

Project Ativação has an impact on over 14 thousand people

Carried out by CEDAPS in partnership with the MAC Viva Glam Fund, the Ativação project impacted the lives of 14.083 people during its execution, of which 10 thousand benefited indirectly, and more than 4 thousand people were reached directly in 27 communities in the Southeast, Northeast, and South regions in the country.

The project aimed to strengthen entrepreneurship and promote people's health and personal, professional, and community development in situations of social vulnerability. Seventy-two community leaders and 31 community entrepreneurs were reached. In addition, young people with and without disabilities received information about education and sexual rights.



- » **10.542** People impacted by the action plans and **72** community leaders in training workshops;
- » **648** young people through digital activism workshops;
- » **31** people through entrepreneurial training;
- » **2.790** people impacted by entrepreneurial actions.

Ativação: strengthening Community-Based Organizations and Local Actions; general sexual education and rights among young people; Entrepreneurship and group empowerment initiatives.

Empowering single mothers and LGBTQIAPN+

The training and mentoring actions helped to expand and strengthen the work with **single mothers and LGBTQIAPN+**, who took **Entrepreneurial Ativação workshops**, with topics such as Marketing, Sales, and Basic Finance.

Training continued, with mentoring on entrepreneurial practices and guidance on seed capital execution and accountability.

Discover some initiatives!

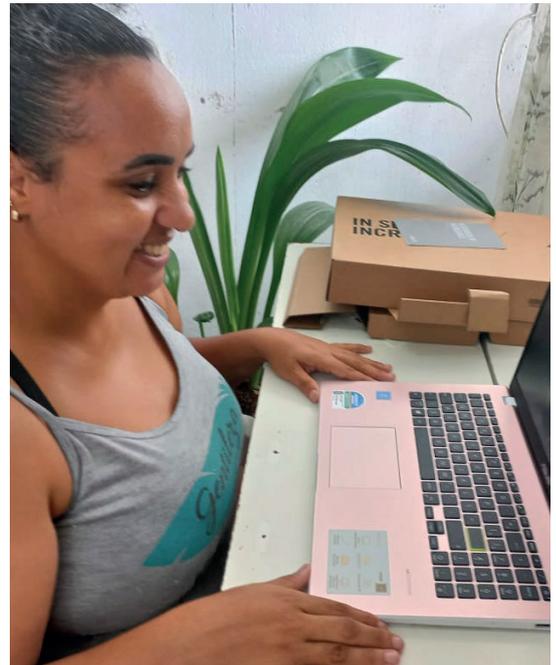


Inclusion Entrepreneur

Camila Dias de Aragão provides consulting services for more inclusive communication, focusing on social responsibility and accessibility. The entrepreneur from Bahia has limited sight, and in the classes, she proposed a reflection with colleagues on the importance of audio description for better mental visualization in their interactions. She says the project helped her set a professional direction and establish partnerships with

popular movements. “With the workshops, I understood that this activity is a profession, that I can use my knowledge to earn income, and I learned to optimize my time.”

The **Ativação** project enabled **Camila to acquire a new notebook**, which helped her take her work to various events that discuss the right to the city, the rights of women, people with **disabilities, and LGBTQIAPN+** in the city of **Salvador- BA**.



Camila Aragão, community entrepreneur in the field of inclusive communication.

Extended beauty services



Clarissa Liz, beauty entrepreneur.

Community entrepreneur in Rio de Janeiro, nail designer Clarissa Liz expanded her business with the Ativação project’s support and started offering a foot spa service. “Now I have more comfort in my studio, more nail polishes, space to offer coffee to clients. I applied the pricing of my service according to what I learned in the project and changed the marketing and sales strategy. I understood my service’s value and what makes me different”.

Colorful and flavored candies



Luana Tiara, entrepreneur/pastry chef.

Luana Tiara is a pastry chef and is very creative in her products for parties in Rio de Janeiro. She says she learned to value her work after participating in the project. “Now I know how to do pricing properly and without fear; I know how to organize myself with spreadsheets and record inputs and outputs. The staff was accommodating with our queries. I got information that I will take with me for life.”

From trans man to the whole community

Driven by the Ativação project, **student Morgan produces binders - bandages used by trans men around the chest**, enhancing users' self-esteem. In addition to the accessory, Morgan makes shirts aimed at the LGBTIQAPN+ community and customizes other pieces with art.

"I learned about planning and how to see the vision

and values. I struggled to determine prices, but I learned from the examples.

I had never thought about how to serve people with disabilities; now, I have another vision. I continue to study to serve the entire LGBTIQAPN+ community and supporters, with or without disabilities. Orders are already coming in!"



Morgan Roberto and his binder production. With the training at Ativação, Morgan boosted his business.

Project-enabled holistic care



Allison Reis, entrepreneur of the Ativação project.

Allison Reis, is responsible for **Okan Saúde Holística**. **He is a body therapist** who works with massage therapy, dry needling techniques, and auriculotherapy, providing pain relief. The entrepreneur highlights that he started to have a broader vision of the market and partnerships after the training.

"My profit increased, I was able to buy a complete

course, and I started to offer more techniques to clients. Studying the 'Canvas Model' brought a new way of thinking. I started thinking about marketing and pricing. I made partnerships with offices, and suppliers, to acquire products at cost price. I also opened my space at home through an agreement with the condominium that authorized the activity."

Project Ativação: an initiative on sexual rights, inclusive communication, and entrepreneurship for STI/HIV/AIDS Prevention, Health Promotion, and community development.

