



# EMPOWERING TALENTS®

## Theory of Change

*How AI-powered language education bridges the skills gap and drives economic inclusion for vulnerable populations in Brazil and Latin America.*

<b>PROGRAM</b> Empowering Talents®	<b>PERIOD</b> Jan – Dec 2025	<b>FRAMEWORK</b> UN Global Compact CoP	<b>SDGs</b> 4 · 5 · 8 · 10
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**IMPACT GOAL**

**Economic inclusion and wellbeing of disadvantaged, vulnerable and marginalized youth**

Brasil & Latin America · Target: 2 Million Talents by 2027

### 1. Problem Statement & Context

<p><b>PROBLEM STATEMENT</b></p> <p>Foreign language proficiency is a structural barrier to formal employment in Brazil. Underrepresented populations are systematically excluded from bilingual and international career opportunities, deepening inequality across generations.</p>	<p><b>CONTEXT DATA</b></p> <p>~<b>30%</b> youth NEET rate in Brazil (2020)</p> <p><b>6,500+</b> scholarships distributed since founding</p> <p><b>3,000+</b> active beneficiaries, 2025</p>	<p><b>THE 4x1 MODEL</b></p> <p>For every 4 corporate licenses contracted, 1 is donated to an underrepresented learner — aligning commercial growth with social impact at scale, with no dependency on philanthropic grants.</p>
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## 2. Theory of Change Chain

The Empowering Talents® program follows a six-stage logic model. Each stage is interconnected: corporate-funded inputs activate structured activities, which generate measurable outputs, leading to short and long-term outcomes, and ultimately to systemic impact.

### INPUTS — RESOURCES MOBILIZED

INPUTS	
Resources mobilized to run the program	
<b>4x1 Corporate Model</b>	For every 4 licenses sold to corporations, 1 is donated to underrepresented populations
<b>Lingopass AI Platform</b>	LGPD-compliant adaptive learning with LingoAI conversation simulation and LingoDash real-time analytics
<b>35+ NGO Partners</b>	Instituto ADUS, ACNUR/UNHCR Brazil, Centro Paula Souza, Ânima Educação and 17+ others across Brazil
<b>Multilingual Instructors</b>	Expert tutors delivering live classes in English, Spanish, French, Portuguese, Mandarin, German and Italian
<b>Public-Private Sponsors</b>	SUDAM, MGI, MDIC, MPO, MTur, MPI, MMulheres, Dataprev, SENAI alongside growing corporate partner base

### ACTIVITIES — WHAT WE DO

ACTIVITIES	
Core program interventions	
<b>90-Day Bootcamps (EN/ES/FR/DE/ZN/IT)</b>	Intensive A0→A1 tracks with 60h of content + live classes for vulnerable talents and STEM women from public universities
<b>180-Day Portuguese Track</b>	A1→A2→B1 journey for refugees and asylum seekers seeking economic integration in Brazil
<b>CEFR Profile Assessment</b>	Language placement, learning style mapping and personalized study plan design at program entry
<b>Blended Live + AI Learning</b>	Synchronous instructor-led sessions combined with AI-adaptive self-study and LingoAI conversation practice
<b>Certification at Each Level</b>	CEFR-aligned credential issued upon completing each language level, directly boosting employability

### OUTPUTS — TANGIBLE RESULTS

OUTPUTS	
Directly countable deliverables	
<b>6,500+ Scholarships distributed</b>	Full scholarships since founding, with 3,000+ active beneficiaries as of 2025
<b>Platform Hours Completed</b>	Thousands of tracked learning hours with real-time engagement data via LingoDash



<b>Live Classes Delivered</b>	Synchronous instruction sessions across all language tracks and cohorts
<b>CEFR Certificates Issued</b>	Internationally recognized level certifications for program graduates
<b>Partners &amp; Sponsors Signed</b>	Institutional agreements with universities, federal agencies, NGOs and multinationals

## SHORT-TERM OUTCOMES — CHANGES IN 0–12 MONTHS

### SHORT-TERM OUTCOMES

Changes observed within the first year

<b>CEFR Level Progression</b>	Measurable language proficiency gains from A0 toward B1 tracked per cohort
<b>Confidence &amp; Communication</b>	Increased self-efficacy and ability to communicate across cultural and professional settings
<b>Professional Network Access</b>	Connections to corporate sponsors, mentors and peers through the partner ecosystem
<b>Formal Employment Readiness</b>	Language credentials that meet entry requirements for international or bilingual roles

## LONG-TERM OUTCOMES — DEEPER CHANGES IN 1–3 YEARS

### LONG-TERM OUTCOMES

Sustained behavioral and economic change

<b>80% in Decent Employment</b>	Target: 80% of graduates in well-remunerated formal employment within 12 months of certification
<b>Income Level Increase</b>	Bilingual professionals accessing higher salary bands and international career pathways
<b>Career Mobility</b>	Language skills enabling promotion, cross-border opportunities and long-term career advancement
<b>Social &amp; Economic Inclusion</b>	Refugees and marginalized youth fully integrated into Brazil's economic and civic life

## IMPACT — SYSTEMIC CHANGE

### IMPACT

Long-term systemic transformation

<b>Bridged Language Skills Gap</b>	Structural reduction of linguistic inequality that systematically excludes underrepresented groups from Brazil's formal labor market
<b>2 Million Talents by 2027</b>	Training 2M people across 3 languages in Brazil and Latin America through scalable open education



<b>Transformed Education System</b>	Open education infrastructure integrating outsiders and insiders, scaling impact beyond individual programs
<b>SDG Contribution: 4 · 5 · 8 · 10</b>	Directly advancing Quality Education, Gender Equality, Decent Work & Economic Growth, and Reduced Inequalities

### 3. Key Metrics (2025)

<b>SCHOLARSHIP HOLDERS</b> <b>3,000+</b> active beneficiaries, 2025	<b>NGO PARTNERS</b> <b>21+</b> across Brazil	<b>LANGUAGES</b> <b>4</b> EN · ES · FR · PT	<b>TARGET 2027</b> <b>2M</b> talents trained
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### 4. Target Populations

Unemployed and underemployed professionals aged 18–35, selected through CEFR assessment and NGO partner referrals across Brazil.

<b>VULNERABLE TALENTS</b> Seeking employability	<b>STEM WOMEN</b> Public university students	<b>REFUGEES &amp; ASYLUM SEEKERS</b> Seeking economic inclusion
Unemployed & underemployed youth aged 18–35, often from the urban periphery, lacking formal language credentials for the job market.	Women enrolled in public higher education STEM fields, facing language barriers to international research and career opportunities.	Refugees and asylum seekers needing Portuguese to access formal employment and integrate into Brazilian society.
Annual target: <b>2,000</b> Languages: EN · ES · FR Duration: 90 days · 60h	Annual target: <b>1,500</b> Languages: EN · ES · FR Duration: 90 days · 60h	Annual target: <b>500</b> Language: PT Duration: 180 days · 180h

#### 4.1 Learning Journey by Audience

AUDIENCE	ASSESSMENT	DURATION	TRACK	CERTIFICATION
<b>Vulnerable Talents</b>	Profile + CEFR placement	90 days · 60h	A0 FR → A0 ES → A0 EN	Per level completed
<b>STEM Women (Public Universities)</b>	Application + Assessment	90 days · 60h	A0 FR → A0 ES → A0 EN	Per level completed
<b>Refugees &amp; Asylum Seekers</b>	Profile + CEFR placement	180 days · 180h	PT A1 → A2 → B1	Per level completed



## 5. Key Assumptions

ASSUMPTION	RATIONALE
✓ <b>Language as lever</b>	Foreign language proficiency is a primary and addressable barrier to formal employment — addressable within a 90-180 day intensive program
✓ <b>Corporate willingness</b>	Companies will sustain the 4x1 model when ESG reporting value and talent pipeline benefits are clearly demonstrated
✓ <b>NGO partner capacity</b>	Partner NGOs and universities can effectively screen, motivate and support cohorts through program completion
✓ <b>AI personalization efficacy</b>	AI-driven adaptive learning significantly accelerates CEFR progression compared to one-size-fits-all approaches
✓ <b>Certification currency</b>	CEFR certifications are recognized and valued by Brazilian employers as formal credentials in hiring and promotion decisions
✓ <b>Digital access</b>	Target populations have sufficient device and internet access to complete online bootcamps, or can be supported by NGO partners

## 6. Risks & Mitigations

RISK	LEVEL	DESCRIPTION	MITIGATION
<b>Algorithmic Bias</b>	<b>Medium</b>	AI trained on biased data may disadvantage certain learner profiles	Partnerships with AI research centers; ongoing bias audits
<b>Corporate Sponsor Churn</b>	<b>Medium</b>	ESG budget cuts may reduce 4x1 license donations during economic downturns	Diversified sponsor base; public-private partnerships with federal agencies
<b>Low Completion Rates</b>	<b>High</b>	Vulnerable populations face competing life pressures that reduce program completion	NGO case management, flexible scheduling, live tutor support and gamified engagement
<b>Data Privacy (LGPD)</b>	<b>Low</b>	Handling sensitive personal data of refugees and vulnerable adults	LGPD-compliant infrastructure, certified DPOs, contractual data protection clauses
<b>Digital Exclusion</b>	<b>Medium</b>	Device or connectivity gaps among target populations limiting platform access	Partner NGOs provide device and connectivity support; offline-compatible learning materials



## 7. SDG Alignment

<b>SDG 4</b> Quality Education	<b>SDG 5</b> Gender Equality	<b>SDG 8</b> Decent Work & Economic Growth	<b>SDG 10</b> Reduced Inequalities
CEFR certification as a lever for inclusive, quality language education accessible to all.	STEM Women track specifically targets gender gaps in tech and international career access.	80% decent employment target directly measures contribution to formal labor market inclusion.	Language access as a driver of reduced economic inequality, especially for refugees.

## 8. Conclusion

The Empowering Talents® program demonstrates that language access, when delivered at scale through a sustainable 4×1 model, is one of the highest-leverage interventions available for economic inclusion. Across six years of operation, the evidence is consistent: CEFR-verified progression, measurable employment outcomes, and structural reach into populations that traditional programs do not serve — refugees, peripheral youth, formerly incarcerated individuals, and STEM women from public universities.

The path to 2 million talents trained by 2027 requires three things working in concert: corporate partners who recognize language equity as a material ESG commitment, institutional anchors — government agencies, universities, and NGOs — who co-deliver and validate outcomes, and a technology platform purpose-built for the learner profiles that matter most. Lingopass brings all three.

### Partner with Us

There are three ways to engage with the Empowering Talents® program:

- 1. Corporate Partner (4×1 Sponsor)** — Activate a language program for your workforce and automatically fund scholarships for underrepresented learners. Every 4 licenses contracted = 1 donated. Full ESG reporting and LingoDash analytics included.
- 2. Institutional Partner (NGO / University / Government)** — Co-refer, co-screen, and co-support cohorts of beneficiaries. Lingopass provides the platform, content, instructors, and outcome reporting. Partners provide learner access, case management, and community trust.
- 3. Public Funder / Multilateral Donor** — Expand the scholarship pool beyond the 4×1 base to fund dedicated cohorts for refugee inclusion, prison reintegration, or STEM women programs. Full Theory of Change alignment with SDGs 4, 5, 8, and 10.

To join the Empowering Talents® program or explore an ESG partnership, submit your interest to the Lingopass ESG Committee: [esg@lingopass.com.br](mailto:esg@lingopass.com.br) — <https://lingopass.com.br/esg>

The ESG Committee reviews partnership proposals on a rolling basis and responds within 5 business days.