



IMPACTOS
POSITIVOS

ANNUAL REPORT

20
24

“WE SHOULD BE THE
CHANGE WE WANT TO
SEE IN THE WORLD”

~ Mahatma Gandhi



Interpreted by

JOÃO SIGNORELLI



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INTRODUCTION

Dear Friends,

As we step into another pivotal year for Impactos Positivos, I am filled with gratitude and inspiration reflecting on our journey so far. Born in the midst of uncertainty, Impactos Positivos was a call to action — a commitment to highlight the perseverance, innovation, and hope that thrive even in the most challenging circumstances.

At its heart, this initiative is more than an award; it is a movement — a platform for celebrating individuals, businesses, and organizations who dare to transform the world through their dedication to positive social, environmental, and economic change.

By giving visibility to these incredible stories, we are not only shining a light on their work but also fostering connections and encouraging others to take part in this transformation.

In 2024, our mission remained as ambitious as ever: to amplify these voices, empower impactful enterprises, and inspire a global community to prioritize sustainable and inclusive practices.

Over the past year, we've witnessed the ripple effects of this mission — from the remarkable growth in the number of participating organizations to our expanding reach across communities, both locally and globally. These milestones affirm our shared belief that every action, no matter how small, contributes to building a better future.

I invite you to join us as we continue this journey. Let this report serve as a testament to the power of collaboration and innovation, and as an invitation to be part of this extraordinary movement.

Together, we can drive meaningful change and create a legacy of impact that transcends borders and generations.

With optimism ALWAYS,

Gisele Abrahão
Founder, Impactos Positivos



BLUEPRINT

Impactos Positivos is more than a platform—it is a declaration of intent, a commitment to shaping a world defined by purpose, collaboration, and transformation. Born from the conviction that businesses and individuals have the power to create profound change, it serves as a rallying point for those who dare to dream of a sustainable, inclusive, and just future. In 2024, we reaffirm our role as protagonists in this movement, uniting visionaries and changemakers to rewrite the narrative of what is possible.

Our mission transcends celebration; it is a call to lead. In every story we amplify, every connection we foster, and every initiative we support, Impactos Positivos becomes a catalyst for action. We are not content to observe the world as it is—we are committed to shaping it. Through bold ideas and courageous actions, we empower businesses, organizations, and communities to take ownership of the future, turning challenges into opportunities for impact.

The time for transformation is now. As the world faces profound social and environmental challenges, Impactos Positivos steps forward with clarity of purpose and unwavering determination. **We are a platform for those who believe that innovation can heal, that collaboration can build, and that every act of courage can ripple outward to create something extraordinary.** Together, we refuse to wait for change; we choose to be its architects.

Impactos Positivos stands as a beacon for those who dare to lead with conviction, inspiring all to join in the collective pursuit of a world where people, planet, and progress thrive in harmony. This is our manifesto, our promise, and our call: to create, to connect, and to lead the way to a brighter tomorrow.



IP'S OVERVIEW

Empowering the Ecosystem of Positive Impact

Background and Evolution

Impactos Positivos, founded in 2020 amidst the challenges of the pandemic and political turbulence, began as a platform to celebrate resilience and innovation in social, environmental, and economic spheres. By 2022, it transitioned into a fully dedicated initiative for fostering a thriving impact ecosystem in Brazil and beyond.

Reasoning and Purpose

At its core, Impactos Positivos recognized the urgency of challenging the status quo to create a more inclusive, sustainable, and impactful economy. This transformation aimed to build a culture of collaboration by connecting businesses, organizations, and civil society. The initiative sought to inspire collective action by giving voice and visibility to impact-driven ventures, enabling their growth and amplifying their ability to transform society.

Fostering a Collaborative Ecosystem

Through meaningful partnerships, effective initiatives, and alignment with the UN Sustainable Development Goals (SDGs), Impactos Positivos built a robust support network to nurture impact-driven businesses. Key initiatives included:

- Education and Engagement: Raising awareness of the importance of positive impact across society.
- Recognition and Support: Providing mentorship, visibility, and resources through its awards and digital platforms.
- Building Connections: Facilitating partnerships and networking opportunities for stakeholders across industries.

Building a Better Tomorrow

Impactos Positivos is not just a recognition platform; it's a movement for positive transformation. It supports impactful organizations by providing visibility, resources, and connections that help them thrive and scale their positive influence.

[Access IP Encounter 2024](#)

[Access IP Encounter 2023](#)

[Access IP Encounter 2022](#)

OUR JOURNEY IN NUMBERS

2022-2023-2024

726

registered
businesses of impact
demonstrating
innovative solutions
across industries.

85,361 registered voters
85,105 total votes

showcasing collective recognition of
impactful efforts.

1,695

articles published,
amplifying the
stories of
changemakers.

**BRL50
million**

in ad equivalency rate,
reflecting extensive
media visibility.

120,000

unique users, actively
participating in the
platform's initiatives.

3million

site interactions,
strong
community
engagement.

Access from 110+ countries
reaching 3,000+ cities
& users in 20+ languages

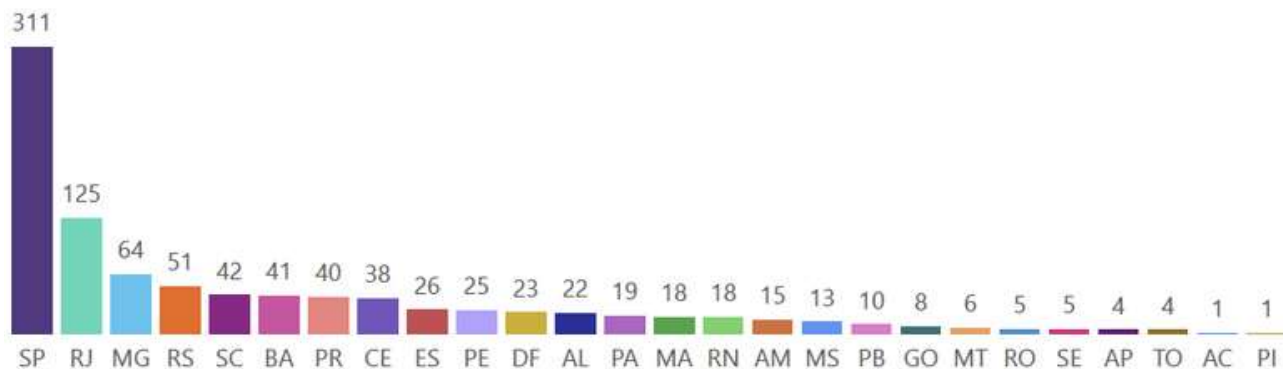
illustrating its global resonance.

OUR JOURNEY IN NUMBERS

2022-2023-2024

Registered Businesses per State

**REPRESENTATION
FROM 25 STATES AND
THE FEDERAL DISTRICT**

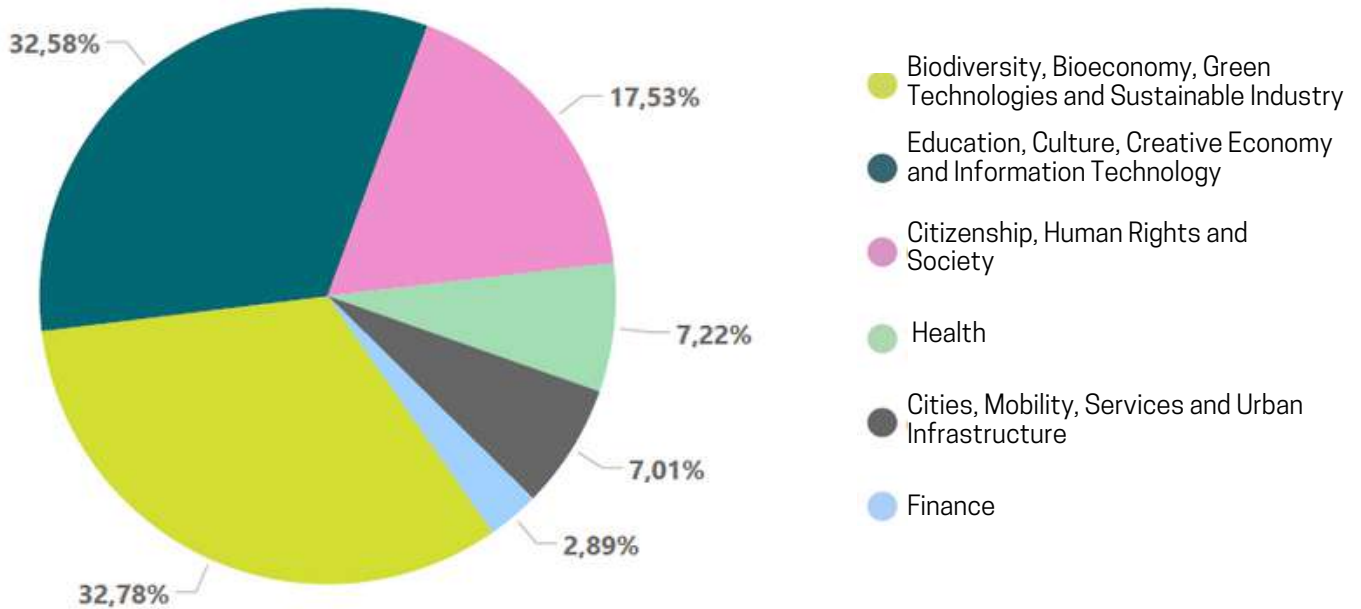


Access [Impactos Positivos Dashboard](#)

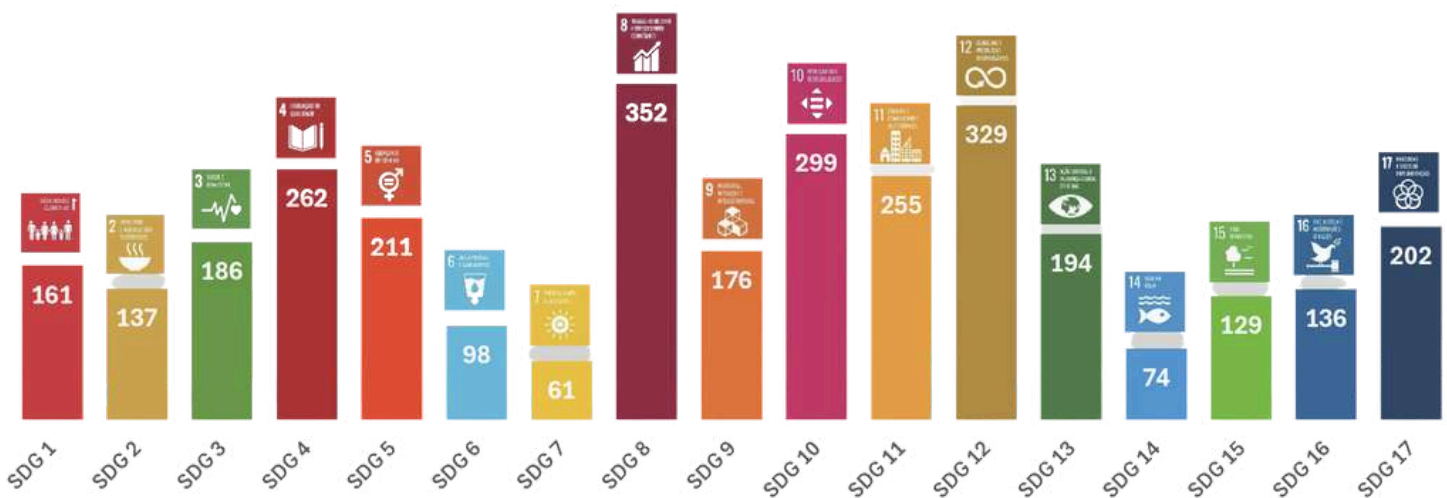
OUR JOURNEY IN NUMBERS

2022-2023-2024

Registered Businesses per Theme



Registered Businesses per SDG



Access Impactos Positivos [Dashboard](#)



IP'S CHANNELS



Website



Podcast



Community



Social Media

@impactospositivosoficial

*Follow
-US-*

BOARD OF IMPACT



**GISELE
ABRAHÃO**

Founder
Innovation &
Social Impact
Board
Member
Conscientious
Entrepreneur
World Traveler



**ALEXANDRE
UEHARA**

Strategy
Management
Corporate
Innovation
Advisor
Startup
Investor



**ROBERTA
COUTINHO**

Impact
Business
Mentor and
Startup
Acceleration
ESG
Consultant
Multiplier B



**EDUARDO
NUNES**

People &
Culture
Executive
Advisor –
People &
Technology
Governance
& ESG



**MARCELA
ARGOLLO**

Governance
& Business
ESG
Consultant
Professor at
Fundação
Getúlio
Vargas



BUILDING A LEGACY OF IMPACT

The Power of a Chain of Positive Impact

Change begins with a spark, but it thrives through connection.

When Impactos Positivos first set out on its journey, we stood as a single voice for transformation, a small but determined force advocating for a better world. However, we quickly realized that no single effort could sustain the weight of such a monumental task. Lasting impact requires unity — a chain of committed changemakers working together for a shared cause. And so, step by step, partnership by partnership, this chain for good began to grow.

Today, our chain is stronger than ever, woven with the contributions of 45+ companies and hundreds of inspiring individuals who believe in the power of collaboration. Each link in this chain—be it a business, an entrepreneur, or a visionary leader—brings its unique strength to the table, enabling us to amplify our impact far beyond what any of us could achieve alone. **Together, we are more than the sum of our parts. We are a dynamic ecosystem, rolling the ball of positive change toward the future we all want to see.**

This collaboration isn't just about doing good; it's about building something greater where everyone benefits. Companies that join us gain visibility, inspiration, and the support of a thriving network. Individuals are empowered to contribute their talents to causes that matter. And society reaps the rewards of innovative solutions, inclusive growth, and a more sustainable way of living. By working together, we create a ripple effect of progress that touches lives and ecosystems far and wide.

As we look to the future, we are reminded of the power of unity. The chain we've built continues to grow stronger, fueled by the energy, creativity, and commitment of those who join us each year. This is more than a partnership; it's a movement—a movement to ensure that the impact we create together shapes a world where hope, opportunity, and resilience thrive. We invite every business and every individual to become part of this chain for good, to link arms with us, and to push the boundaries of what we can **accomplish together.**

OUR GROWING ALLIANCES

SPONSORS



INSTITUTIONAL PARTNERS



ENIMACTO
Estratégia Nacional de
Economia de Impacto
Políticas públicas para uma nova economia.

MINISTÉRIO DO
DESENVOLVIMENTO,
INDÚSTRIA, COMÉRCIO
E SERVIÇOS



SUPPORTERS



PARTNERS



2022 & 2023 PARTNERS





FROM THEIR HEARTS

The true strength of Impactos Positivos lies in the collective voices of those who believe in its mission. From sponsors to partners and supporters, their stories reflect the power of collaboration and the shared vision of creating meaningful change. These testimonials highlight not only their unwavering commitment but also the transformative impact of working together to build a more sustainable and inclusive future.



Philippe Figueiredo - Innovation Analyst

"Sebrae recognized the importance of having a tool to value and acknowledge socio-environmental impact businesses in Brazil, highlighting and giving visibility to those promoting best practices. The Positive Impact Award has become this essential platform to celebrate and empower these agents of transformation. We will continue to support the Award and national positive impact initiatives in 2025".



Daniela Garcia - CEO

"Since its inception, the Positive Impact Award has received full attention and support from Conscious Capitalism Brazil. Entrepreneurs guided by purpose are natural leaders, ready to embark on journeys that positively change people's lives. Where there is room for prosperity and growth for all, there is Conscious Capitalism".



Amane Dias, Coordinator of Impact Investment

"For us at Sitawi, supporting Impactos Positivos represents an opportunity to further strengthen the impact ecosystem, value initiatives that are promoting positive transformations in the world and encourage the advancement of a fairer and more sustainable economy".



Ramon Maciel, Sustainability Analyst

"Supporting Prêmio Impactos Positivos is an opportunity to foster the impact ecosystem in Brazil and celebrate businesses that positively transform society and the environment. In the Mondoré style of making things happen together, we join forces with the award to boost these initiatives, in order to create resilience to generate positive transformation in the long term".

OUR FOCUS ON THE 2030 AGENDA

The Positive Impact Platform (PIP) demonstrates a strong commitment to advancing the United Nations Sustainable Development Goals (SDGs) through its multifaceted efforts to foster positive social, environmental, and economic change. Here's how PIP aligns with and contributes to the Agenda 2030:



Education and Awareness (SDG 4.7, 12.8, and 13.3):

PIP enhances education on sustainable development, promoting awareness of sustainable lifestyles, climate change mitigation, and human rights. Through its platform and partnerships, it ensures access to vital information that encourages harmony with nature and a commitment to global climate resilience.



Economic Growth and Innovation (SDG 8.3 and 9.b):

By supporting policies that promote decent work, entrepreneurship, and technological innovation, PIP drives sustainable economic development. It fosters the growth of micro, small, and medium enterprises by providing access to financial services and emphasizing creativity and research.



Social Inclusion and Equality (SDG 10.2):

PIP prioritizes empowering individuals across all demographics—regardless of age, gender, or socio-economic background—to achieve equitable political, economic, and social participation.



Biodiversity and Ecosystem Protection (SDG 15.a):

Mobilizing resources for biodiversity conservation and sustainable ecosystem use is a core focus. This aligns with the PIP's broader mission to support ecological sustainability and preserve natural resources.



Global Partnerships (SDG 17.16):

By fostering multi-stakeholder collaborations, PIP strengthens the global commitment to sustainable development. These partnerships mobilize knowledge, technology, and financial resources to drive impactful outcomes.



OUR COMMITMENT TO POSITIVE IMPACT

At Impactos Positivos, we are not just celebrating change; we are driving it. Through meaningful collaborations, we are proud to lead by example in building a future that is inclusive, sustainable, and full of opportunity for all.

CHAMPIONING INCLUSIVITY WITH RYBENÁ

Inclusivity is a cornerstone of our vision, and our partnership with Rybená ensures that our platform is accessible to individuals with auditory and visual impairments. By incorporating innovative solutions, we are making every story of impact more accessible, ensuring that everyone, regardless of ability, can engage with and contribute to this movement. This collaboration not only fulfills a vital need but sets a new standard for accessibility in the ecosystem of positive change.

LEADING IN CARBON NEUTRALITY WITH COMPENSA

Sustainability is central to everything we do. Thanks to our partnership with Compensa, we have achieved carbon neutrality across all our activities, from operations to events. By offsetting our emissions, we reinforce our commitment to environmental stewardship and demonstrate that impactful work can be achieved without compromising the health of our planet.

FASHIONING IMPACT WITH TAIRU

Our collaboration with Tairu highlights the transformative power of sustainable fashion. By promoting locally developed, ethically produced collections, Tairu not only recognizes and incentivizes sustainable practices but also amplifies the reach and visibility of Impactos Positivos. Through these special collections, we create opportunities for individuals to proudly wear and share our message, turning every piece into a conversation starter and a catalyst for further exposure. This partnership embodies the spirit of innovation and local empowerment, creating a tangible link between style and purpose.

PLANTING THE FUTURE WITH MURI

We were thrilled to extend our sustainability efforts further through partnerships with Muri. Together, we planted agroforests that restore ecosystems, nurture biodiversity, and support local communities. This initiative goes beyond reducing carbon footprints; it exemplifies regenerative practices that create lasting benefits for the environment and society.

OUR VISION FOR GROWTH

We have more than a vision—it's a commitment.

We will continue building a world where impactful businesses thrive, where collaboration is the norm, and where every action contributes to a brighter future for all.



As we look toward the future, our commitment to amplifying positive impact is stronger than ever. To guide us on this journey, we are establishing **specialized committees** composed of experts and dedicated stakeholders. These committees will work closely with our board to identify new opportunities, foster collaboration, and ensure that every participant in our ecosystem—whether a partner, business, or individual—reaps the benefits of engagement.



A cornerstone of this growth is the creation of a **Volunteers Chain and an Ambassadors Program**, designed to expand our reach and deepen our impact. The Volunteers Chain will mobilize passionate individuals to contribute their time and skills across our initiatives, while the Ambassadors Program will enlist influential leaders to champion our mission, inspire others, and amplify our message globally. Together, these programs will form a robust network of support, driving awareness and action across every touchpoint of Impactos Positivos.



Our **platform continues to evolve** to better serve this growing community. With improved **usability and smarter data collection**, users will enjoy seamless access to resources and insights. The **community forum** will become a dynamic space for collaboration and dialogue, while the **Positive Ecosystem Marketplace and Yellow Pages** will connect impactful businesses with the partners, tools, and opportunities they need to thrive.



**Impactos
Positivos**



To increase visibility and engagement, we are creating a **documentary series alongside a podcast series**. These great productions will tell the inspiring stories of our award participants and their businesses, showcasing their transformative work. By expanding our storytelling efforts, we aim to drive understanding and inspire even greater engagement with our movement.



We are also developing **masterclasses** to share knowledge and build expertise across various skills and sectors. These classes will empower individuals and organizations to drive innovation and sustainability, creating a ripple effect of progress within our ecosystem.



Looking ahead, we are preparing to launch a **Venture Hub**, designed to connect impactful businesses with investors who share their vision. This hub will create a space for collaboration, funding opportunities, and strategic support, helping our portfolio businesses scale their efforts and expand their influence.



Our ambitions extend far beyond national borders. With a proven business model, we are laying the foundation to take **Impactos Positivos global**. By adapting our approach to other countries, we aim to build a worldwide network of impactful businesses and stakeholders united by a shared commitment to positive change.

This plan is fueled by the incredible support and engagement of our community. Together, through innovation, collaboration, and purpose-driven action, we will continue to create a more positive future for all. We invite you to join us on this journey—there has never been a better time to make an impact.

ENCOUNTER 2024

BEM-VINDOS AO
NOSSO ENCONTRO
2024

670 MATÉRIAS
PUBLICADAS NA
IMPRESA

IMPACTO PODE
UNIR A NAÇÃO

248 NEGÓCIOS E
PROJETOS INSCRITOS

REPRESENTANDO 24
ESTADOS E O DF



SOLUÇÕES E
NAÇÕES ESTÃO
EM TODO LUGAR

Impactos Positivos

35 MIL VOTOS
AO TODO

45 INSTITUIÇÕES
PARCEIRAS E
APOIADORAS

GISELE ABRAHÃO



LUCAS RAMALHO

THE IMPACT ECOSYSTEM IN BRAZIL



Lucas Ramalho Maciel, **Director of New Economies in the Secretariat of Green Economy**, has over 18 years of experience in public policy and governance. His career highlights a steadfast commitment to innovation and sustainable development in Brazil.

A **key figure in President Lula's government** transition team, Ramalho Maciel contributed to the recreation of the Ministry of Industry and the establishment of the Secretariat for Green Economy, Decarbonization, and Bioindustry. He also played a pivotal role in creating the National Impact Economy Strategy

(**Enimpecto**), a transformative framework that has significantly boosted impact investments in Brazil. Additionally, he led the Inovativa Brasil Program, which accelerated over 2,000 startups, and contributed to the BNDES Garagem initiative, empowering entrepreneurs nationwide.

At the summit, Ramalho Maciel addressed the intertwined crises of climate change, biodiversity loss, and pollution, emphasizing that no single solution exists. He highlighted the **urgency of the 2030 Agenda, which requires \$45 trillion to achieve the 17 Sustainable Development Goals** (SDGs).

Ramalho Maciel stressed that while government and philanthropy are critical, they are insufficient alone. **The private sector must transition from profit-focused models to a triple-bottom-line approach**, embedding Environmental, Social, and Governance (ESG) priorities into their operations.

Ramalho Maciel celebrated global leaders like **Muhammad Yunus**, Nobel Peace Prize laureate and Chief Advisor to Bangladesh, who visited Brasília to relaunch Enimpecto. Yunus is also the founder of the Grameen Foundation, which empowers low-income women to combat climate change and financial insecurity. Ramalho Maciel also acknowledged **Sir Ronald Cohen**, a pioneering impact investor, who emphasized the need for democracy, participation, and regulation to drive systemic change.

Under President Lula's administration, Brazil is advancing a bold impact economy strategy:

- **Mobilizing capital**, increasing investments from R\$18 billion to R\$180 billion.
- **Empowering entrepreneurs**, fostering a mentality of social and environmental responsibility.
- **Strengthening partnerships**, supporting accelerators, hubs, and universities.
- Removing barriers, **simplifying administrative processes**.
- Creating an interfederative system, **connecting federal, state, and local initiatives**.

Ramalho Maciel praised Gisele for her instrumental role in establishing the Prêmio Impactos Positivos, which exemplifies Brazil's commitment to a more inclusive and regenerative economy. He reaffirmed the commitment of President Lula, Vice President Geraldo Alckmin, and the Secretariat for Green Economy to fostering a sustainable, equitable, and resilient future.



MARCEL FUKAYAMA

WHERE ARE WE REALLY?



Marcel Fukayama, an impact entrepreneur, cancer survivor, and **Co-Founder of Din4mo**, has spent his career advancing systemic change. Through Din4mo, he empowers entrepreneurs tackling social challenges and develops mechanisms to channel capital toward underserved communities. As the **founder of the B Corp movement in Brazil**—now one of the largest global markets—Fukayama has expanded its reach across Latin America. Currently Head of Global Policy at B Lab, he champions purpose-driven business practices worldwide.

Fukayama's work extends to public policy. He contributed to Marina Silva's 2018 presidential campaign, co-authoring strategies for sustainable governance. Now serving on President Lula's Sustainable Social Economic Development Council (CDESS), **he collaborates with leaders to align Brazil's priorities with global sustainability goals.**

Fukayama described the planet's state as dire, **comparing Earth to a patient in the ICU.** Climate change and ecosystem degradation pose existential threats to humanity and biodiversity. According to the Potsdam Institute for Climate Impact Research, **humanity has surpassed seven of nine planetary boundaries.** Rising temperatures, extreme weather events, and resource scarcity lead to displacement, food insecurity, and increased disease among humans, while ecosystems suffer habitat loss, species extinction, and ocean acidification.

He emphasized that these **challenges are compounded by dysfunctional global governance.** Current systems, designed in the aftermath of World War II, are ill-equipped to address today's interconnected crises. Fukayama pointed to geopolitical tensions, such as within BRICS, and the failure of initiatives like the COP Biodiversity conference in Colombia, which lacked consensus on financing biodiversity. Despite these setbacks, he sees hope in platforms like the G20, which can drive incremental progress. He called for reimagining governance structures to be more inclusive, particularly for historically marginalized regions like Africa, and for revisiting outdated veto powers that obstruct collective action.

Despite the overwhelming challenges, **Fukayama urged individuals and entrepreneurs to act as economic agents of change.** Initiatives like Regenera in Rio Grande do Sul mobilize capital for impactful solutions, while B Corporations demonstrate how businesses can embed purpose, responsibility, and transparency. He celebrated Prêmio Impactos Positivos for fostering collaboration and scaling impactful solutions, underscoring the need for philanthropic and public funding alongside private sector innovation.

Fukayama concluded with a call to action: **systemic transformation and collective action are essential to building a regenerative economy** and avoiding catastrophic scenarios.



VITOR BELOTA

WHAT FUTURE DO WE ASPIRE TO?



Vitor Belota, **Head of Sustainability and Innovative Education at Grupo Splice** and **Founder of Litro de Luz Brasil**, is a passionate advocate for addressing the climate crisis through regenerative practices and education. A **two-time TEDx speaker**, Belota emphasizes the human-driven consequences of climate change, echoing his friend Lua Couto: **“There is no climate change, only climate consequences.”**

The Alarming Reality

Humanity currently consumes resources equivalent to 1.8 Earths annually, a figure projected to rise to three Earths by 2050 without transformative action. Brazilian climate scientist Carlos Nobre warns that **high-emission scenarios could make Brazil uninhabitable by 2070** due to extreme “wet-bulb temperatures.” Even in optimistic scenarios, global temperatures are expected to rise by 2°C by 2030—an unprecedented shift in millions of years.

Belota draws on Doughnut Economics by Kate Raworth to stress the need for innovations that operate within planetary boundaries while addressing social needs. He likens the Earth’s rising temperature to a fever, highlighting the urgent need for regenerative solutions.


Regeneration and Education

Belota stresses that regeneration is not merely an evolution of sustainability but a transformative approach rooted in resilience. **He advocates for “social fiction,”** as opposed to dystopian science fiction—creating positive narratives that reimagine a thriving future for humanity. Quoting Charles Eisenstein, he explains that miracles are events “impossible in an old story but possible in a new one.”

He also highlights the role of education in this transformation, showcasing **Regenerar**, his initiative that equips individuals and organizations with the knowledge to foster regeneration. Additionally, he celebrates Brazil’s first net-zero university, Facens, as a pioneering example of innovation in sustainability.

Innovation and Rising Consciousness

Belota praises Brazilian climate technology companies, including Lemon, Agrottools, and Status4, as key drivers of innovative solutions. However, with 84% of global energy still derived from fossil fuels, he stresses the urgency of systemic change. Echoing Paul Polman, he calls for a collective rise in consciousness and values to address the root causes of the climate crisis, inspiring a regenerative future within the planet’s limits.



CARLOS PIAZZA

OUR PATH TO A REGENERATIVE ECONOMY



Carlos Alberto Piazza Timo Iaria, a digital Darwinist, futurist certified by the Millennium Project, and ambassador for Teach the Future, blends humor, insight, and challenge in his lectures. He describes himself as a "creative destructor" who builds "windows, not walls," helping people and companies navigate societal transformation in the digital age.

Piazza critiques the inherited Fordist work paradigm of 1913, which trains people not to think, reducing innovation to trivialities like perfecting a PowerPoint dot. Echoing economist Maria Conceição Tavares, he reminds us that economies were created to first build, then develop, and finally distribute wealth—yet modern systems often neglect this final step.

Embracing Chaos and Rethinking the Future

The world is chaotic, Piazza asserts, and will only grow more so. To survive, we must:

1. Prepare for randomness.
2. Broaden our perspectives by learning beyond our specialties. Diversity of thought sparks conflict, which drives progress.

Rather than treat the future as an oracle, Piazza reframes it as the consequence of today's choices. **He urges us to think like ancestors and consider what legacy we leave behind**, pointing to Denmark's forward-thinking policy of taxing the present to fund future generations.

Stars, Iron, and Indignation

Piazza muses that we share 98% of our molecular structure with stars—reminding us of our cosmic connection. Even iron, he notes, comes from the explosion of a star. Like Bibi Ferreira's famous lyric "Gota d'água," Piazza believes that everything we take should be replaced.

But where does purpose come from? **"Your purpose lives in your strongest indignation,"** he says. If nothing in this world horrifies you, perhaps it isn't the world for you. For Piazza, the only true obligation we have is simple: be happy. Nothing more.

In a world of chaos, Piazza's message is clear—embrace complexity, honor the stars within, and think deeply about the future you'll leave behind.



ANDRÉ SOLER DANIELA PEREIRA REGENERATIVE GOVERNANCE



The **panel featuring André Soler and Daniela Pereira de Pinho, moderated by Marcela Argollo and Eduardo Nunes**, delved into the complexities of social impact, sustainability, and the importance of collaboration to tackle global challenges.

André Soler, founder of SP Invisível, discussed his work bringing visibility to people in social vulnerability. Soler emphasized the need to shift societal

perspectives, focusing on human-centered solutions that address the specific needs of marginalized groups. His organization, which maintains **the world's largest database of stories from vulnerable populations**, not only provides aid—such as 52,000 meals per year and 250,000 items in 2024—but also offers mental health support, employment training, and long-term follow-up to help people reintegrate into society. Soler stressed that the public sector often fails by applying one-size-fits-all solutions to complex social issues, underscoring the importance of individualized, **human-centered approaches**.

Soler also shared insights on the **importance of humility when approaching social challenges**, especially from privileged positions. He noted the value of listening to those directly affected by issues, a philosophy that has shaped SP Invisível's work. His reflections on human-centered design highlighted that, when solving complex social problems, understanding the lived experiences of individuals is crucial for creating effective and compassionate solutions.

Daniela Pereira, founder of Cristalina, a collaborative network focused on water and sanitation care, discussed the challenges of balancing idealism with financial sustainability. Pereira, who shifted from a career in corporate finance to founding Cristalina, emphasized **the need for multi-sector collaboration** and innovative financial structures to address intertwined issues like sanitation, sustainability, and social equity. She framed her work in sanitation as tackling the “ugly duckling of infrastructure” with creative solutions, and discussed how capital can be mobilized to address complex needs in underserved populations while also maintaining financial viability.

Moderators Marcela Argollo and Eduardo Nunes brought critical perspectives to the discussion, encouraging the panelists to reflect on their expanded consciousness and how it informs their approaches to problem-solving. Argollo, referencing philosopher Wilber's levels of consciousness, discussed how societal and organizational growth requires moving beyond reactive and limited thinking. As the panel concluded, Argollo highlighted the need for **regeneration to prevent societal degeneration**, while Pereira posed a challenge: “How do we make it such that money goes back to being a means, not the end, such that finance serves life and not the opposite?” Soler emphasized efficiency, reminding the audience that passion for a problem should drive solutions with practical, human-centered impact. Nunes wrapped up by noting that individual efforts can move quickly, but collective action holds the power to create lasting change.



GILVAN BUENO BEATRIZ TAVARES LUCIANO GURGEL FINANCING IMPACT



This panel on Positive Finance for Impact Businesses featured **Beatriz Tavares**, **Gilvan Bueno**, and **Luciano Gurgel**. Moderator **Roberta Coutinho** set the tone for the session, urging the panel to **shift from discussing problems to solutions**. The panelists, each with unique and inspiring journeys, shared how finance can drive impactful businesses.

Beatriz Tavares is the **Senior Impact Investment Coordinator at Sitawi**, helping mobilize over half a billion reais for impact investments, mostly in the Amazon.

Gilvan Bueno's journey is inspiring. Growing up in a favela, he completed his education at 27 through a scholarship and rose to prominence in finance, co-authoring books and founding an edtech company recognized by Google Black Founders. Named a **Black Innovator in Financial Education by Forbes**, he emphasizes that impactful businesses need sound structures to thrive.


After 17 years in Brazil's capital markets, **Luciano Gurgel** sought purpose and began working with Nobel laureate Muhammad Yunus. Now **CEO of Ibirá Negócios Sociais**, he bridges traditional finance and social entrepreneurship, championing a model that integrates returns, risks, and impact.

The panelists explored the evolving role of finance in fostering a regenerative economy:

- Gilvan: Recent legislative changes enable organizations to receive funding as CNPJs, opening doors for long-term support. He praised Prêmio Impactos Positivos for recognizing transformative initiatives and stressed the importance of structured systems.
- Luciano: **Bridging the gap between social entrepreneurship and Faria Lima finance** requires understanding the "language of business." Early-stage funding is crucial to counter the myth that only unicorns deserve investment.
- Beatriz: At Sitawi, impact comes first. Projects are selected based on ethical values, execution capacity, and financial sustainability. Transparency ensures investors see the real impact of their contributions.

The panelists candidly addressed obstacles: Beatriz noted how many proposals lack financial structure, hindering progress. **Entrepreneurs must build financial literacy and measure impact effectively.** Gilvan stressed that passion alone isn't enough; businesses need solid foundations to succeed.

Luciano likened finance to music, emphasizing shared knowledge and foundational literacy. Gilvan urged entrepreneurs to **build strong advisory boards** and leverage collective wisdom. Beatriz encouraged aligning purpose with funding strategies, reminding the audience to let mission guide financial decisions.



ALYNE LEMES

THE FINANCE ECOSYSTEM THROUGH A REGENERATIVE EYE



Alyne Lemes is a dedicated professional with over 9 years of experience at **Sicredi**, where she leads projects focused on **cooperativism**, sustainability, and financial education. Her work integrates communication and community development to empower individuals and strengthen the cooperative model, with a particular focus on promoting inclusion, diversity, and the development of female leaders.

Alyne began her career as a Cooperative Development Advisor, where she honed her expertise in educational programs and leadership development. She is passionate about fostering financial literacy, especially for young people, and believes that education is the foundation of a just and sustainable society. In Sicredi's "União Faz a Vida" program, she collaborates with the public sector to provide financial education, **teaching youth not only about money management but also about their rights and responsibilities.**

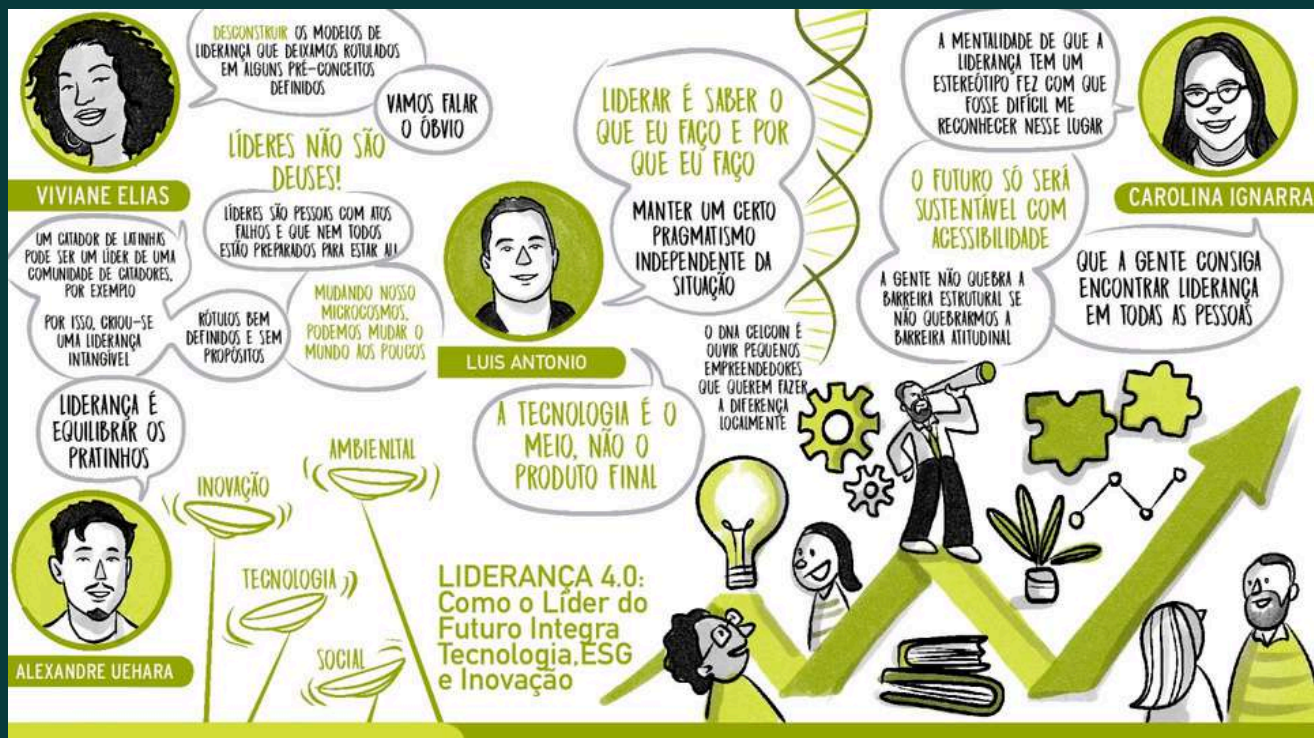
Alyne is also deeply committed to advancing women's leadership in cooperativism. She facilitates initiatives that support women in gaining the skills and confidence needed to lead within the cooperative sector, ensuring that their voices are represented in decision-making processes. She sees inclusive leadership as critical to creating lasting, positive change within cooperatives. In addition to her focus on education and leadership, **Alyne advocates for the transformative power of cooperatives in local economic development.** While cooperative membership in the U.S. and Canada stands at around 45% of the population, and Ireland boasts a membership of 130% when considering multiple memberships per individual, **only 7.5% of Brazil's population is currently affiliated with cooperatives.** Alyne is working to increase this number in Brazil by emphasizing the benefits of cooperative models, which not only create jobs but also keep wealth circulating within local communities.

She also highlights that cooperatives, as financial institutions, generate significant value for their members. Last year, Sicredi generated R\$3 billion for its associates, demonstrating the economic impact of cooperative models. Through her leadership, Alyne encourages the development of sustainable, community-driven financial systems that prioritize long-term, mutual benefit over short-term profit.

Alyne's leadership philosophy is grounded in the belief that **true innovation and impact come from moments of discomfort**, where challenges lead to growth. Her work continues to shape a future where cooperatives are central to building a more sustainable, inclusive, and financially aware society.



VIVIANE ELIAS CAROLINA IGNARRA LUIS MORAES LEADING WITH ESG TECH & INNOVATION



This insightful panel moderated by Alexandre Uehara, featuring Viviane Elias, Carolina Ignarra, and Luis Moraes, discusses the qualities that define the leader of the future, focusing on how they integrate technology, ESG principles, and innovation to build inclusive and sustainable societies.

Carol Ignarra, CEO and founder of Grupo Talento Incluir, advocates for the inclusion of differently-abled individuals in the workforce. She draws on her personal experience as differently-abled, emphasizing the power of work to foster dignity and financial independence. **"The future will only be accessible with accessibility,"** Ignarra asserts, stressing the need to break both physical and mental barriers to inclusion. She adds, "At the end of the day, you can invite me to go down the stairs, and I can't go. But if I invite you to go down the ramp with me, you can come with me." Her company has helped over 9,000 differently-abled people gain employment, highlighting that inclusive leadership benefits everyone. **"Where one differently-abled person goes, everyone can follow,"** Ignarra affirms.

Viviane Elias, an expert in corporate risk management, governance, and resilience, challenges traditional views on leadership. She argues that leadership isn't defined by job titles but by the impact one has on their community. "If I say a garbage collector cannot be a leader, that is false. He can be a leader of his community," Elias emphasizes. **She also highlights the mental health struggles of marginalized leaders**, noting that unrealistic expectations often lead to burnout. "We shouldn't normalize the cult of leadership around leaders," she states, advocating for a more horizontal and inclusive approach. Viviane also points out that many entrepreneurs are survivors of systemic exclusion, stating: **"The woman who sells cake is not an entrepreneur, she is a survivor.** The boy who sells matte ice tea at the beach is not an entrepreneur, he is a survivor of a system that excludes more than includes."

Luis Moraes, Head of Banking at Celcoin, discusses the role of technology in driving financial inclusion. He emphasizes the importance of making financial services accessible to historically excluded communities, demonstrating how innovation can create more equitable opportunities. Moraes adds that **a leader must explain why they do what they do, not just what they do.**

The panelists agree that future leadership will require empathy, ethical governance, and the ability to adapt to the changing technological landscape. Carol concludes: **"When a leader is more inclusive, they are a better leader for all."**



GABRIELA AUGUSTO

TRANSFORMING DIFFERENCES INTO COLLECTIVE POWER

The infographic features a central illustration of several hands holding together green puzzle pieces. Surrounding this are various text elements in Portuguese:

- Top Left:** A circular portrait of Gabriela Augusto with the name "GABRIELA AUGUSTO" below it.
- Top Center:** A speech bubble containing "DIVERSIDADE E INCLUSÃO NÃO É CARIDADE" and "NÃO DEVEMOS OLHAR PARA AS PESSOAS COMO COITADAS".
- Top Right:** "ENTENDER AS FERRAMENTAS À NOSSA DISPOSIÇÃO PARA FAZER A JUSTIÇA SOCIAL".
- Middle Left:** "O QUE A DIVERSIDADE PODE FAZER PELAS ORGANIZAÇÕES?".
- Middle Center:** "DESENVOLVER CONSCIÊNCIA DOS NOSSOS PRÓPRIOS VIESES".
- Middle Right:** "POSICIONAR-SE É INSPIRAR O NOSSO ENTORNO A FAZER O MESMO!".
- Bottom Left:** "Na Prática: Fazendo das Diferenças Uma Força Coletiva".
- Bottom Center:** "OLHAR PARA A DIVERSIDADE COMO POTÊNCIA PARA CRIAR UM FUTURO MAIS JUSTO E IGUALITÁRIO".
- Bottom Right:** "PEER PRESSURE ALIADOS À DIVERSIDADE CONSTRUIR RELAÇÕES MAIS PROFUNDAS E MAIS TRANSPARENTES".

Gabriela Augusto is a renowned public speaker, advisor, and advocate for diversity and inclusion, with a global reputation for her transformative work. She made history as the **first trans person recognized in Forbes Brazil's Under 30 list** and the first to join the board of a major organization. Her extensive achievements include being named a **Bloomberg 50 Woman of Impact** and receiving the **McKinsey LGBTQ+ Achievement Award**.

In addition to her professional accolades, Augusto has contributed significantly to important organizations worldwide. She has served as master of ceremonies for UN Women and ILO events, and has taught at prestigious institutions such as FAAP, Aberje, and Fundação Dom Cabral. Augusto's influence extends beyond the classroom and conference stage, as she continues to lead initiatives that challenge societal norms and promote inclusivity.

A core belief for Augusto is that **diversity and inclusion are not acts of charity**; they are powerful, regenerative forces that drive societal progress. She challenges the notion of marginalized groups—such as Black, queer, and differently-abled individuals—being seen as objects of pity. Instead, she asserts that diversity is integral to the advancement of both individuals and society. **“Diversity is a regenerative force in society,”** she emphasizes, underscoring the transformative potential diversity holds for organizations and communities alike.

Augusto also emphasizes the reciprocal value of diversity within companies, noting that it is not about what a company can do for diversity, but what **“diversity can do for the company.”** She believes that diverse perspectives drive innovation and that companies must embrace these perspectives to thrive in a globalized world.

As a staunch advocate for allies in the fight for diversity, Augusto stresses the importance of **“positive peer pressure.”** **Allies who position themselves in favor of diversity inspire others to do the same,** creating a broader culture of inclusion and belonging.

Augusto's remarks also urge individuals to confront their own biases. **“It hurts to say this, but unfortunately, everyone has preconceptions,”** she acknowledges, encouraging people to reflect on their language and behavior to become more empathetic and aware. She challenges her audience to ask themselves, **“What can you do differently tomorrow?”** and **promotes epistemological curiosity—a mindset of continual learning,** as articulated by Paulo Freire.

Her work not only advocates for societal change but also calls for a deep reevaluation of values, behaviors, and attitudes toward inclusivity. Augusto's leadership is a powerful force in the ongoing fight for equality, justice, and systemic transformation.



ADRIANA FARIAS MAXWELL POLIMANTI WHAT IS YOUR STORY?



Adriana Farias is a **distinguished documentary filmmaker, screenwriter, and audiovisual researcher**, recognized for her groundbreaking work in documenting compelling stories from around the world. She has earned 16 awards and participated in six prestigious film festivals, solidifying her reputation in the field. Farias's work has earned her significant recognition, including being a FAPESP grantee for a project in the Amazon. As the only journalist to create an international team of over 60 scientists from more than 12 universities, Farias leads to the Transamazon Drilling Project, a vital environmental research initiative. In addition to her filmmaking, Adriana writes as a **columnist for Terra**, expanding her impact on both the film industry and **environmental advocacy**.


Maxwell Polimanti has dedicated **two decades to the audiovisual industry, excelling in directing, cinematography, and editing for documentaries, commercials, and institutional films.** He has received recognition in 11 awards, with one of his projects garnering over 300 million views on YouTube. Maxwell's recent work includes special projects for CNN Brasil, CGTN (China), and RecordTV. In 2020, he directed *Jornadas e Destinos*, a documentary about the life stories of transportation professionals, which was publicly exhibited at Unibes and the Museum of Image and Sound (MIS).

Together, Adriana and Maxwell delve into the transformative power of documentaries as a tool for social change. According to them, the documentary format allows for authentic, intimate, and deeply personal storytelling. "Documentaries have the power to narrate real-life stories in ways that lead to genuine transformation," they share, reflecting on the impact their work has had on audiences.

The duo discusses the **flexible narrative structure of a documentary**, which can range from traditional storytelling to more creative formats. Typically, documentaries begin by introducing a problem or issue, followed by the presentation of obstacles and challenges. The film then moves toward showing potential solutions or the role of key individuals—often entrepreneurs—who offer these solutions, concluding with the results and impact of the actions taken.

A prime example of this structure is their case study of "O Carimbó da Amazônia", which highlights the power of traditional culture in the Amazon and its preservation through the arts. As they explain, **documentaries are not only a powerful storytelling tool but also become historical artifacts.** "A documentary is an archive—it preserves and tells a story for future generations," they note, emphasizing the importance of digital preservation and streaming platforms in ensuring these stories reach global audiences.

Additionally, they showcased **two impactful documentaries from the previous year award winners**, featuring firstly Venezuelan immigrant chef Gema Soto highlighting the impactful work by **Aventura de Construir**, and secondly, the Oficina do Bem project at **Instituto Carisma**, which financially empowers women through fashion and sewing. Through these stories, both filmmakers demonstrate how **documentaries can illuminate social issues while fostering meaningful change.**





LEARN MORE ABOUT THE **2024 WINNERS**



COMPARTILHA



BUSINESS | TRACTION

FORTALEZA, CE

Health



SITE: <https://www.compartilha.com.br/>
PITCH: https://youtu.be/Ye_7CPLHtDI

Problem

According to ANVISA, more than 40% of blood components produced in Brazil are wasted annually due to expiration dates. The system exchanges products based on supply and demand from blood banks.

Innovation

In Brazil, there is no optimized sharing of blood component bags. Compartilha aims to change that.

Organization

System for sharing blood bags between blood centers to reduce waste.

MAIS1CODE EDUCAÇÃO TECNOLOGICA



BUSINESS | OPERATION

SÃO PAULO, SP

Citizenship, Human Rights, & Society



SITE: <https://mais1code.com.br/>
PITCH: <https://youtu.be/aHCL8agrpowc>

Problem

Mais1Code tackles the lack of qualified technology workers and unemployment in the outskirts of the city, training young people from the outskirts in technical and soft skills for entry into the market.

Innovation

Mais1Code incorporates process and service innovation by offering an inclusive and accessible educational model.

Organization

Training young people from the outskirts in technology, promoting digital inclusion and development.

IMPARE EDUCAÇÃO



BUSINESS | IDEATION

SÃO JOÃO DO POLÊSINE, RS

Education, Culture, Creative Economy and Information Technology



SITE: <https://www.impare.com.br/>
PITCH: <https://youtu.be/GzNyaFoEZww>

Problem

Educando para a Vida aims to develop socio-emotional skills in children and young people within municipal schools or social institutions, meeting the specific needs of where it operates.

Innovation

Pedagogical innovation.

Organization

They impact communities, children and teachers by improving the quality of basic education.

LUPA DO BEM



ECOSYSTEM | FACILITATORS

SÃO PAULO, SP

Education, Culture, Creative Economy and Information Technology



SITE: <https://www.lupadobem.com/>
PITCH: <https://youtu.be/O6nsHT3sgS4>

Problem

There is a recognition gap faced by NGOs and social projects. Lupa do Bem seeks to ensure that initiatives are communicated efficiently, enhancing the impacts of their actions.

Innovation

The project is innovative and has a community leader in building relationships and promoting it.

Organization

Digital platform created to give visibility to social initiatives and connect them with supporters.

LITERATURA ACESSÍVEL



ECOSYSTEM | COMMUNITIES

RIO DE JANEIRO, RJ

Education, Culture, Creative Economy and Information Technology



SITE: <https://literaturaacessivel.com.br/>
PITCH: <https://youtu.be/VKosBvL0SwU>

Problem

Lack of social, educational and human development that seeks to form citizens' awareness of their rights/duties, and that encourages the practice of reading, an inclusive, accessible, diverse and barrier-free culture.

Innovation

Composed of books, e-books, APP, Website, teaching materials, dolls and training available in different formats.

Organization

It is a reading ecosystem made up of books available in a universal accessibility design.

PROGRAMA ESCOLA ÁGUA CIDADÃ



ECOSYSTEM | MED & LARGE COMPANIES

UBERLÂNDIA, MG

Education, Culture, Creative Economy and Information Technology



PITCH: <https://youtu.be/OqKJBlcLPxw>

Problem

Lack of environmental awareness among students and citizens surrounding natural resources and waste separation.

Innovation

The program develops new activities, including ecological tourism and a human board (ecological trail).

Organization




Promotes environmental awareness and sensitivity among Uberlândia citizens with a focus on schools.

WINNERS PER EDITION






2024 Positive Impact Award Winners

Impact Business




| | | |
|---|--|---|
| <p>TRACTION</p>  <p>COMPARTILHA Fortaleza CE</p> <p>System for sharing blood bags between blood centers to reduce waste.</p> | <p>OPERATION</p>  <p>MAIS1CODE São Paulo SP</p> <p>Training young people from the outskirts in technology, promoting digital inclusion and development.</p> | <p>IDEATION</p>  <p>IMPARE EDUCAÇÃO São João do Polésine RS</p> <p>We impact communities, children and teachers by improving the quality of basic education!</p> |
|---|--|---|

Impact Ecosystem

| | | |
|--|---|---|
| <p>FACILITATORS</p>  <p>LUPA DO BEM São Paulo SP</p> <p>Digital platform created to give visibility to social initiatives and connect them with supporters.</p> | <p>COMMUNITIES</p>  <p>LITERATURA ACESSÍVEL Rio de Janeiro RJ</p> <p>It is a reading ecosystem made up of books available in a universal accessibility design.</p> | <p>MEDIUM AND LARGE COMPANIES</p>  <p>PROGRAMA ESCOLA ÁGUA CIDADÃ Uberlândia MG</p> <p>Promote environmental awareness and sensitivity among Uberlândia citizens with a focus on schools</p> |
|--|---|---|

2023 Positive Impact Award Winners

Impact Business




| | | |
|---|---|---|
| <p>TRACTION</p>  <p>BAZAR SOCIAL CARISMA Osasco SP</p> <p>Trains women in sewing, entrepreneurship, and sustainability through innovative methodologies.</p> | <p>OPERATION</p>  <p>SEE U APP Arapiraca AL</p> <p>Using AI and VR, they empower blind people to see the world through echolocation.</p> | <p>IDEATION</p>  <p>REFLORA Horizonte CE</p> <p>Web and mobile solution for SAF income planning, fostering ecological restoration with economic gains.</p> |
|---|---|---|

Impact Ecosystem

| | | |
|--|--|--|
| <p>FACILITATORS</p>  <p>CINEMA NOSSO Rio de Janeiro RJ</p> <p>Sociocultural institution democratizing audiovisual training and production through innovation and new technologies.</p> | <p>COMMUNITIES</p>  <p>AVENTURA DE CONSTRUIR São Paulo SP</p> <p>Advances inclusive development by training micro-entrepreneurs and enabling access to credit in peripheries.</p> | <p>MEDIUM AND LARGE COMPANIES</p>  <p>CAMP SBC São Bernardo do Campo SP</p> <p>Builds social impact ecosystems, reducing inequalities through work and income for vulnerable youth.</p> |
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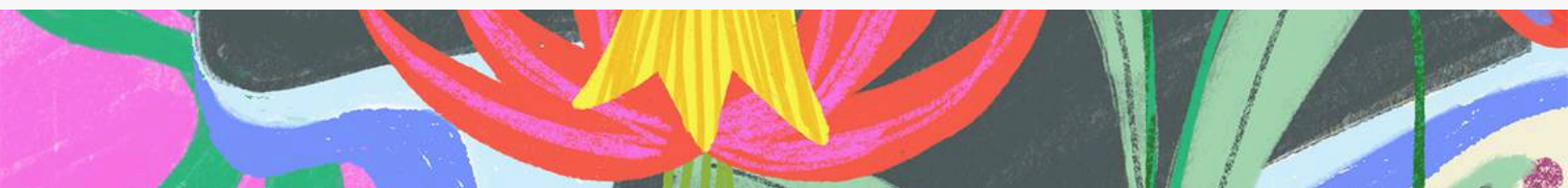
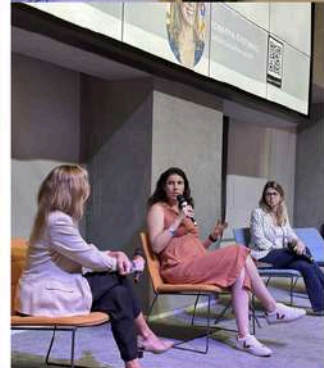
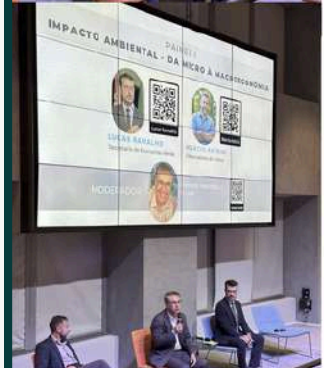
2022 Positive Impact Award Winners

Impact Business

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| <p>TRACTION</p>  <p>CENTRAL DA VISÃO São Paulo SP</p> <p>We use idle spaces in clinics to offer more affordable prices.</p> | <p>OPERATION</p>  <p>ACMELLA BEAUTY Macapá AP</p> <p>Acmella beauty has a portfolio of phytocosmetics with medicinal potential in the hair, body and facial lines.</p> | <p>IDEATION</p>  <p>MOCAMBO João Pessoa PB</p> <p>Naturalized Poultry Farming manages free-range chickens with organic feed from local quilombola crops.</p> |
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Impact Ecosystem

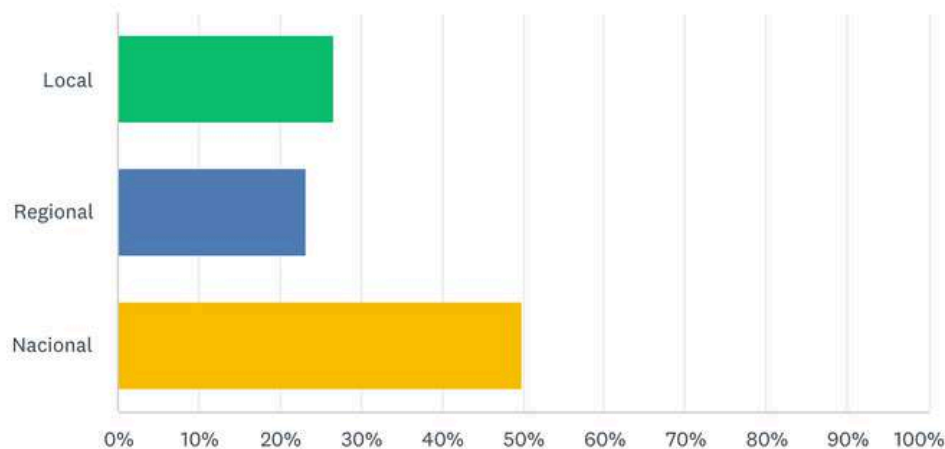
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| <p>FACILITATORS</p>  <p>DEPARTAMENTO DE EDUCAÇÃO SOCIAL DE ITANHAÉM Itanhaém SP</p> <p>Micro-regional artisanal knowledge inspires new products and services co-created with artisan communities.</p> | <p>COMMUNITIES</p>  <p>PASSOS DA CRIANÇA Curitiba PR</p> <p>Ensures children's rights through workshops, psychological support, and integral development.</p> | <p>MEDIUM AND LARGE COMPANIES</p>  <p>AJINOMOTO DO BRASIL São Paulo SP</p> <p>Aligning with SDGs, we bridge citizen desires and government actions for collaborative change.</p> |
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SURVEY

KEY INSIGHTS

50% of our finalists respondents have reached **NATIONAL** impact in Brazil.



"We **gained more visibility**, we **were approached for partnerships and hiring**, as well as the opportunity to take the company to **international** operations."

Maria Hamelak | REFLORA



Top 3 Cause Areas Represented

1. Education, Culture, Creative Economy, and Information Technology
2. Biodiversity, Bioeconomy, Green Technologies, and Sustainable Industry
3. Citizenship, Human Rights, and Society

"We see the award as **a chance to inspire other companies** and expand our reach, strengthening our mission to transform waste into resources and create a more sustainable future."

Yula Merola | REUSO RECICLA+



Participating in the 2023 Innovation and **Positive Impact Awards was transformative for See U App**. This recognition validated our mission to promote autonomy and inclusion for people who are blind or have severe visual impairment and **opened up new opportunities**.

Since our founding, Arthur, Jaqueline and Júnior have believed in the power of technology to transform lives. The award gave us **visibility**, connecting us with **partners and investors**, and allowed us to **improve our innovative solutions**. The award has brought recognition from our user community, reinforcing our commitment to tools that inspire confidence and independence. We are grateful for this opportunity and **motivated to continue our journey** of innovation and positive impact. See U App aims to transform the experience of seeing the world for millions of people, and this **award confirms that we are on the right track**."

SEE YOU APP | Winner 2023 - Impact Business | Operation



"The Impactos Positivos Award is not only a recognition for our institution, but also an **incentive** for us to continue our mission of promoting social inclusion, education and the democratization of access to culture. This **award reaffirms our commitment** to using audiovisual media as a tool for social impact, offering opportunities for young talents and contributing to the cultural and economic development of Rio de Janeiro."

Cinema Nosso | Winner 2023 - Impact Ecosystem | Facilitator



ACKNOWLEDGEMENTS

As we conclude the year 2024 and reflect on the journey of Impactos Positivos, we are filled with immense gratitude for the individuals and organizations who have contributed to this incredible movement.

Our heartfelt appreciation goes out to **all the companies and initiatives** that have joined hands with us in building a transformative ecosystem of positive impact. Your passion, dedication, and innovative approaches have shown that meaningful change is not only possible but already in motion.

A special thanks to **Sebrae**, whose unwavering sponsorship since 2022 has been a cornerstone of our growth and success. Your support has empowered us to amplify the voices of impactful entrepreneurs and foster sustainable practices across Brazil.

We also celebrate the many **inspiring initiatives** that have participated in the Impactos Positivos Awards. Your stories of resilience and innovation demonstrate the power of action in shaping a better country, economy, and society. You are the true changemakers, lighting the path toward a brighter and more sustainable future.

To our partners, supporters, and the ever-growing community of changemakers, thank you for believing in the vision of Impactos Positivos. Together, we are creating a legacy of progress, inclusion, and hope that will resonate for generations to come.

Let's continue building this positive chain, strengthening connections, and inspiring action for a better tomorrow.

With gratitude,
The Impactos Positivos Team



SPECIAL INVITATION

We are deeply grateful to everyone who made this journey possible. To our partners, sponsors, the inspiring initiatives, the voting public, our dedicated viewers, and all supporters—thank you for being the driving force behind the success of the 2024 edition of Prêmio Impactos Positivos.

Your commitment and belief in creating a better, more sustainable world have been instrumental in shaping this transformation. Together, we've shown that meaningful change is not only possible but within reach.

If you share our vision and want to be part of this chain of positive impact, join us. Let's continue to inspire, connect, and transform Brazil and the world — together.



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2024

ANNUAL REPORT

Created by Gisele Abrahão & Estela Morais Westphalen



IMPACTOS
POSITIVOS