper. On our website, the technical note has been viewed 60,000 times by the end of 2020.

[Click here and have access to the technical note 'Ensino a distância na Educação Básica frente à pandemia da Covid-19'.](#)

Guiding the debate: our technical note on distance teaching was disclosed in 131 news reports in the Brazilian press!



Dialogues with the Brazilian Council of Education (CNE): first steps



CNE assists the Ministry of Education (MEC) in formulating public policies and educational guidelines. An extremely important body for Brazilian education. Due to the partnership with this heavyweight player we have conducted, in the first few weeks of the pandemic, two webinars to discuss the pedagogical and management challenges in the organization of distance learning and normative resolutions that were being developed by the Council, which have directed the education networks on measures to be adopted in this period. The series *'Diálogos com o CNE'* [Dialogs with the CNE] has reached over 10,000 views live and 64,000 by the end of the year.

We have also conducted webinars on Education in pandemic in partnership with other very relevant organizations, as the Inter-American Development Bank (IDB), on June 10th, along with the participation of national and international experts. Besides, the *Instituto Rui Barbosa's* Technical Education Committee and the *Instituto Articulê* held with us an event on May 27th, with the participation of educational administrators and experts in the inspection of Education actions.



"At this point, the effort for virtual Education it is very important due to the ongoing risk that we take with a hasty return to school. However, we have to already carefully plan the return to school, mediating it with diagnostic assessments of the students' learning."

LUIZ ROBERTO LIZA CURI, chairman of CNE, in a webinar organized by the Todos Pela Educação.



"*Todos Pela Educação*, by its guidelines, technical notes, debates, has helped us much more than MEC, which does not coordinate and does not lead the National Public Education."

FELIPE CAMARÃO, state secretariat of Education of Maranhão, in a webinar organized by *Todos Pela Educação*.

Dialoguing with the society: 'Conversar Faz Bem' [Talking Does Good] campaign and 'Todos com...' [Everyone with] series



All of us spent much of 2020 at home, missing out the meetings that were so common before the pandemic. If we miss the ties with the outside world, why not strengthen them with those who share the home with us? Late March, we stimulated fathers, mothers, and others responsible to interact with children and young people through various questions. That was the *'Conversar Faz Bem'* [Talking Does Good] campaign, launched at Rede Globo's TV program *Fantástico*. To disseminate the idea, the mobilization encouraged that this experience would be shared on social media. And lo and behold: over 450 families shared this very special moment with us. In the second quarter, we have launched the a series of live transmissions on our Instagram: *'Todos com...'*, an initiative to help society to discuss issues that affect the daily life of Education. We spoke with the most diversified people, such as the actress Tais Araujo, Eduardo Lyra, founder of *Gerando Falcões* organization, Professor Jayse Ferreira, and the founders of SOS Educação, Roberta and Tais Bento.





'Covid-19: impacto fiscal na Educação Básica' study: what needs to be done to prevent Education from stopping



How much money is Brazilian Basic Education losing in this scenario of economic crisis and impact on tax collection? And how much more do we spend with adaptations to offer varied distance learning solutions? In May, August and October, Todos Pela Educação, partnered with the Instituto Unibanco, has prepared three editions of an unprecedented survey that answers those questions and points out necessary emergency aid measures to education networks. The first edition of the 'Covid-19: impacto fiscal na Educação Básica' [Covid-19: tax impact on Basic Education] study was presented to Frente Parlamentar Mista da Educação, National Council of Education Secretariats (Consed), and in other public forums, acting as an argumentative basis for the presentation of Bill No. 3165/2020 called 'anti-collapse package for Education', which determines the introduction of R\$31 billion in the area.

[Click here and access the latest study 'Covid-19: impacto fiscal na Educação Básica'.](#)

In addition to serving as a basis for a bill, the study on the tax impact of the pandemic was widely reported by the press, **381 mentions throughout the year!**

Qualification and data analysis to support the localities: three unpublished surveys



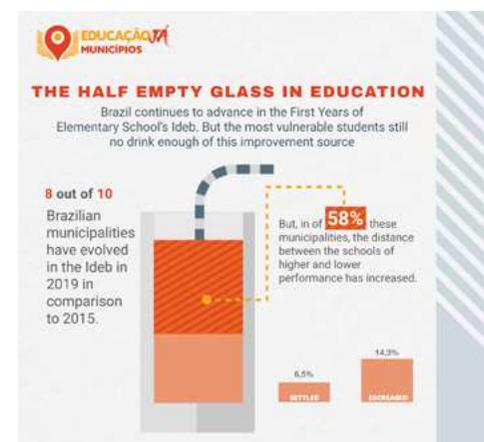
How is Education in your city or region? What have been the challenges posed by COVID-19 to local school systems? In a year of municipal elections in which education networks were hit by an unprecedented crisis, having an accurate diagnosis of educational indicators is crucial to the political debate, redesign of planning for Education, and follow up of the advances in the next years. To this end, *Todos Pela Educação* has conducted three detailed studies. See below:

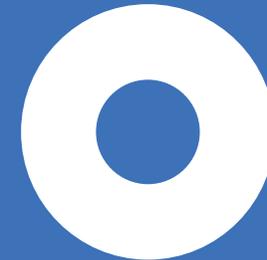
In July, we have launched '[Panoramas da Educação Básica – Unidades Federativas e Capitais](#)' [Basic Education Panoramas – Federative Units and Capitals] a set of

documents that brings together the leading educational information of the States, the Federal District, and the Brazilian capitals.

In September, with the release of 2019 Ideb (Basic Education Development Index) by MEC, we made the series '[Ideb 2019 – A qualidade da Educação Básica](#)' [Ideb 2019 – The quality of Basic Education]. There are 28 in-depth reading documents from the index, with state and national robust reviews.

And to wrap the year up, in November we decided to measure the size of the Brazilian educational inequalities previous to the pandemic. So the study '[Desigualdade entre Escolas nas Redes Municipais de Ensino](#)' [Inequality between Schools in the Municipal Teaching Networks] came to life, which, provided with an innovative methodology could bring consolidated information of the Municipalities of each Brazilian State and Capital, and a table with data from all the country's municipal networks.





BACK TO SCHOOL SAFELY, PLANNING THE RETURN AS SOON AS POSSIBLE

Technical note and webinars on the return to school: rebuilding the country goes through Education



Suspending regular classes was an important and necessary attitude that education networks have had to take in response to the pandemic. However, many researches have shown that this action has deeply affected students and teachers in many different ways. That is why, throughout the year, from the beginning, we have reinforced the need to plan the return to school in a gradual and articulated manner among different sectors, such as Education, Health, and Social Work.

In addition to the study on the challenges of distance learning, the technical note '*O retorno às aulas presenciais no contexto da pandemia da Covid-19: contribuições para o debate público*' [The return to school face-to-face in the context of the Covid-19 pandemic: contributions towards public debate], released on May 7th by *Todos Pela Educação*, looked at international experiences of countries and regions that have already experienced extended suspension situations in school activities, and that can help in overcoming challenges faced in Brazil.

We qualify the debate and the public authorities on the future reopening of schools:

32,064
downloads

of the technical note in our site throughout the year.

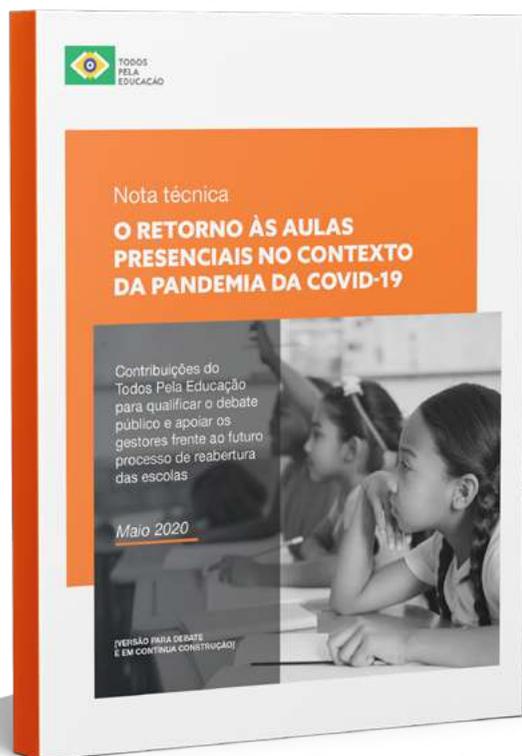
684
reports and news

in the mainstream media on the matter, mentioning *Todos*.

21,313
views

in the two webinars we have put together.





[Click here and access the technical note.](#)

To create this note, we have consulted dozens of studies, surveys, and news reports. All these evidences were categorical: Public Education is a cornerstone to rebuild a country after deep crises.

The document was discussed at two online meetings broadcasted by *Todos Pela Educação* channel on YouTube. The first was held on May 7th, along with the release of the note, and the second one on the 11th of the same month. Together, both webinars '*O desafio da volta às aulas: contribuições para o debate público*' [The challenge of return to school: contributions for public debate] gathered 13 people, including specialists, educational administrators, and teachers.



"Todos Pela Educação plays an important role in establishing a broader social dialogue on Education, precisely because of its plurality and ability to bring together a great amount of people who want to do good for the Brazilian Education. I feel honored every time you invite me."

ALEXSANDRO SANTOS, former deputy secretary of Education of Franco da Rocha (SP), in a webinar on the return to school.



"Brazil is a huge and diverse country, and it has multiple realities, therefore the technical note has two qualities that we need to stress: it is not prescriptive; it did not intend to be a recipe for the networks, but an inspiration to them. I figure that all public policies that we think about for Education need to be aligned with this."

ALEXANDRE SCHNEIDER, former municipal secretary of Education of São Paulo (SP), in a webinar on the return to school.



Online meeting: old educational challenges in a new context



Although COVID-19 crisis is unprecedented both in proportion and impact, the educational challenges cast by it are all old acquaintances of the school community and experts engaged in the struggle for a quality Basic Education and equal opportunities. To discuss the new dimensions of these challenges, *Todos Pela Educação* invited a team of 22 people—experts in different areas, parliamentarians, and educational managers—to assess the current puzzle and point out new fittings for Education. The outcome was the online meeting ‘*A Educação Básica no novo cenário: adaptação e transformação*’ [Basic Education in the new scenario: adaptation and transformation].

For five days in a row, adding 7.5 hours of relevant discussions, the meeting was the kickoff to expand the debate about the need for prioritizing Education even, and especially, in times of crisis. After all, it is the golden pass to rebuild the country: it is from a well-educated generation provided with the required critical tools that creative solutions for social well-being will be built.

**77
thousand
people**
have already watched
the videos of the meeting
in 2020!

**94
thousand
accesses**
to the website in the week
of the meeting.



“We are all facing the same crisis, but each location is facing the situation differently. I hope that teachers, schools, and education systems pay more attention to their neighbors and learn from each other.”

ANDREAS SCHLEICHER, director of Organization for Economic Co-operation and Development (OECD), at the online meeting held by *Todos*.



“It is important not to interrupt the teaching/learning process in this emergency period, valuing the maintenance of student ties with the school to prevent school dropout and evasion.”

FREDERICO AMÂNCIO, former state secretary of Education of Pernambuco, at the online meeting held by *Todos*.



“We are sentencing the public school students to have a less interesting school. But it is precisely the public school that we must equip, improving its infrastructure, to offset inequality and lack of access to technological resources.”

PAULO BLIKSTEIN, from Columbia University (USA), at the online meeting held by *Todos*.





“Tax responsibility is important, but we cannot impair Health and Education on this behalf and ignore common sense. It is necessary to make the right public investments and spend efficiently, because a well-educated person, for example, is more productive. An educated people produce return to the country.”

MARINA SILVA, former Environment minister and former senator, at the online meeting held by *Todos*.



“It became clear to the society the complexity of teaching works, the central position of the quality of teachers so we can have a better Education. Currently, we have the opportunity to reassess this career.”

PAULA LOUZANO, from Universidad Diego Portales (Chile), at the online meeting held by *Todos*.



“A good educational level is essential; this is what will take us forward.”

DRAUZIO VARELLA, oncologist and researcher, at the online meeting held by *Todos*.

***Todos Pela Educação* introduced in the main debates**

Postponement of Enem (Brazilian National High School Exam), return to school, significant aspects of the approval of Constitutional Amendment and Fundeb’s Regulation Act. We took a stand and discussed the most relevant issues of the year on our website and social media, and also through the press. *Todos Pela Educação* does not run away from a good debate and have always stood for the interests of the Brazilian students.



**EVERYONE
WHO ARE
PART OF *TODOS***

MORE DIVERSIFIED, STRONGER

We are Todos and the wholeness is not complete without inclusion and diversity. For our 14 years of work for Brazil, we have grown mature, gone bigger, and got stronger as a movement. We felt that our governance needed to be up to these challenges. For this reason, in 2020, with a pro bono support from the consulting firm Bain & Company, a new governance model was approved by the current Council of Todos, with details for each instance, based on interviews with the board members and the executive team and the improved practices of the most practical effective social organizations in Brazilian and the world. Below are the new instances which will take effect from 2021:

- **DELIBERATIVE COUNCIL:** 7 to 9 members, comprised by a cohesive group and with well-defined roles and responsibilities, will be in charge of approving the strategic plan and monitoring its implementation and results, giving support to the executive body;
- **ADVISORY COUNCIL:** it will aim to ensure the guiding principles of Todos Pela Educação and to ensure transparency in the appointment and renewal of the Deliberative Committee members. It will have 8 to 10 members;
- **AUDIT COMMITTEE:** control body responsible for monitoring and auditing financial management, ensuring accounting regularity. It will continue with 3 to 5 members;

- **SOLUTIONS DEVELOPMENT COMMITTEES:** will support the executive team in technical positioning and will lead specific projects in technical expertise themes;
- **LIFETIME MEMBERS:** the Founding and Acting Associates may be awarded with the honorary title of lifetime member, by the approval of General Assembly, in recognition of this significant contribution to *Todos*.

Convinced that the more different, the stronger we will be as a team, Todos also understands that is necessary to go beyond the public authorities' demand for repairing and appreciation of diversities, with which we have always been committed. We know that deep and long-term changes are only possible with the planning of small and medium transformations in the short and medium term, and from the spaces that are under our control. This is something that starts to spread from inside out, being an active part of the change.

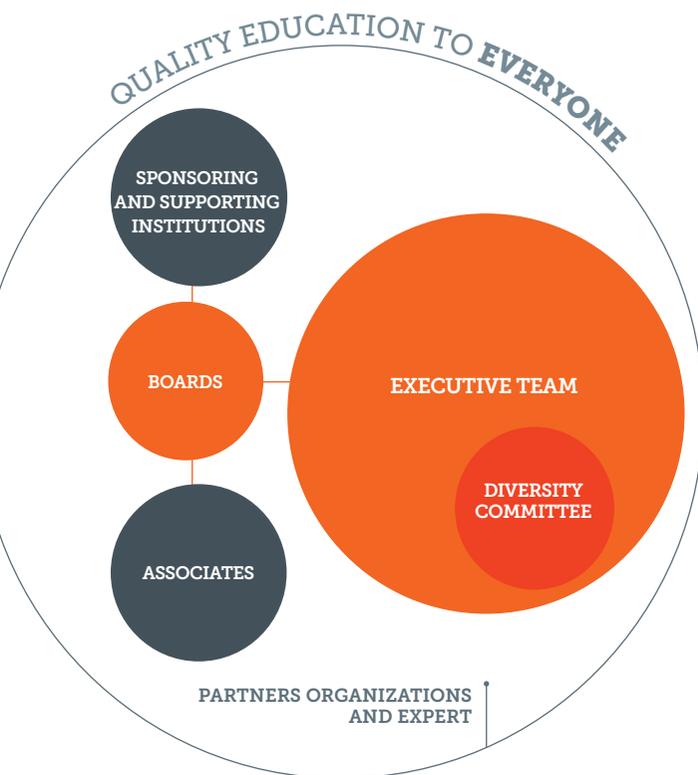
FOR MORE DIVERSITIES

In 2020, we have celebrated the first year of the Diversity Committee of *Todos Pela Educação*, an institutionalized space to promote the debate and the expansion of diversity and representativeness in our actions and in the staff. Here, our understanding is crystal clear: an even more diverse team, capable of bringing together a number of trajectories and personal views, will only improve our work. During this time, the Committee has already promoted the advancement of several fronts, including the construction of an internal Diversity Policy, carried out in a collaborative way.



HOW IT IS DONE

Many are the hands that make up *Todos Pela Educação*. In addition to the executive team, that leads knowledge production, monitors, organizes with the public authorities and key players and puts Education in the society's guideline on a daily basis, there are a number of partner organizations, collaborating experts, advisors, associates, sponsoring institutions, and supporting institutions who are engaged in various stages of our work. Get to know who is for Education along with us!



TAKING UP THE CAUSE



"We live in an unequal society due to the lack of equal opportunities for all. I see no other path but Education to build the fairest society where there is equity, including racial equality. If Education is a matter of everyone and if we are Todos Pela Educação, why go on separate ways? Together we are stronger and we go further."

EDUARDA PENIDO DALLA VECCHIA,
Fundação Lucia e Pelerson Penido, member of the Governance Committee and acting partner of Todos Pela Educação



"When we are united, we enhance efforts in favor of a quality Education and achieve real transformations in people's lives and in the society. We also believe that change will only be possible based on the significant progress of a systemic public policy guideline - this is not about isolated efforts or specific initiatives. Todos Pela Educação has played a pivotal role in aligning efforts along with the third sector and shedding light on essential issues to be discussed and confronted in order to overcome our challenges. With investment, focus, and persistence, and, especially, with organized efforts among the various sectors, we have the great potential to make important changes in the lives of Brazilian children and young people."

DAVID SAAD,
CEO of Instituto Natura and acting partner of Todos Pela Educação



"I have been following several specific initiatives from entities focused on Education: they are very important and meritorious, but their scope ends up being restricted to populations directly benefited. In order to have a significant impact, we need to work with public policies. That is what Todos Pela Educação does, promoting debates, formulating suggestions, and influencing educational discussion. A quality Public Basic Education is the most consistent path to diminish social inequalities and, therefore, to the development of Brazil."

EDUARDO VASSIMON,
advisor to private companies and member of several Non-Governmental Organizations (NGOs), member of the Governance Council, and acting partner of Todos Pela Educação



TAKING UP THE CAUSE



"I have an unquestionable and insurmountable belief that Education is the commanding factor for the qualified Education of the citizen, for life, for personal, family, professional, and social fulfillment. And the certainty that Education is the best strategy and tool to free people from their intolerances, their limitations, and their finiteness. It frees the dreams and make them come true."

JOSÉ VICENTE,

dean of *Universidade Zumbi dos Palmares* and founding partner of *Todos Pela Educação*.



"I have always lived in an environment that values Education, my mother was a public school teacher, and I have always followed up the challenges of the profession. Today I fight to guarantee one of the main rights: quality Education for all Brazilian children and young people. Thus, the work of *Todos Pela Educação* is extremely important to change, through Education, the lives of each of the Brazilian students."

CAROLINA FERNANDES

is part of *Todos Pela Educação* since its foundation and today is part of the Communication and Mobilization team.



"I cannot see any problem in Brazil that, in its essence, it is not related to the lag we have regarding to our teaching system. I believe that *Todos Pela Educação*, due to its cumulative knowledge and commitment of leaderships that it has managed to involve, is undoubtedly the most accredited institution to influence in a decisive manner the transformation of the country's educational system."

ANTONIO CARLOS PIPPONZI,

chairman of the Board of Directors of *RaiaDrogasil S.A.* and acting partner of *Todos Pela Educação*.



"When I get involved with *Todos Pela Educação*, my perception of the importance of offering equal learning opportunities to Brazilian students is strengthened. Living together with people focused on their goals, such as the teams and boards of *Todos Pela Educação*, mobilizes me, motivates me, and fulfills me."

GILBERTO BAGAIOLO CONTADOR,

etired partner at PwC - PricewaterhouseCoopers, member of the Audit Committee, and acting partner of *Todos Pela Educação*.



"To be a partner of *Todos Pela Educação* is to have the opportunity to support an organization that seeks improvements of public policies, immediately needed to build solutions to the abyss that we live in the country. With this hard and persistent work, we will have lights on the way to spread principles of equality and social inclusion through Education. Given the huge complexity of this challenge, the engagement and qualification of the entire team to carry out this giant task is noticeable!"

CAROLA MATARAZZO,

CEO of *Movimento Bem Maior*, one of the sponsoring organizations of *Todos Pela Educação*.



THE TEAM

EXECUTIVE TEAM



Priscila Cruz,
CEO



Olavo
Nogueira
Filho,
Executive
Director



Vanessa
Souto



Thales
Ambrosini



Maria Lucia
Meirelles Reis



Diana
Lima



Priscilla
Kesley



Janaina
Carvalho



Priscilla
Cabral

ADMINISTRATIVE-FINANCIAL



Alessandra
Fujinaga



Ana Paula
Araújo



Claudiane
Freitas Mendes
Cyrino



Bruna
Rodrigues



Barbara
Benatti



Aline
Marques



Aline
Gomes



Adriana
Manarim

COMMUNICATION AND MOBILIZATION



Caio
Callegari



Felipe
Poyares



Gustavo
Wei



Lucas
Fernandes
Hoogerbrugge

GOVERNMENT RELATIONS



Maria Laura
Gomes



Maria Cecília
Pereira



Ivan
Gontijo



Rogério
Monaco



Caio Sato



Elder
Sant'Anna



Gabriel
Corrêa



Caio Sato



Elder
Sant'Anna



Gabriel
Corrêa



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Corrêa



Caio Sato



Elder
Sant'Anna





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Ana Amélia Inoue
Chairperson of the
Governance Committee

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Antonio Cesar Russi Callegari
Antonio Jacinto Matias
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Danilo Santos de Miranda
Jayme Sirotsky
Luiz Paulo Montenegro
Milú Villela
Viviane Senna
Wanda Engel Aduan



WHO ARE WITH US

ASSOCIATES

Our associates are people who have dedicated efforts to support the achievement *Todos'* objectives for Basic Public Education with equity and quality. There are 114 founding partners who are with us since the foundation in 2006, and 160 permanent partners, who have joined us over the years.

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WHO ARE WITH US

SPONSORING AND SUPPORTING INSTITUTIONS

Todos Pela Educação does not receive public funds and is 100% maintained through donations from individuals and private initiative.

In addition to extending our gratitude to and emphasizing the importance of our sponsoring and supporting institutions, here we want to stress the value of having a group of small donors who also trust in our work and contribute with a monthly amount through our online donation platforms.

They are the following: **Abrace a Educação** and **Global Giving**. They are people, companies, and organizations engaged with the cause who, like us, understand and believe that we will make Brazil a better place through a quality Basic Education!

SPONSORING INSTITUTIONS



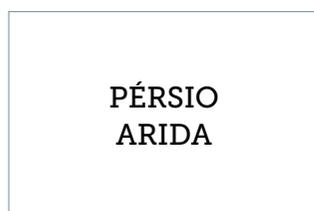
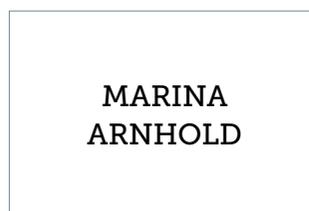
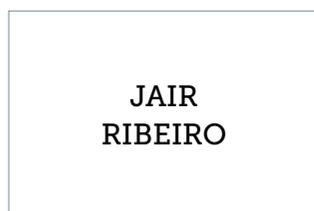
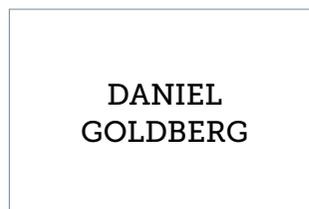
MEETING IN FAVOR OF BRAZILIAN EDUCATION

On February 10th, we have organized, for the second consecutive year, a get-together dinner to share achievements and show the work of *Todos Pela Educação*. We have gathered advisors, sponsoring institutions, supporting institutions, and important leaderships of our country to account for 2019 and to mobilize them, even more, for the benefit of Public Basic Education in Brazil.



WHO ARE WITH US

SUPPORTING INSTITUTIONS



In 2020, the number of sponsoring and supporting institutions increased by 10% in comparison to 2019.





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