



Fundação Pró-Cerrado (FPC)

Goiania, Brazil



Problem

- In Brazil, 32 million children and adolescents live in families with incomes of less than USD 40 a month
- There are approximately 3.4 million unemployed youth, accounting for over 40% of total unemployment
- Brazil has the third largest number of minors working in domestic service (approximately 600'000), and more than three million children under the age of 14 engaged in labor-intense activities in the agricultural sector

Solution

- FPC provides vocational training for disadvantaged youth and creates youth employment opportunities in Brazil
- FPC seeks to fulfill the Brazilian "Apprentice Law", which establishes that all corporations with a staff of 100 or more employees must create apprentice positions for youngsters aged 14 to 24
- FPC verifies that enterprises comply with all regulations, while also mediating between the corporation and the apprentices

Impact

Impact FPC	2008	2009e	2010e	2011e	2012e	2013e
# Youth impacted	3'538	5'000	9'000	13'000	19'000	27'000

- Currently, FPC has 3'538 apprentices working for 250 public and private corporations in the states of Goias and Tocantins.
- Since 1996, FPC has trained over 28'000 graduates with this program.
- FPC is currently creating a network of 40 organizations, which work with youth, to transfer the Jovem Cidadao methodology and thus expand its impact.



The "Jovem Cidadao" model. Tackling youth unemployment, school drop-out, and criminality by making paid jobs in the formal market available to disadvantaged youth, and providing them the necessary support to succeed.

FPC's approach consists of five stages: (1) Creation of apprentice positions, (2) Selection of beneficiaries, (3) Introductory training, (4) Engagement and professional training, and (5) Monitoring and support

LGT VP's Involvement

- Subsidizing a new CFO/Business Development Manager for FPC, who would recruit the team, and strengthen the organization's core team and business know-how
- Part of LGT VP's iCats Program
- Part of LGT's Employee Donation Program
- Access to LGTVP's network and ongoing mentoring support