

**dream
learn
work**

**ANNUAL
REPORT
2019**



WELCOME

Dream Learn Work (DLW) had a year full of changes, new team members, new ideas and supporting partners to implement innovative projects to give our participants the best opportunities to gain knowledge and grow. We have engaged more volunteers and increased their involvement and collaboration to our programs. The DLW team was able to establish strategic partnerships to carry on working, developing further and continue to fulfill our mission.

This report presents our 2019 activities on our three pillars: Dream, Learn and Work and also information on partnerships, communication, events and administration.

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1. ABOUT US

Aiming to enable dreams, so young adults can thrive

Dream Learn Work (DLW) is a Brazilian non-profit organization that has been envisioned and founded by representatives of Norwegian companies in Rio de Janeiro. We understand that access to education is at the heart of socioeconomic inequalities in Brazil and we seek to provide opportunities for young adults to acquire vocational and educational qualifications to change their perspectives. These are very powerful instruments of social transformation to combat the ills rooted within our society. We are fighting racism, poverty, prejudice and intolerance and this can be done through access to education. Our organization believes in a world in which young people have this citizen awareness and where they are able to produce actions towards social justice. That is why we work to help make the dreams and goals of those who have always been denied this right come true, to help them to continue believing in themselves.

Mission

Give youth from less developed areas opportunities for a better future through education and employment.

Vision

Our vision is that **all young people in this nation will have the opportunity to achieve her/his fullest potential.**

Values

- **Cooperation and partnership** - We respect and value each other, thrive on our diversity, and work with partners and the communities they serve – and we endeavour to work together in a manner that enables us to achieve our shared goals.
- **Excellence** - We aspire to live to the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of our participants.
- **Transparency and accountability** - DLW provides and expects to access clear, accurate and up-to-date information. We are willing to hold ourselves to high standards and seek to hold others to similar standards as the ones we set for ourselves.
- **Creativity** - We are open to new ideas, embrace change, take calculated risks to continuously develop solutions and more opportunities to our participants.

Goals

Dream - Encourage young people to choose education, inspiring them to dream of a better future through learning and work.

Learn - Offer excellent training opportunities and continued individual follow up.

Work - Understanding the labour market, expanding networking contact & creating initiatives to increase our participants chances in finding employment.

Why Dream, Learn and Work?

Dream Learn Work's philosophy is based on three pillars: (i) dream: we inspire young people to dream, and create expectations about their futures; (ii) learn: we sponsor qualification and vocational training courses. And we organize and deliver workshops for the development of skills, in addition to individual follow up to keep young people engaged and motivated; (iii) work: we connect program participants with large companies, organize mentoring programs, CV building workshops, job search and interview training.

DLW recruits its participants through local social projects based on age, educational, and socio-economic criteria. With the support of these projects, we create an educational path for each participant based on their interests and abilities. After that, young people are enrolled in courses based on their individual aspirations and participate in workshops and extracurricular activities. The goal is to dream and conquer a better future through education and employment.

DREAM

DLW encourages the choice of education during informative and inspirational meetings at our NGO partners and external activities, such as motivational workshops, visits, and seminars. Many young people from poor, low-income areas in Rio de Janeiro lack a basic understanding of what their professional opportunities are.

LEARN

Dream Learn Work sponsors professional qualification courses and vocational training at recognized educational institutions. In order to monitor progress, we have implemented individual follow-up of all students. This means that they are advised, supported and motivated during their training. This has produced positive results in completion rates and is an attempt of also increasing our focus in developing life skills. Our goal is to offer vocational training, but also build competencies that the labour market needs within areas such as IT and English.



WORK

Dream Learn Work actively seeks to diversify and to increase our participants opportunities in the labour market. We do this through active recruitment initiatives to companies, such as promoting candidates to vacant positions and internships, building a corporate network of HR professionals and by sharing employment opportunities with our students through social media. Some of our participants work in Dream Learn Work partner companies.

How DLW operates?

We recruit participants from social projects that work in less developed neighbourhoods. These local projects contribute in the completion of basic education and the development of life skills. Dream Learn Work offers the next step: professional skills development and support to enter the formal job market. We do this by organizing and running a number of activities and events to help young people to dream of a better future through education (DREAM). We sponsor vocational training at recognized educational institutions, using our experience based training model (LEARN). In order to close the cycle we also organize work related activities, with the support and collaboration of corporate partners, bringing participants closer to the labour market (WORK).

The DLW Model

A few years ago, Dream Learn Work developed a model for training that all participants need to follow. They need to demonstrate motivation and dedication to complete each level and proceed to the next. Courses are in a range of areas, and each participant follows their own educational journey. All courses give a qualification and a diploma.

Level 1 - Basic knowledge and introduction to a subject. Aim: Assess skills and motivation.

Level 2 - Longer courses, following the introductory course. Aim: Prepares for an entry level position in a company and to follow on to vocational training course.

Level 3 - Advanced course. Aim: attain a vocational training professional qualification.

Level 4 - University degree.

2. OUR YEAR

2.1. DREAM

Events and activities linked to the DREAM pillar are intended to encourage and motivate the choice for education. Dream Learn Work organizes informational meetings and workshops where we give advice on careers with the assistance of volunteers who share their educational and work related stories in order to inspire and motivate the students to dream about a professional future.

PROJECTS and ACTIVITIES

- **Good Deeds Day**

DLW was for the third time invited to participate at the Good Deeds Day events in Rio de Janeiro. Good Deeds Day started in Israel in 2007 and today it is organized all over the world. It is an international day of volunteering, uniting people doing good deeds for others and the planet. In Rio de Janeiro there are two days of events, one is a fair with stands and shows, where volunteers can see the work of social projects.

The other is an action day, when social projects organize their own events to engage volunteers and do good. As we work with professional qualification and vocational training, in 2019 we decided to talk about the importance of professional networks and connections, promoting the exchange of experiences between volunteers and our participants thus making more and better connections!





Good Deeds Day - Action day at Parque do Flamengo with many volunteers, DLW participants and fun!

• WISTA BRAZIL - Women's Day Forum

In March, Wista Brazil hosted its AGM and the Wista Brazil Forum "What Moves, Inspires and Motivates us?" which took place at the CEMOI Auditorium, at the Naval Warfare School in Praia Vermelha. The Forum had presentations and participation from Wista Brazil, Alumni PPGEM (Postgraduate Studies in Maritime Studies of the Naval War School of the Brazilian Navy), Dream Learn Work and Equinor. It was a wonderful event celebrating the International Women's Day.



DLW participants and team members together with WISTA Brazil, Alumni PPGEM and Equinor, discussing and promoting gender equality.

• **Volunteering clean up at Flamengo beach!**

In December, DLW in partnership with the Instituto Ecológico Aqualung & TFF - Treinamento Funcional do Flamengo, organized an extensive cleaning effort at Flamengo beach. More than 60 kg of beach litter was collected with the participation of 70 direct volunteers.

During the same week of the International Volunteer Day, which happened on the 5th, our team brought together a number of young DLW attendees, volunteers who signed up for our action on the Atados website as well as several partners and enthusiasts who joined us for this environmental awareness and preservation.

It is worth mentioning the presence and participation of Flavia Maia, now member of our board of directors and President of WISTA Brazil, the support of members of the Brazilian Marine, and also the Consulate General of Norway - Rio de Janeiro. The event fostered an exchange of experience among those involved and a sense of purpose, and citizenship.

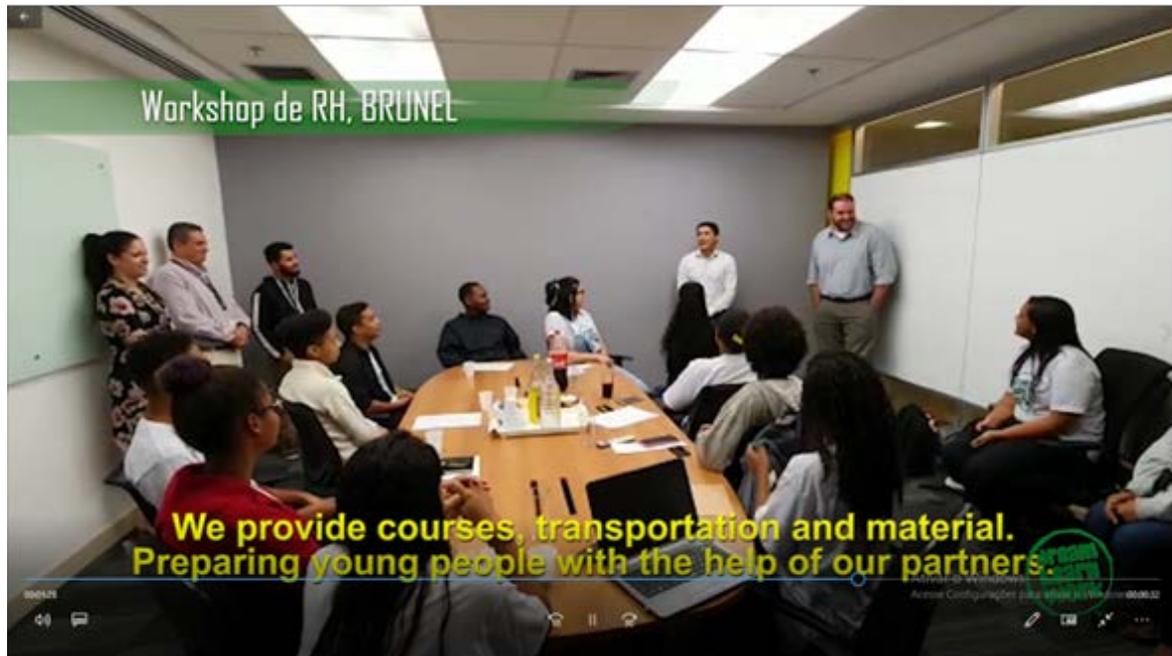


The group of volunteers included DLW participants, members of the Brazilian Marine, Wista Brazil and General Consulate of Norway in Rio. Among other environmental enthusiasts.

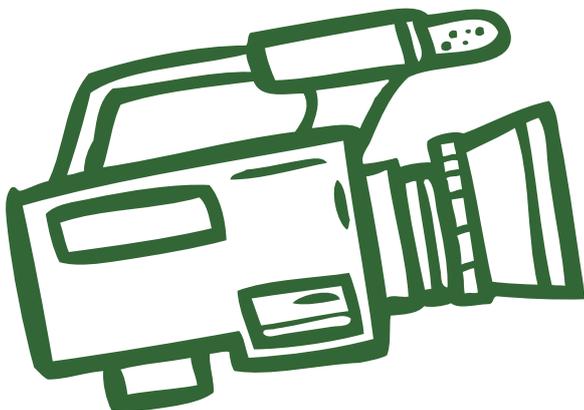


- **Film project - Developed by DLW participants**

This year, we decided to challenge some of our most experienced participants. We asked them to produce a motivational and inspiring look for other future recruits, to demonstrate some of our organization's work and the impact on young people's lives. The result was very Interesting! The video was edited by Wendel Gonzaga and with the narrative of Yasmim Nogueira. The link to see the full video will soon be available on our Youtube page.



Screenshot of part of our new institutional video made by two of or DLW participants Wendel Gonzaga and Yasmim Nogueira.

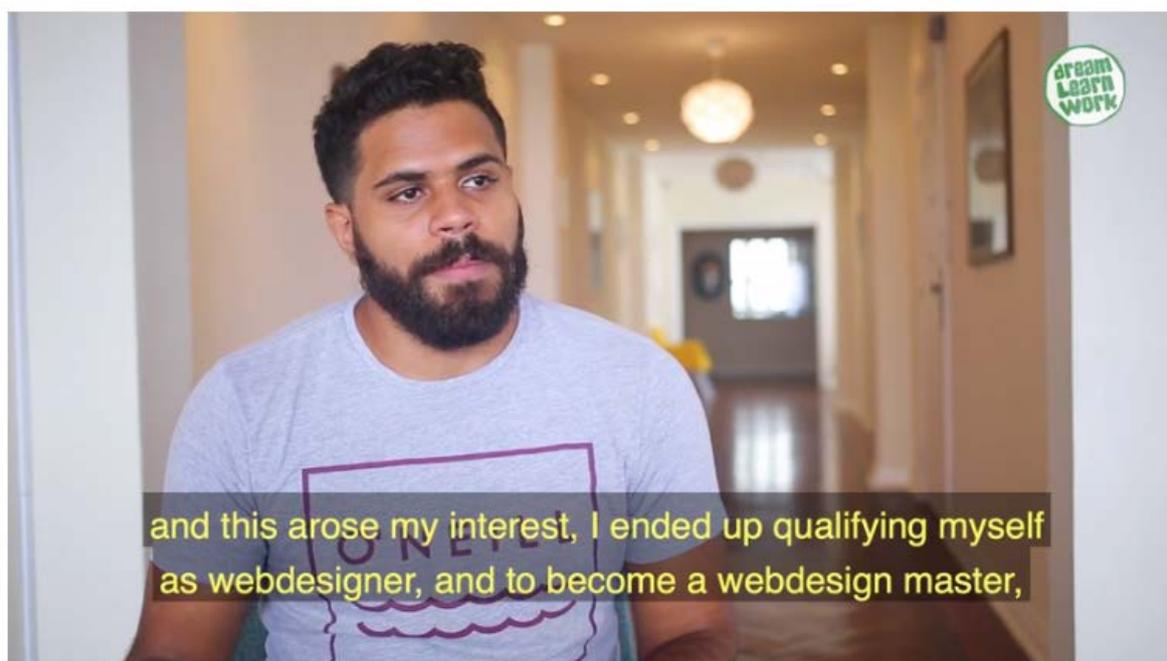


- **Inspiration and information meetings**

In order to motivate young people to choose education, we organize inspirational and informational meetings. These events are perfect opportunities to introduce our work and recruit new participants. Current DLW participants are invited to meetings as role models and give important testimonials. As many of our current participants are at the end of their educational journey with us, finishing their vocational training, looking for jobs and continuing their development, we have been able to open opportunities for more young people. This year, we selected 58 new participants, a process carried out in cooperation with our partner NGOs. The majority of local NGOs give support until the participants are around 18 years old, DLW offers a unique development opportunity beyond this stage.



dream learn work



ORLANDO - DLW PARTICIPANT AND A DREAMER

Screenshot of Orlando's video, made by Rede Globo audiovisual professionals.

The result can be seen at:

<https://bitly.com/>



Recruitment meeting at Projeto Karanba.

• DNA DLW

We understand that our students are pillars in the process of increasing the impact of our organization. With this, we implemented this year a project called DNA DLW, where our participants, through internal selection process, receive leadership training, precisely to be focal points within our partner organizations, and assist in the development of other participants of that territory, and at the same time make this interaction with other focal points of the other partner organizations. Potentially causing greater interaction and exchange of knowledge and learning among young people and always reinforcing the experience of being a member of our organization, always expanding and strengthening networks and connections.



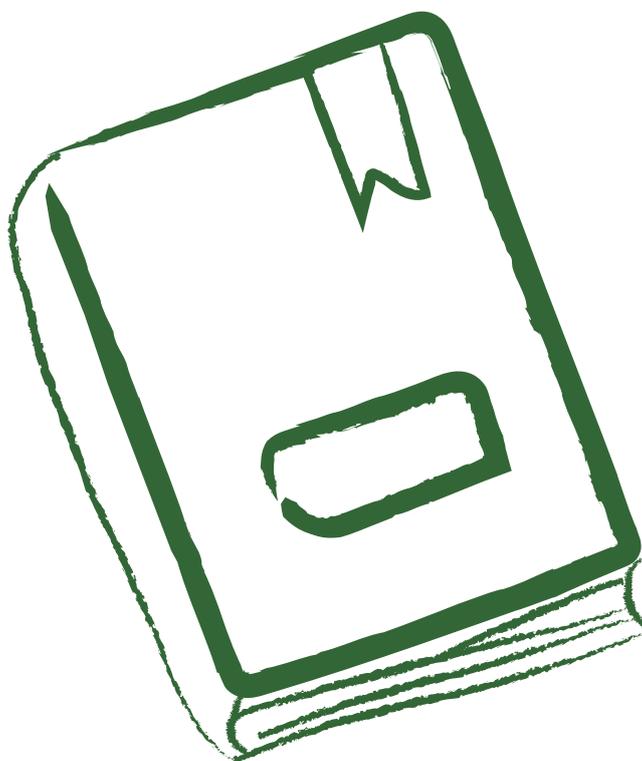
Representatives chosen for the first cycle of the DNA DLW project.

2.2. LEARN

The LEARN pillar is related to the acquisition of professional qualifications at recognized educational institutions. Our main course providers are: Firjan/Senai (National Service for Industrial Training) and Senac (National Service for Commercial Training). Both institutions are recognised by their industries, offering a wide range of courses and guaranteeing the quality of training provided.

During individual meetings with participants, we establish an educational path for each one of them based on their dreams, interests and abilities. With the path established, we sponsor professional qualification courses and vocational training in a diversity of areas. Individual follow-up ensures that students are engaged and motivated. In 2019 our course completion rate reached 97%, slightly improving our rate last year which was 96%, while in 2017 it was 95%, 2016 it was 94%, compared to 90% in 2015 and 88% in 2014. We are demonstrating an increase of performance during the years.

Continuing the work started in 2016 offering individual follow-up to all our participants and identifying their professional dream, we also have strengthened our relationships with social partners and educational institutions. Our program for NGO-partners continued and is being successful in sharing knowledge and improving processes, leading to better collaboration, follow up and overall support for our participants, maintaining engagement and excellent completion rates.



PROJECTS and ACTIVITIES

- **NGO program: Sharing processes**

At DLW we believe in the power of shared knowledge. As we work in partnership with six social projects, DLW has started to organize meetings between all of our NGO partners. This initiative was created so we can learn from each other and improve our processes. In March we had our 1st meeting, held at Abrigo Rainha Silvia, Itaboraí. Another great event with our NGO partners.



Our contacts from the NGO partners.



SHARE
KNOWLEDGE

- **Gastromotiva Graduation**

Gastromotiva is an organization that uses the power of education, food and gastronomy to promote social change, aiming to transform lives of people in conditions of vulnerability and social exclusion.

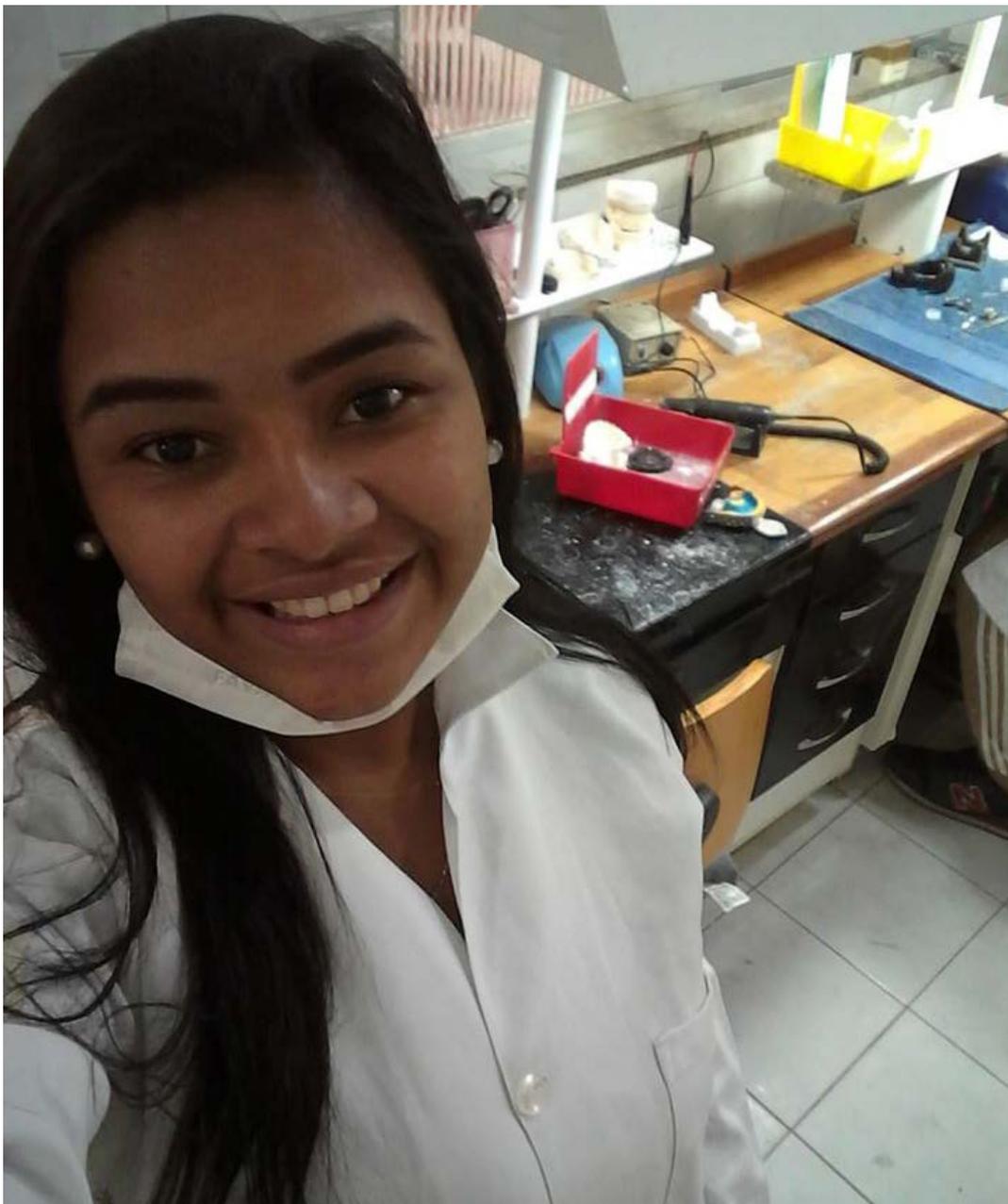
This year, our partnership with Gastromotiva again reaped good results. The number of participants who were able to enter and complete the institution's courses increased significantly. In 2018 we had one course graduation ceremony, now in 2019 we had 5 participants who completed the courses offered (I. Gastronomic Entrepreneurship: make the sale and II. Professional Chef with an Emphasis on Social Gastronomy). The participants are already in the culinary labour market and planning higher flights.



Some of our DLW participants celebrating the conclusion of their gastronomy courses.

- **SENAC Graduation**

Our participant, Jaqueline Dias, concluded this year her dental technician course at Senac - Bonsucesso. She returned to the course after maternity leave to fulfill her dream of becoming a dental professional. When DLW recruited her, she had a dream of making her father's dental prosthesis, as he was without teeth. That dream turned out to be her final project for her graduation. Now she intends to continue working in the area and entering college to become a dentist.



Jaqueline at her internship, practicing the knowledge gained in the course and developing new techniques to replicate in her new dental career!

2019 COURSES

In 2019 we followed the educational path of participants engaged in 2016, 2017 and 2018, but also recruited 58 new participants, this resulting in 157 active students. We also focused a lot on employment and counted more than 61,5% of our active students already working by the end of the year. Much of the improvement on our employability rate is due to the fact that we were able to offer a higher number of course seats. 155 course seats started and we still increased our completion rate up to 97%. With more professional qualification option seats, the students optimized their chances of enrolling in the labour market.

Program participants are encouraged to enroll into free preparatory courses and to pass the national university entrance exam to continue their education and development at university. Over the course of this year, our team has worked hard to organize and maintain different tutoring classes in math, English, and Portuguese (through volunteer teacher engagement) In this way, students prepare more and better for the tests and end up optimizing their chances of entry. DLW currently has 21 participants studying in universities. These students are supported with transportation and materials. Along with all our individualized follow-up support according to the particular needs of each participant's educational, pedagogical, professional track.



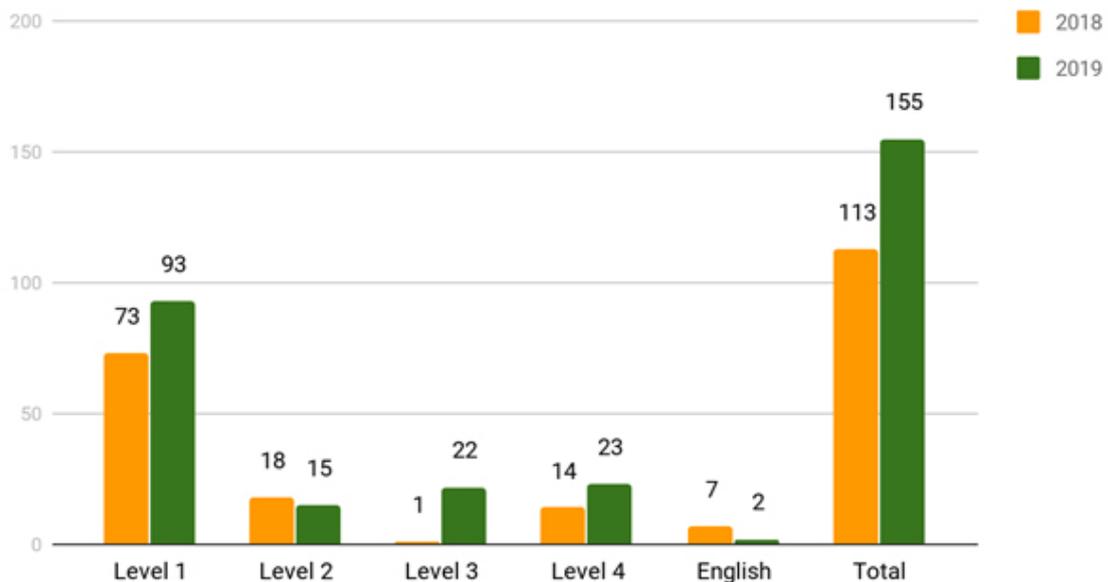
Students on their last day of Human Development course at Firjan/Senai - São Gonçalo.



Full course overview in Appendix I

Course level	2018 Course seats	2019 Course seats
Level 1 (30 - 100 hrs)	73	93
Level 2 (150 - 400 hrs)	18	15
Level 3 (< 1100 hrs)	1	22
Level 4 (4 - 5 years)	14	23
English Course: (Starter, Plus & Master) Level 1, 2, 3	7	2
Total	113	155
Completion rate	96%	97%

Course Seats Comparison 2018/2019



COMPLETION RATES

Completion rate is an important indicator and is defined as the percentage of enrolled students who completed qualification and vocational training courses. It is calculated based on courses that are started and concluded during 2019.

ENGLISH COURSES

In 2019 we continued to invest in English courses and per-to-per exchange programs, as acquiring language skills is a challenge for young adults who never had the opportunity to study other languages. This year, one of our participants graduated in English from SBCI, completing all modules / phases of the course, which lasted a total of 6 years.



Our participant, Hugo Paz, after receiving his English course certificate at SBCI. After 6 years of dedication and perseverance, the student leaves with his head held high and with another dream come true! Hugo's next steps are to finish the book that he has been writing for 3 years and to have it published.

PROJECTS and ACTIVITIES

• Environmental Education

This year we had a series of activities and events that were aimed at not only increasing engagement among participants but also focusing on developing some competencies of participants in different learning areas. These events provide contact with highly experienced professionals and at the same time promote greater social awareness about extremely relevant and current topics. It was the case of one of our workshops in 2019 with the Aqualung Ecological Institute focusing on environmental awareness. Students learned about how our litter affects our lives and other animals and how we can help save our planet.



One of the ways to absorb the information and take action on what was learned throughout the workshop resulted in the engagement of our participants in our beach cleaning effort during the same week.



DLW Participants learning about environmental awareness and how to take action and engage the community! This workshop has an important part of the success of our beach clean-up event.

- **Visits at our partner companies**

Visits are unique opportunities to explore career prospects and how to put education to practice. DLW sets up small groups of students with relevant profiles. The visits are of a full or half day duration, and normally include a visit to the work areas, as well as, sessions with HR personnel on recruiting and job search skills. This year we went to Brunel, DNB, Jotun, Kongsberg and Wood.



Our participants at Brunel's Brazil office in early October.

• **Volunteering experiences**

This year our team developed and refined our volunteer management and engagement system. With a number of one-time actions and ongoing activities with participants throughout the year, we were able to always keep active math, Portuguese and English teachers on our volunteer board, as well as others who wanted to assist in other ways and roles e.g. photographers, videomakers, and translators.

The support of these people, their professional and academic expertise, has greatly assisted in improving the learning of our participants, especially our project with English, math and Portuguese classes for our interested youngsters. With the support and commitment of these volunteers, our students were able to achieve better performance and test results in the courses they were taking and preparing more and better for other tests. The feedback could not be better. In the end, the exchange of knowledge and time between those involved resulted in an priceless experience.

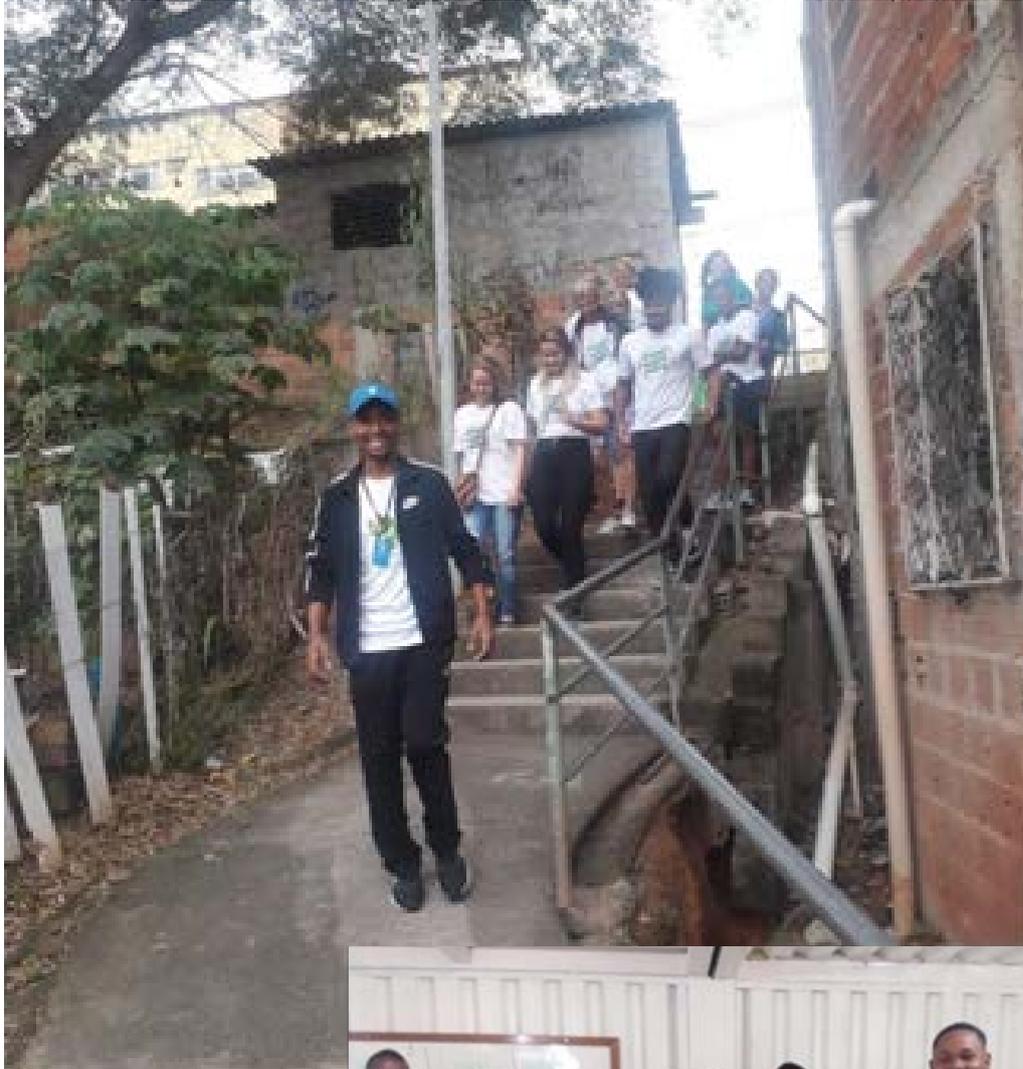


Students at DLW's office having a Portuguese class with one of our volunteers.



• Field trip

In August we took a group of DLW volunteers/friends out to Deodoro to learn more about our organization & follow-up work with our participants. On the occasion, we visited the participants and facilities of our partner NGO, Instituto Bola Pra Frente.



During our visit, our volunteers/friends had the opportunity to see the local territory and where many of our participants from that partner NGO live. They also got to talk and exchange experiences with some of them.



2.3. WORK

The WORK pillar is related to job support activities and recruitment. Dream Learn Work actively promote qualified participants to companies in order to achieve full time -, internships - and apprenticeship positions. Corporate partners share expertise and through volunteers we are able to organize activities such as CV workshops, visits, mentoring or informational sessions.

The last years, unemployment in Brazil has been on its highest rate in the last decade. Despite that, 61,5% of our active participants were formally employed in 2019.

PROJECTS and ACTIVITIES

• Story of success

As part of the final stage of DLW's cycle, divided into the Dream, Learn and Work phases, the organisation seeks to introduce the student to the job market. This introduction happens in a variety of ways, such as visits to partner companies, workshops and mentoring programs. All of these activities are fundamental for students as they prepare them to begin their professional journey.

Recently DLW has been able to go a step further, as many partner companies have been asking for resums to recruit our students and with each new opportunity more qualified and determined students are recommended. This is how Karol, Marceli and Rômulo, all DLW students, were hired as young apprentices at Subsea 7.



Marceli, Rômulo and Karol in front of the Subsea 7 building in downtown Rio.

- **Igor Moreno, exhibiting art at DNV GL**

Dream Learn Work's participant, Igor Moreno, with the artistic name "Izy", in 2018 had the opportunity to show his art at the famous Centro Cultural Banco do Brasil, CCBB in Rio de Janeiro. His graffiti work was commissioned as part of the project #compartilhecultura (meaning "share culture"), he went to CCBB and painted a 2 sided 5 metre length panel. After that, he was also invited to prepare an art in honour of Basquiat, which has been shown with the work of other artists during Basquiat exhibition at CCBB. Igor's work was in CCBB's foyer from August to November and moved to the 2nd floor after that, the work as part of the Basquiat exhibition has been shown between December and January 2019. Igor has been with Dream Learn Work since 2015, studying design and visual communication.

In the beginning of this year he finished his vocational training in Visual Communication at Firjan/Senai - Maracanã. During these years he has also developed his own social project in Muquiço, a slum area near his home, where he has been using art to develop

the dreams of the people living in the neighbourhood. His greatest passion is graffiti and street art. When he started our program his dream was to be able to make a living from his art, which he is now doing. Our participant has gained a lot of notoriety in his area and currently travels all over Brazil exposing his work and having the desired return! The young man who has just turned 24 years old, already has in his curriculum projects funded by Vans, UN, Nike, among others.

During the year, Igor performed several actions and events around Brazil. He volunteered for the Good Deeds Day at the DLW event, giving a graffiti workshop in April and then hired by DNV GL to make a board for the company and to speak at their internal Children's Day event, in partnership with DLW. Talking about dreams and using a cartoon character for the kids there, that he created especially for this project.



Igor creating art for the DNV GL "Children's Day" event.

• Dream Learn Work Mentor Program

DLW's Mentor Program has been developed in collaboration with partner companies and contributes for our participants development. It is about sharing knowledge, values, skills and perspectives, helping young people find their way and plan the next step for their professional development. In 2018 we had one mentor program at Equinor, benefiting 8 participants. In 2019, our mentoring program with theme continued and expanded to other partner companies. We have another 8 students in Equinor, 3 with Aker Solutions and 10 with Prumo Logística S/A, in this way increasing from 8 to 21 DLW participants benefiting from the individualized mentoring program this year. The mentor program provide gains and exchange of fundamental experiences and networking for both mentees and mentors.



Our mentors at PRUMO with DLW Coordinator Yasmim Nogueira.



3. PARTNERSHIPS

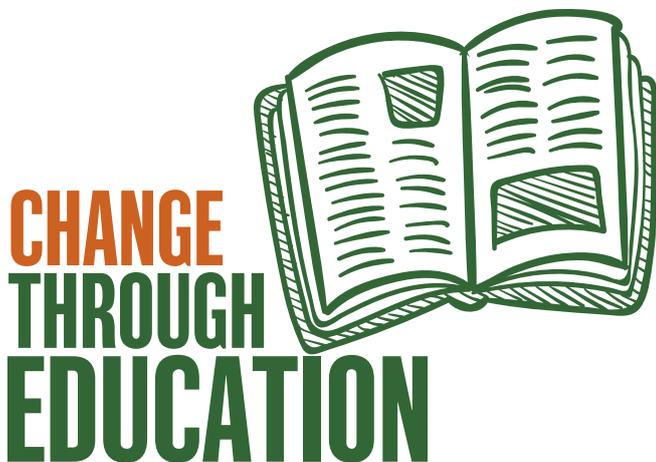
Dream Learn Work enjoys and nurtures strong local ties with our partners, having these strong local connections is fundamental to create positive results, enabling social change. Many partners have been part of our network since the beginning in 2006, others joined more recently, reflecting the growth and development of Dream Learn Work.

3.1. Social partners (NGOs)

Dream Learn Work has today six local social partners (details in Annex II) in the metropolitan area of Rio de Janeiro. The NGOs are essential in sustaining support to our target audience, as we work in cooperation in order to recruit youth from less developed neighbourhoods. This year, we have continued to visit NGO partners, giving support to participants already enrolled in our program.

In 2016, DLW started organizing regular meetings with NGO partners at their bases, a successful activity that has improved processes related to our students and enabled NGOs to share working practices to better fulfill their mission. In these three years there were many important changes made by our partners based on the exchange of experiences, these have resulted in better processes and positively impacted our relationships and work.

NGO partner	2018 active students	2019 active students
Abrigo Rainha Silvia	15	24
Cameratas Laranjeiras	0	1
Fundação Gol de Letra	2	2
Instituto Bola Pra Frente	36	42
Instituto Rogerio Steinberg	1	2
Luta Pela Paz	25	25
Projeto Grael	18	21
Projeto Karanba	16	40
TOTAL	113	157



3.2. Educational Partners

Educational partners provide training to our participants and are vital to the success of our program. Vocational education and training can ease entry into the labour market and provide youth with more learning opportunities. Our main providers are Firjan/Senai (National Service for Industrial Training) and Senac (National Service for Commercial Training), institutions recognised by their respective industries. More details on educational partners can be found at Appendix III.

2018-2019 Course seats per school and level

Educational Institution	Number of courses per level - 2018			Number of courses per level - 2019		
	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
CCAA	1			0		
CEJA	1			0		
Cidadão Pró Mundo	2			0		
Cruz Vermelha Brasileira do Rio de Janeiro - CVBRJ	22	5	0	2	0	0
Empregando Saúde	0	0	0	1	0	0
Firjan/Senai	45	9	0	41	4	1
Gastromotiva	0	3	0	0	5	0
Harmonize Rio	1	0	0	1	0	0
IMAPOR & SindaRio	0	0	0	0	0	19
Insightly	0	1	0	0	0	0
Nave do Conhecimento	0	0	0	1	0	0
PUC-Rio	1	0	0	0	0	0
Senac	3	2	0	47	5	2
Sociedade Brasileira de Cultura Inglesa - SBCI	3			2		
Unisuam	0	0	0	0	1	0
Total by level	78	20	1	93	15	22
Level 4	14			23		
Total number of courses	113			155		

Universities

Currently we have 23 students engaged in different universities and courses. Last year, the number of DLW participants in this level was 14. This shows of our organization's effort towards our students. We encourage and support them during this important phase of their lives. We also believe that a higher education increases the possibilities that our students will have for better job opportunities in different labour market sectors.

3.3. Corporate partners

Dream Learn Work focus on developing in-depth and long-term partnerships with corporate partners. We have identified many different areas and activities that both support our work and serve to engage and motivate employees. During Dream Learn Work's existence we have had many different partners. Some are still with us and some contributed for a specific time, when they had projects in Brazil e.g. Also, due to the crises in the oil and gas sector, we had a reduction among our partners.

Our partners contribute in many different ways:

- Financial support
- Welcoming company visits or A Day At Work initiatives
- Mentoring, coaching, tutoring
- CV and job search workshops, interview training, recruitment drives
- Recruiting from DLW



List of corporate partners

Company	2008-11	2012	2013	2014	2015	2016	2017	2018	2019
Aker Solutions									O
Axess			O	O	O	O	O	O	
Brasil Plural	X		X	X	O				
Brunel								O	O
BW Offshore	X				O				
DNB			X	X	X	X	X	X	X
DNV GL			X	X	O	O	O	X	O
DOF Subsea	X	X	X	X	X	O			
Equinor	X	X	X	X	X	X	X	X	X
Farstad Shipping	X				O			O	
GNA									O
Huisman								O	X
Innovation Norway	X	X	X	X	X	X	O	X	O
Jotun	X			O	O			O	O
Kincaid	O	O	O	O	O	O	O	O	O
Kongsberg Maritime	X	X	X	X	X	X	X	X	X
L'Oréal					O	O	O		
Lorentzen /Lorinvest	X	X	X	X	X	X	X	X	X

X= financial support | O=non-financial support



Company	2008-11	2012	2013	2014	2015	2016	2017	2018	2019
Mandorla						O	O	X	
NBCC									O
Norsk Hydro					O				
Norskan	X	X	X	X	X	O	O		
Norsul			O	O	O				
OSM	X				O				

X= financial support | O=non-financial support

3.4. Administrative Partners

KINCAID Mendes Vianna Advogados

Law-firm. Secure that we operate within the laws and regulations of Brazil.

Teixeira Contabilidade

Accounting. Ensures that we deliver financial reports to the tax authorities, and that we adhere to accounting rules and principles of Brazil.

ZOOM Out Comunicação Corporativa Ltda

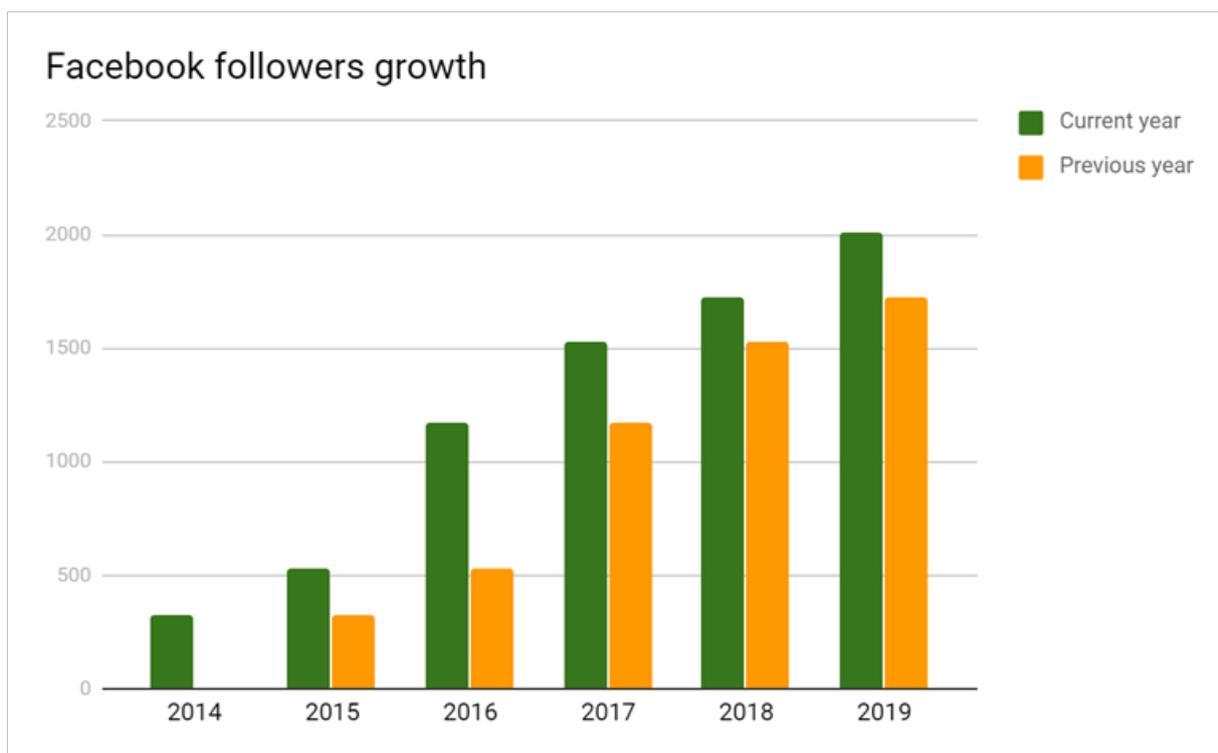
Communication agency. Provides free of charge services and web at nominal cost.

4. COMMUNICATION

The changes in Dream Learn Work's communication and marketing strategies have helped us to communicate better with our target audiences, having an impact on our core objectives. In order to improve visibility we have increased our social media activity, released regular newsletters and launched a new mobile friendly website (www.dreamlearnwork.com) in the beginning of the year. All of this has optimized and improved our reach on social media and increasingly exposing our day to day results of our work. As a strategy in 2019, we intensified our actions, not only on Facebook, but also on LinkedIn and Instagram. Standardizing communication in English and Portuguese on Facebook & Instagram and on the other hand, opted for communication only in English via our LinkedIn page. Aiming at plans for 2020, we will continue to increase our reach on these networks, but also intend to further explore YouTube and Twitter thus adding greater visibility and communication value of our organizations work.

• Facebook followers grows

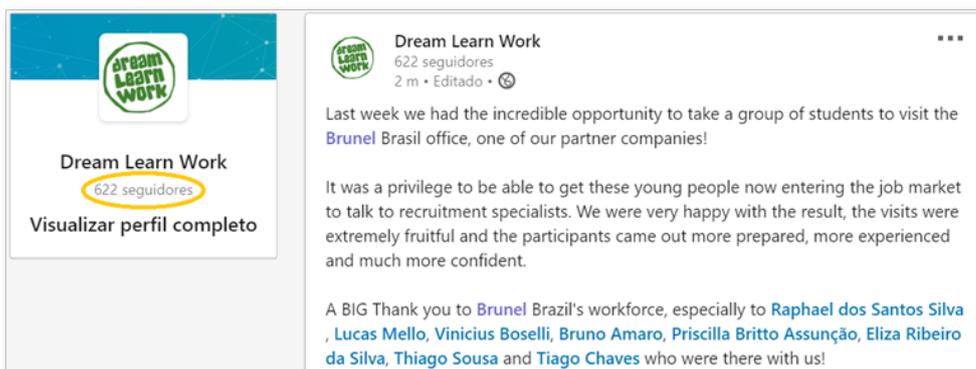
2014: 328
 2015: 534
 2016: 1171
 2017: 1531
 2018: 1724
 2019: 2007



• LinkedIn followers growth

2018: N/A
 2019: 622

Our LinkedIn post with most metric impact in 2019 caused 13.591 impressions.





Titulo da atualização	Publicada por	Criada	Impressões	Visualizações do vídeo	Cliques	CTR	Reações
This week we had the last day of our Human Development Course, in partnersh... Todos os seguidores	Jhonantan Mier	18/10/2019	381	-	9	2,36%	19
One more Human Development class formed and more students with a whole... Todos os seguidores	Jhonantan Mier	17/10/2019	103	-	5	4,85%	6
Last week we had the incredible opportunity to take a group of students t... Todos os seguidores	Jhonantan Mier	16/10/2019	13.591	-	859	6,32%	49

• Instagram reach growth

By the end of 2019 we counted 690 followers in our account and we plan that it will keep increasing. Our metric of post with most reach also shows how we are gaining engagement in this social media as well.

dreamlearnwork ▾

 **337** Publicaç... **690** Seguidor... **506** Seguindo

dreamlearnwork
Organização não governamental (ONG)
We inspire young people from Rio de Janeiro to dream about a better future, educate themselves and help them into the local labour ma... mais
lnkd.in/f43kVwQ
Praia de Flamengo 344, Rio de Janeiro, Janeiro 22210-030

← Publicações

Todos ▾ 2 anos ▾ Alcance ▾

 **312**

 **696**

Reach growth of the top post on our Instagram:

2018: 312

2019: 696

• 2019 Newsletters

1st Newsletter (May)

- Nor-Shipping 2019
- Graduation - Class of 2018
- Recruitment - Abrigo Rainha Silvia
- Good Deeds Day - Planning
- Recruitment - Project Karanba
- Human Development Course

2nd Newsletter (September)

- Nor-Shipping 2019 - Highlights!
- Wista Brazil - Women's Day
- Formal Employability
- Shipping Agent Course
- Good Deeds Day - Fair
- Recruitment - Fight for Peace

3rd Newsletter (September)

- Young Apprentice - DNV-GL
- Partners Meeting - Itaboraí
- Company Visit - DNB Brazil
- Recruitment - Project Grael
- Good Deed Day - Social Action
- Culinary Graduation Ceremony - Gastromotiva

2019 Highlights from 2nd Semester (September)

DLW Christmas Campaign 2019 (October)

4th Newsletter (October)

- Shipping Agent Day - Ceremony and Presentation
- Chef Dream - Next Stop Portugal
- Importance of Education - Participants Expectations
- Recruitment - Karanba
- Women Empowerment - Brighter Futures
- Corporate Partner Visits - Wood Group

5th Newsletter (November)

- Save The Date: Giving Tuesday!
- DNB & DLW Visit: WeWork
- We Choose Education
- Workshop & Visits: Brunel
- Human Development Closure
- Navigating to the Future



DLW Beach Cleaning Campaign - 2019 (November)

DLW #GivingTuesday Countdown Campaign - 2019 (December)

6th Newsletter (December)

- Merry Christmas & Happy Holidays!
- Give Hope for Christmas
- Dreams Come True
- Partnership With Wood
- DNA DLW
- Partnership With Brunel

5. Events and activities

Dream Learn Work's team organize and take part in events and activities throughout the year. These are important opportunities to build awareness around our work and also develop our students.

Class of 2018 - Graduation Ceremony (January)

DLW organized its annual graduation ceremony at Kincaid's office in downtown Rio de Janeiro. Participants that completed a course in 2018 celebrated with our corporate partners, educational institutions, NGO's, volunteers, family and DLW friends.

Making the local newspaper (February)

The day after our recruitment process and follow-up visit, Dream Learn Work and Karanba's partnership made it on the local newspaper "O Fluminense".



DLW & Karanba partnership making local news.

WISTA Brazil's & DLW's - Women's Day Event (March)

Wista Brazil hosted its AGM and the Forum "What Moves, Inspires and Motivates us?" The Forum had presentations and participations, from Wista Brazil, Alumni PPGEM (Postgraduate Studies in Maritime Studies of the Naval War School of the Brazilian Navy), DLW & Equinor. It was a wonderful event celebrating the International Women's Day.



Women's day event in partnership with Wista Brazil.

Good Deeds Fair (April)

This year's NGO fair (RJ edition), was held on Sunday, April 7th, at Pq. Garota de Ipanema. It was a great opportunity to promote our NGO and for the general public and to understand the importance and impact of our social work and other organizations as well.



Jhonantan, from DLW, talking about our organization at the fair.



Norway Day Seminar (May 2019)

For the celebration of the 17th of May (Norwegian Constitution Day). NBCC and the Norwegian Consulate held a seminar for the Norwegian business in Rio. DLW attended the event. These events are great for DLW to network and connect with our current partners.

Norwegian Day (May 2019)

- Dream Learn Work's students worked, as usual every year, at Norwegian Constitution Day celebrations at Paissandu Club in Rio de Janeiro.



DLW participants working on the Norwegian Constitution Day Event

- We were also invited to the annual reception at the Consulate's residence the 16th of May, with Norwegian traditions and food. Also a great event to network and talk about DLW's work and results.



Nor-Shipping 2019 (June)

Dream Learn Work would like to thank everyone from the Nor-Shipping organization. Receiving the privilege of the invitation to have a stand at the fair in the Blue Economy Hall being able to show some of our work and results to thousands of people who participated in the event throughout the days, was something memorable



Silje Bereksten, Head of Sustainability and Technology at Nor-Shipping 2019 together with Yasmim Nogueira from DLW.



DLW's General manager Jeanette Lorvik and Flavia Maia, President of WISTA Brazil and DLW board member in Brazil

Board meeting Norway (June)

During our stay in Norway, due to Nor-Shipping we had the opportunity to join the Norwegian board meeting with our directors. Our Board in Norway has a big impact on our work in Rio and it was great to meet up personally and discuss several subjects.



Board meeting with our directors in Norway.



Stand at DNB's Headquarter in Oslo (June)
DNB, one of our founding partners took the opportunity during DLW's Norway trip, to invite us to have a stand in their food hall in their headquarters in Oslo. This was a great opportunity to tell a bit about our work and how DNB has contributed since the start 13 years ago, and also to meet up with our contacts.

Jeanette and Yasmim from DLW, together with Claudio Goulart and Tom-Mario Ringseth from DNB's office in Brazil.

Team building (July)

Team building activities help us learn more about each other, so we can work better together. In July we had our first team building with our new squad. During the day, many design thinking activities were done, so that we could brainstorm all the projects and dreams that our collaborators have in mind for DLW's future.



DLW workforce members together planning and working on the next steps



Visits at Wood - Macaé shipyard & Barra office (September)



DNB visit at WeWork (October)

We received an invitation from our partner company, DNB, to take our students to visit WeWork headquarters and have a chat with different professionals and specialists that worked in many diverse companies! These events are crucial for young people to have contact with the professional world.



Our participants & Jhonantan, from DLW, alongside with Claudio Goulart, from DNB and RH specialist, Victoria Andrade.

Norwegian-Brazilian Chamber of Commerce Christmas cocktail at Assador (December)

The traditional Christmas cocktail that NBCC holds in December was a great opportunity for DLW to connect with new and existing partners.



Alex Imperial, NBCC President and DLW Vice-President during the event at Assador.

NBCC HR-Workshop (December)

In December NBCC invited DLW to participate at their monthly HR workshop to meet the recruiters and promote the possibility of recruitment from DLW to the companies.



Our participants & Jhonantan, from DLW, alongside with Claudio Goulart, from DNB and RH specialist, Victoria Andrade.

Christmas activity with volunteers and NGOs representatives (December)

Early December we had our annual lunch with some of our contacts from the NGOs, schools and our volunteers! After a delicious meal, we created some Christmas decorations and cards.



Christmas card making during end of year celebratory lunch.

SDGs & DLW social economical impact



SDGs

Dream Learn Work identifies to the United Nations Sustainable Development Goals - SDGs, which have been a major focus for us in 2019. The institution directly impacts five goals related to education, economics and equality, namely: 1 – poverty eradication, 4 – quality education, 5 – gender equality, 8 – decent work and economic



growth, and 10 – reduced inequalities. Throughout the year we have outlined other actions that also include sustainable development goals such as 14 – life below water and 17 – partnerships for the goals.

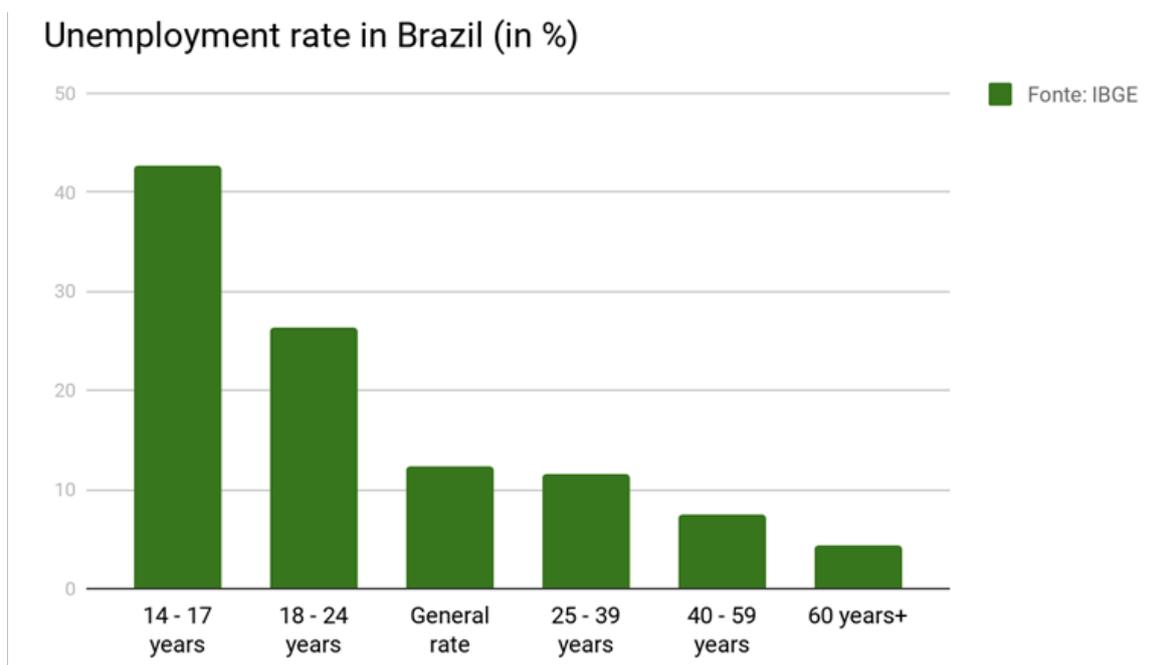
The success of our beach cleaning event and action in 2019 has resulted in plans to continue this initiative in the year to come. By showing our commitment and engagement with this environmental cause we can promote environmental and social awareness. This is something that we are constantly communicating to our DLW participants and we experience that the students are demonstrating an increasing citizen mindset focusing on the society and its environment. This is also part of our mission and what we believe can make the world a better place. During 2019, we have been strengthening and seeking different partnerships aiming for activities and actions that result in more and better sustainable development.

DLW Social Economical Impact

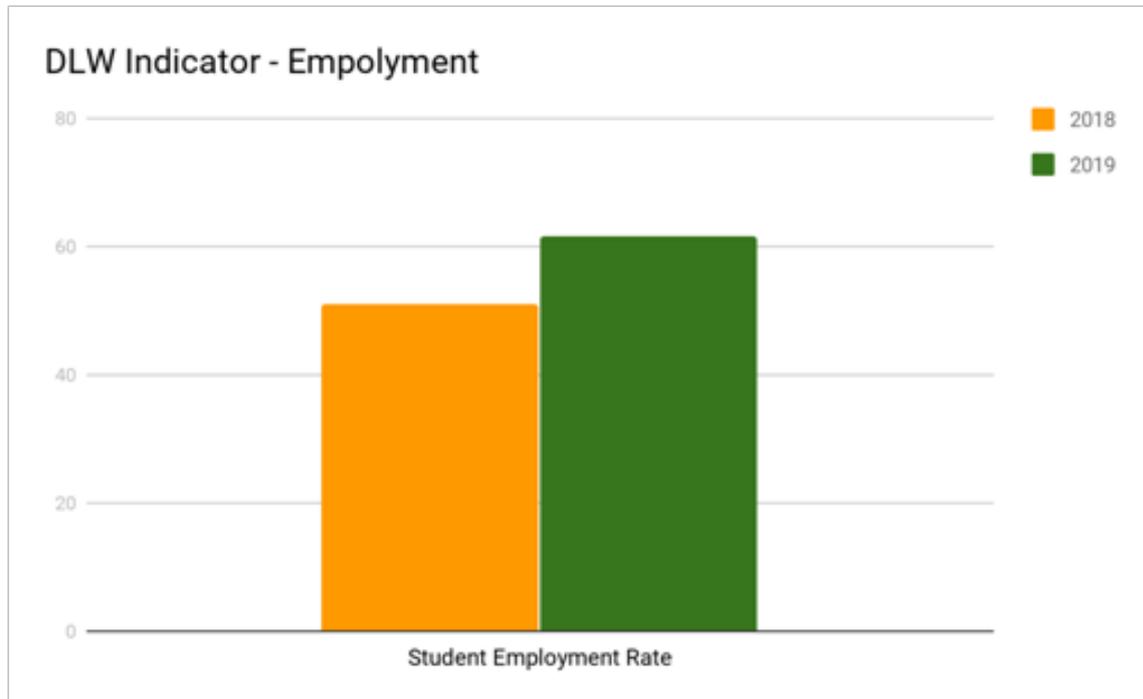
In May 2019, data released by the Brazilian Institute of Geography and Statistics (IBGE) show that among the 12.4% of the population who are unemployed, the highest concentration is among young people, women and blacks.

In the first quarter of 2019, the unemployment rate between the ages of 18 and 24 reached 26,26%. A big leap when compared to 12.4% unemployment rate of the total population.

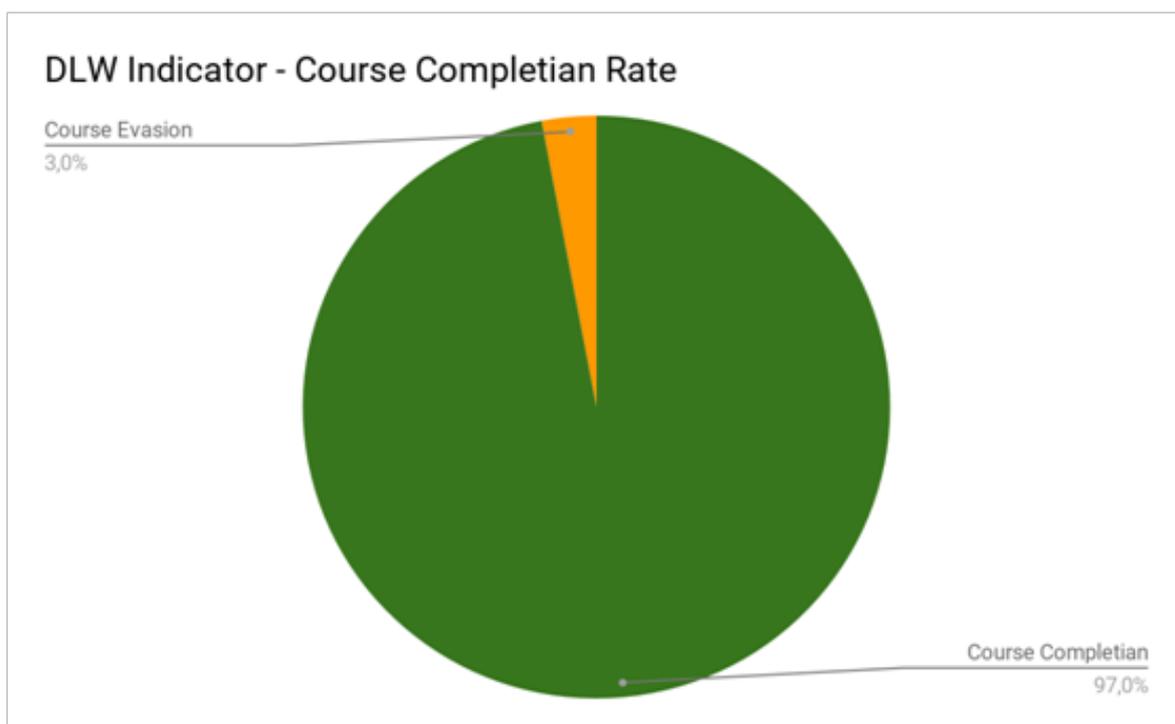
This shows how our work is necessary and important. Our results obtained and optimized over the years, justify our actions and show indicators that we are on the right track. We want to continue to help these young people to enter and remain in the job market, thus improving their quality of life. We achieve this through access to professional and educational qualifications, based on the dreams of these young participants and showing them that there are opportunities for a better future.



In 2019, we were able to improve our student employment rate by more than 10%. In 2018 it was at 51%, and now it is 61,5% and we are still aiming to increase this indicator in 2020 and in following years.



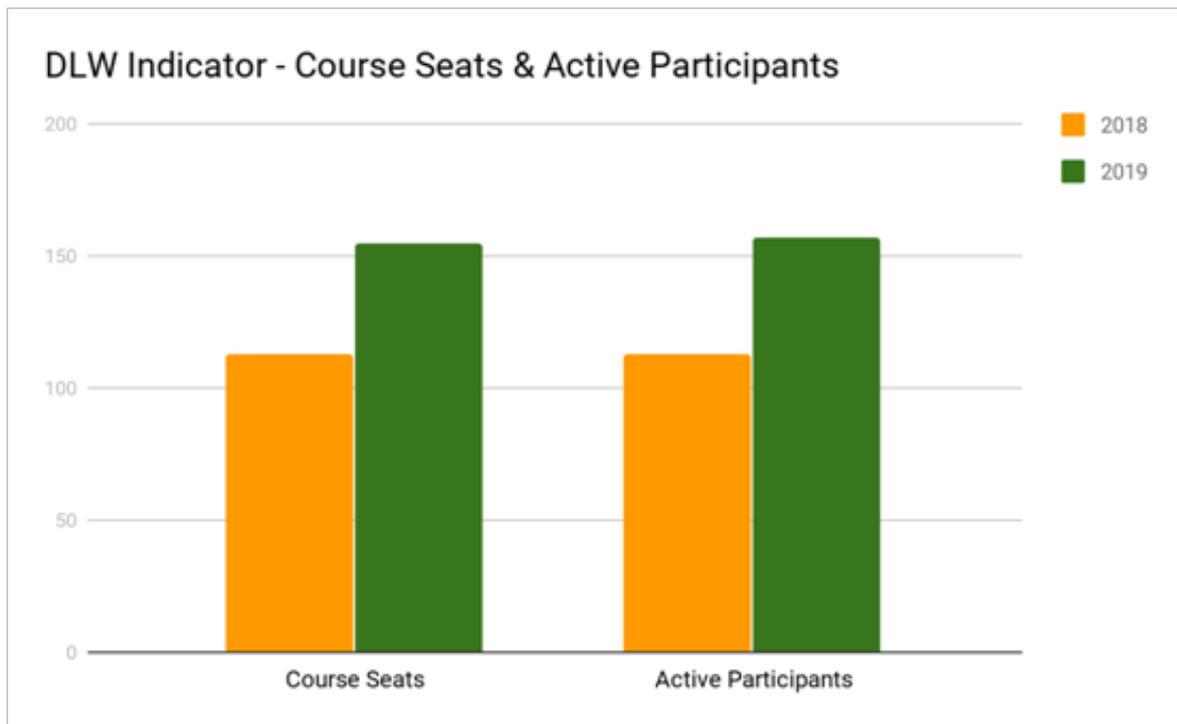
We continue to improve our student completion rate: 97% in 2019, up from 96% in 2018.





Despite all the external difficulties, due to tensions and political instability, and some budget reductions for our activities, we have been able to continue to guarantee more and better vocational training courses for our participants. In 2019 we offered 155, an increase in the number of course seats from 113 in 2018.

DLW was also able to improve the percentage of course conclusion. Showing that our individualized follow up differential with participants also continued to have a positive effect and reflected in the positive employability numbers of our participants, that leaped to 157 this year, compared to the total of 113 in 2018.



SOCIAL
ECONOMICAL
IMPACT

6. FINANCIALS

	2014		2015		2016		2017		2018		2019	
	Income	Cost										
DLW Brazil												
Donations Brazil	349,580		365,475		293,108		518,698		327,719		424,914	
Funds transfer from Norway			250,000		612,084				353,886			
Bank balance											430,000	
Training courses		175,772*		285,663		219,815		195,663		129,683		73,960
Student transportation		32,410		51,410		75,704		84,366		66,655		106,565
Salaries/taxes employees		178,804		211,500		270,555		323,310		278,669		269,425
Social activities students		2,703		11,176		5,640		1,802				1,500
Marketing		4,884		9,000		4,879		5,036		2,748		0
Administration, incl. bank and judicial fees		19,965		22,964		29,561		60,888		71,968		84,584
TOTAL	349,580	414,538	615,475	597,050	905,192	606,154	518,698	671,029	681,605	549,723	854,914	536,035

Accounting

DLW use a recognized accounting company in Brazil and receive guidance from accounting professionals in Norway, and all reports are filed according to local laws and regulations in both countries.

Brazil:

Accounting: Teixeira Contadores S/C LTDA

Law-firm: KINCAID Mendes Vianna Advogados

Norway:

Accounting: internal - Iris B. Frøybu

Financial Auditor: Elin Helene Fjellberg



7. ORGANIZATION

Board in Norway

Halvard Idland
Helle Moen, Eggs Design
Arne-Christian Haukeland, DNB
Jan Tore Linsdad, Kongsberg Maritime
Dagny M. Nome, Factlines
Iris B. Frøybu (secretary)

Board in Brazil

Halvard Idland
Alexandre Imperial, DNV-GL
Paulo Van Der Ven, Equinor
David Richardson, Transocean
Flavia Maia, Gard and WISTA
Jeanette Lorvik (secretary)

Audit Council

Claudio Goulart, DNB
Victor Dutra, DNV-GL

Daily operation

Norway

Iris B. Froybu, General Manager

Brazil

Jeanette Lorvik, General Manager
Yasmim Nogueira, Project Coordinator
Liana Ebbres Tenenblant, Trainee
Jhonantan Mier, Project Coordinator

Rio de Janeiro, 31st January 2019

DLW Brazil

Halvard Idland, President

Jeanette Lorvik (secretary)

8. APPENDIX

8.1. APPENDIX I - Course Overview from June 2013 onwards

Course	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	2013	2014	2015	2016	2017	2018	2019
Digital Marketing	x										1
Technical Drawing intro	x				18	9					
Technical Drawing, ind. Application	x				12					2	
Welding (mag)	x				10	13					
Warehouse operation	x				1	10			1		
Industrial piping	x				3	14					
Elements of electrotechnics	x				2	10	7				
Automation, basics	x					2					
University exam preparatory course	x					1	1	1			
Firefighter course	x					1	1				



Gastronomy, japanese cuisine	X						4	1			
Hydraulic installer	X						2				
Basic hydraulics	X						1				
IT for administration	X						2	2			
Web designer	X						1				
Digital photo and image processing	X						4	2	1	1	
Intro to digital photo	X						1				
Digital Photography	X										4
Digital Illustrator	X										3
Kinesio Taping	X										1
Photoshop Image Treatment	X										1

Basic IT	X							2			19
Excellence in customer service	X							2			
Oral Health Assistant 1	X							1			
Computer operator	X							1			1
Colorimetry	X							1			
First Aid	X							2	8	22	
Wintersterapy and Moxabust	X										1
Myofascial Release and Sport Massage	X										1
Eyebrow Design	X							1			1
Eyelash Extension	X										1
Savoury for Parties	X										1



Film script writing	X							1			
Industrial Painter	X							1			
Private Security Supervision and events	X							2	1		
Video Editor	X							2		1	
Digital Painting with Tablet and Photoshop	X							1			
Administration of Payable and Receivable Accounts and Treasury	X										1
Youtuber with Mobile	X										1
ERP Software Business Management		X									1
Administrative Assistant		X					3	1	2		5
HR Assistant		X					1	1			

Ship Electrician		x			18						
Car Electrician		x									1
Automation, logical Programing		x			4		2				
My life, My dream (motivational course)		x				9	18	24	12		
Industrial plumbing		x			16						
Vehicles Mechanical Maintenance		x					3				
Motorcycle maintenance		x						2			
Autocad mechanical design		x					1				
Welding inspector		x					1				
4g Coated Carbon Steel Welder		x									1



Ship Electrician		x			18						
Car Electrician		x									1
Automation, logical Programing		x			4		2				
My life, My dream (motivational course)		x				9	18	24	12		
Industrial plumbing		x			16						
Vehicles Mechanical Maintenance		x					3				
Motorcycle maintenance		x						2			
Autocad mechanical design		x					1				
Welding inspector		x					1				
4g Coated Carbon Steel Welder		x									1

Photographer		x						3	1		
Event Organizer		x						1			
Stock assistant		x						2			
Gastronomic Entrepreneurship Management		x						1			
Couturier		x									1
Maritime Agent			x								21
Offshore Safety Course			x		10						
Automation Technician			x		2	2					
Administrative Technician			x		1	1		2	1		1
Electrician Technician			x			5	3	3			
Dental Prosthetic			x								1



Visual Communication			x					1	2		
Logistics			x					1			
Dental prosthesis technician			x					1			
Production Engineering				x	1	2	1	1			
Mathematical and Earth Sciences				x							2
Computer Science				x							1
Mechanical Engineering				x			2	2	2	2	1
Architecture degree				x	1	1					
Marketing degree				x				1		1	1
Administration				x				1		5	4
Music				x							1

Excel with VBA	X								1	5	
HR Management	X								1	5	
IT for Administration		X							2		
Surgical technologist		X							2		
Frequency inverter operator		X							2		
Makeup artist		X							1		
Production Planning and Control	X								1	1	
Industrial networks		X							2		
REVIT (architect software)	X								1		
Administrative Practices	X										21
Automotive maintenance			X						1		



Physical Education				x						1	1
Electrical Engineering				x						1	1
Chemical Engineering				x							1
Naval Engineering				x							1
Psychomotricity and educational practices	x									1	
Auricular therapy	x									1	
Waxing/Hair removal	x									1	
Stock Management and Integrated Logistics	x									1	
Completion of secondary education for adults	x									1	
After Effects Basic	x									1	
Professional lighting for cinema and tv	x									1	

Cupping therapy										1	
Use of "pantalla" in body massage	X									1	
Human Development	X									19	30
Personnel Assistant		X								1	
Culinary course: Pasta making		X								1	
Caregivers of the Elderly		X								5	
Community Social Caregiver	X										2
Entrepreneurship		X								2	
Entreprise - Make and Sell		X									2
Visual Graphic Project Editor		X								1	
Portuguese - English Degree				X							2



Nutrition				x						1	1
Accounting (university)				x						1	2
History				x							2
Total					113	106	184	140	94	113	157

8.2. APPENDIX II - Social partners

Bola pra Frente

Established in 2000 (Guadalupe), our first social partner in Rio de Janeiro. Supports approx. 1000 children ages 6-17 and their families through activities within sports (mainly football), education, arts, culture and professional qualifications.

www.bolaprafrente.org.br

Active and recruited in 2016: 43

Active and recruited in 2017: 39

Active and recruited in 2018: 36

Active and recruited in 2019: 42

Karanba

Established in 2006 (Main: São Gonçalo, and 8 centers in south and north part of Rio), supports today approx 1200 children and youngsters age 6-25 offering activities within sports, mainly football. The goal is to create opportunities for a better life, and to strengthen and build community relationships, encourage personal development and promoting positive values and attitudes.

www.karanba.com

Active in 2016: 31

Active and recruited in 2017: 28

Active and recruited in 2018: 16

Active and recruited in 2019: 40

Abrigo Rainha Silvia

Abrigo Rainha Silvia (Itaboraí) was established in 1989 as a shelter for pregnant women and their children. The goals are distinct and long term; to help the women to help themselves, through studies and responsibilities change the future for themselves and their kids.

abrigo.se

Recruited in 2015: 15

Active and recruited in 2016: 18

Active and recruited in 2017: 18

Active and recruited in 2018: 15

Active and recruited in 2019: 24

IRS – Instituto Rogerio Steinberg

Established in 1997 (Leblon). Focus on identifying and developing children with special talents and high motivation, from families with limited financial capacities. Cooperating with specialists and institutions in many areas, the organization has until today assisted 32 000 participants, and many of their students conclude with graduation from acknowledged universities.

www.irs.org.br

Active and recruited in 2016: 3

Active and recruited in 2017: 3

Active and recruited in 2018: 1

Active and recruited in 2019: 2

Luta Pela Paz (LPP)

Established in 2000 at Complexo da Mare - a favela complex, it uses boxing and martial arts combined with education and personal development to realise the potential of young people in communities affected by crime and violence.

fightforpeace.net

Active and recruited in 2016: 24

Active and recruited in 2017: 18

Active and recruited in 2018: 25

Active and recruited in 2019: 25



Projeto Grael - Partnership established in 2016

Based on the principle that sailing as a sport is a tool for socialization through education and professional training, Olympic champions Lars Grael, Torben Grael and Marcelo Ferreira idealized the GRAEL PROJECT in 1996, shortly before the Atlanta Olympic Games. The idea was materialized in June of 1998, when the first nucleus was created, in Jurujuba, Niterói. The objective is to promote social inclusion and citizenship of children and young people from low-income families, offering socialization through sailing, professional alternatives in the nautical sector, environmental education and the resume of the culture of the maritime way of life.

www.projetograel.org.br

Recruited in 2017: 8

Active and recruited in 2018: 18

Active and recruited in 2019: 21

Fundação Gol de Letra

Founded on December 10, 1998, International Human Rights Day, Gol de Letra Foundation is a non-profit civil society organization born of the dream of four-time world soccer champion Raí and Leonardo to contribute to the education of children and young people. young people from socially vulnerable communities so that they have more opportunities and life prospects.

With operations in Vila Albertina, in São Paulo, and in Caju, in Rio de Janeiro, the Foundation serves children, adolescents and young people, combining educational and social assistance practices with community and family development.

goldeletra.org.br

Active and recruited before 2019: 2

Active in 2019: 2

Cameratas Laranjeiras

A Camerata Laranjeiras é uma orquestra de cordas independente, sediada na Casa da Música em Laranjeiras, que visa desenvolver habilidades musicais e interpessoais entre jovens músicos de diversas classes sociais e lugares .

www.cameratalaranjeiras.wordpress.com

Active and recruited before 2019: 0

Active in 2019: 1

8.3. APPENDIX III - Educational Partners

Firjan/Senai

Senai, the National Industrial Training Service, part of Firjan (the Industrial Federation) and responsible for most of the technical qualifying courses in Brazil, and now also offering degrees and postgraduate courses. They have an extensive catalogue of courses relevant to the manufacturing/production industries, providing different levels of qualification within all areas, from a large number of schools. Firjan/Senai is recognized as the best institution for this type of education in Brazil.

www.portaldaindustria.com.br/senai/

SENAC

The National Service for Commercial Education (Senac) has been, since its creation by the National Confederation of Goods Trade, Services and Tourism (CNC) in 1946, the main agent of education to the goods trade, services and tourism industries. Senac also has a large catalogue of courses and it is recognised by all sectors and industries.

www.senac.br/

Cruz Vermelha Brasileiro do Rio de Janeiro - CVBRJ is the Brazilian Red Cross, in Rio de Janeiro and the main provider of First Aid courses and other courses to train health professionals.

www.cruzvermelha.org.br/pb/

SBCI – Sociedade Brasileira de Cultura Inglesa is a nonprofit organisation that, by teaching English as a foreign language, aims at promoting the socioemotional and professional development of teenagers and adults who find themselves in a situation of social and economic vulnerability, so that they can turn their lives around. SBCI was founded in 1934 and, since 2007, has devoted its efforts exclusively to teaching English without any charges, providing high-quality courses to teenagers and adults.

www.sbcirj.org.br/english/index.asp

Cidadão Pro Mundo is a social project that promotes inclusion through the acquisition and development of language skills. It started in São Paulo in 1997 and its first school in Rio de Janeiro was set up in 2012.

www.cidadaopromundo.org/

CCAA is a language school that has English courses on all levels from basic to advanced.

www.ccaa.com.br/

Universities

In addition to these institutions, we had 14 students at university in 2018. We increased that number in 2019 to 23. And we are working on improving that number every year and establishing more and different types of partnerships with these educational institutions aiming for possible extension courses for our beneficiary participants.



   /dreamlearnwork

www.dreamlearnwork.com