

# Triennial Activities Report

# 21-23





**Triennial  
Activities Report  
21-23**

# Towards an **engaging and high-quality** public education



Dear partners,

It is with great enthusiasm that we present the Activity Report of the Creative Schools Program, an initiative dedicated to promoting a more playful, engaging, and hands-on public education. We seek to make the learning process more joyful and effective by integrating innovative approaches that encourage student protagonism into the curriculum.

The classroom cannot be a place focused simply on content exposition; it must be an environment where learning is active and engaging. Therefore, since our founding, we have promoted professional development opportunities, pedagogical tools, communities of practice, and initiatives that strengthen transformative teaching practices and encourage student protagonism.

We firmly believe that a meaningful transformation can only be achieved alongside those who experience education on a daily basis. Therefore, the majority of our activities focus on co-creation with education leaders, educators, and the school community.

During three years of implementation, the Creative Schools Program has supported 16 Education Departments, engaged 34,437 teachers, and impacted more than 567,181 students. We value diversity and, therefore, work in partnership with school systems from different regions and with various ethnic and socioeconomic backgrounds, ensuring each solution caters to the local reality.

Each story of transformation, each classroom that becomes a space of discovery, and each student who rediscovers the joy of learning is a testament that confirms we are on the right path. This is our Program. Together, we will continue to build new paths towards the future of education in Brazil.

Enjoy your reading!

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**Gabriela Hartin Breviglieri**

Executive Director of the  
Creative Schools Program



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# Playful and hands-on learning



## Our purpose

The Creative Schools Program is dedicated to **supporting Brazilian local and regional Education Departments in the transformation of public schools** into more playful, engaging, and hands-on environments for all students.

In partnership with education authorities, public school leaders, and teachers, we work to **map, encourage, and promote classroom activities that enable different and innovative ways of working with the curriculum.** We hope that students from a wide range of backgrounds, educational levels, and socioeconomic status not only delight in their educational journey but also feel acknowledged and appreciated within their school environment, making the learning process enjoyable and intriguing. As such, we hope to contribute to the holistic development of these students.

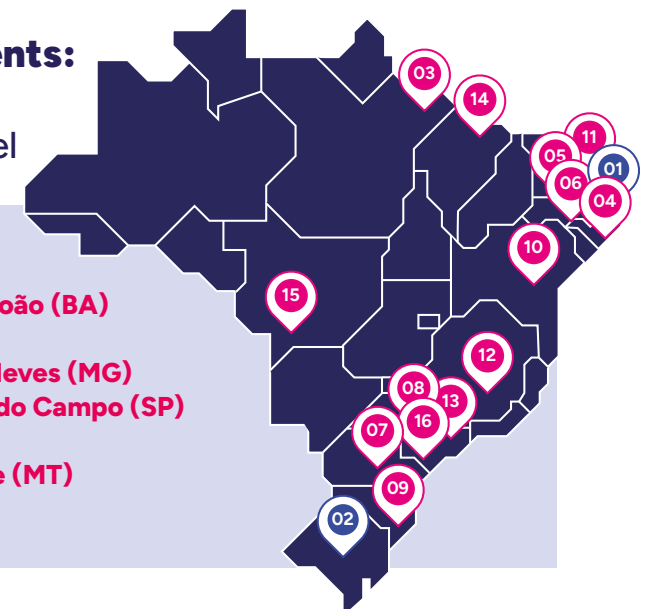
**567,181**  
Students  
impacted

**34,437**  
Teachers  
engaged

**1,558**  
Schools  
participating

**16** Education Departments:  
2 at the state level and  
14 at the municipal level

- |                      |                               |
|----------------------|-------------------------------|
| 01 Alagoas           | 09 Joinville (SC)             |
| 02 Rio Grande do Sul | 10 Mata de São João (BA)      |
| 03 Bragança (PA)     | 11 Recife (PE)                |
| 04 Branquinha (AL)   | 12 Ribeirão das Neves (MG)    |
| 05 Caruaru (PE)      | 13 São Bernardo do Campo (SP) |
| 06 Coruripe (AL)     | 14 São Luís (MA)              |
| 07 Curitiba (PR)     | 15 Várzea Grande (MT)         |
| 08 Jaguariúna (SP)   | 16 Vinhedo (SP)               |



## Our trajectory

Created by the **Brazilian Creative Learning Network (BCLN)**, the Creative Schools program was selected by The LEGO Foundation's Learning Through Play with Technology initiative, alongside other programs from Kenya, Rwanda, and Denmark. As the Brazilian representative, the Program seeks to boost learning through play with technology.

In 2021, despite the pandemic, we began working alongside 10 Education Departments, supporting 1,511 managers and teachers, as well as benefiting 22,301 students. In 2022, 6 additional Education Departments joined the Program, which, along with the scaling up of the initial 10, expanded our impact to 14,025 teachers and 334,342 students in more innovative and meaningful learning environments.

“

The Creative School Program is so important because it is really helping to explore how Creative Learning ideas can be integrated into school settings. This is a big challenge, to see how to take these ideas and make them work within the different types of structures of a school. I see the Brazilian Creative Schools Program as being an international leader in trying to explore these ideas and come up with new strategies to make sure all children and all educators have opportunities for Creative Learning experiences.”



**Mitchel Resnick**

Director of the Lifelong Kindergarten Group,  
MIT Media Lab



In the first years of operation, we were part of BCLN, a renowned community that identifies, connects, and promotes initiatives to strengthen the Creative Learning ecosystem throughout Brazil. In 2023, the Creative Schools program became an autonomous initiative, focused on promoting this approach in public school systems, with BCLN as a technical partner. The Massachusetts Institute of Technology (MIT), the LEGO Foundation, and the Lemann Foundation continue to be institutional supporters of the Program.

“

Building on the achievements and learnings since its founding and early years within BCLN, the Creative Schools Program continues its legacy, working side by side with public school systems and contributing to making Brazil's Creative Learning ecosystem increasingly stronger.”



**Leo Burd**

Founder of BCLN and Head of the BCLN Administrative Council

“

The Creative Schools Program has managed to bring more interesting and profound educational practices into the classroom in a structured and consistent way, both for students and educators, proving that learning through play is a serious matter.”



**Lucas Rocha**

Education Director at the Lemann Foundation

## So, what is Creative Learning?

Creative Learning is an educational approach that promotes hands-on, investigative, and playful learning experiences that encourage the development of creative thinking, curiosity, and an inventive spirit in students.

“

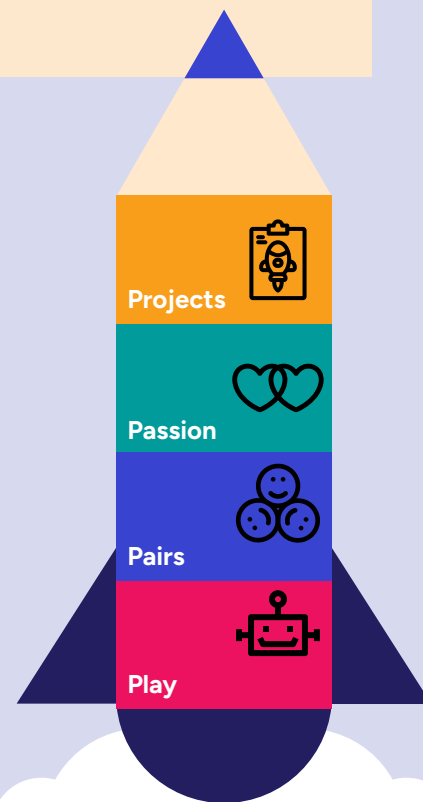
I find learning through Creative Learning to be brilliant and inspiring. It is very easy to sit and pretend to pay attention in a class, take a test, and respond in any way just to get a grade. What is cool and different is thinking and learning in a more beautiful way, which is very special.”

### Camila Martins Gomes

9th-grade student at Escola Cristóvão Colombo, in Porto Alegre/RS

Developed by Mitchel Resnick, coordinator of the Lifelong Kindergarten Group at the MIT Media Lab, the Creative Learning approach was inspired by Seymour Papert’s constructionism as well as by other great thinkers, such as Piaget, Paulo Freire, and Montessori. Among its fundamental principles are the 4Ps (projects, passion, pairs, and play) and the Creative Learning spiral.

Learn more about the approach. ↗



“

When bringing Creative Learning to formal education, it is necessary to further empower schools to provide students with authentic learning experiences, connected to their lives and surroundings, offering spaces for them to build a variety of projects based on their interests and needs. This process can become even richer if the free expression of ideas and students’ voices are valued and if the school adopts the principles of collaboration and sharing, favoring students’ creativity and inventiveness through playful, investigative, and hands-on learning experiences.”



### Thais Eastwood Vaine

Professional Development and Pedagogical Innovation Specialist of the Creative Schools Program

# A school that is centered on the student

We hold as essential values the collaborative construction and the plurality of ways of thinking, existing, and perceiving the world. Based on the concrete experience with the Program in the 16 partner school systems, we identified nine essential dimensions to make schools more creative, with the main goal of ensuring students' protagonism in their learning processes.

## Dimensions of a creative school

1. Student belonging and protagonism
2. Taking ownership of the teaching practice
3. Curriculum integration
4. Professional development
5. Community engagement
6. Adapting learning periods and setting
7. Taking ownership of technologies
8. Monitoring and reflection
9. Diversity, equity, and inclusion



These dimensions were organized into a tool with examples and guiding questions so that schools and Education Department can conduct self-reflection and define their own paths and plans for adopting Creative Learning in their contexts.

[Learn more.](#) ↗

“

In the Creative Schools Program, we believe that intentionality in teaching – through conducting more investigative, playful, and personal activities, to organize work groups, using diverse materials, and opening spaces for dialogue with students – is a fundamental trait for engaging students with the school environment.”



**Verônica Gomes**

Implementation Coordinator  
of the Creative Schools Program

“

In São Bernardo do Campo, Creative Learning is an educational concept. We are certain that the main guideline for child development is learning by doing, learning to be, learning to build, and learning to solve problems. We can only put this into practice when there is an educational concept based on children's learning, giving them the freedom to solve complex problems.”



**Silvia Donnini**

Secretary of Education  
of São Bernardo do Campo/SP



# Meaningful impacts

Over three years of implementing the Program, we have promoted active listening, mapping perceptions that indicate significant results\* in the daily lives of schools and a great potential for transformation.

**567,181**  
Students reached

**271,652**  
from Elementary Schools

**176,217**  
from Middle Schools

**119,312**  
from High School,  
Early Childhood  
Education, and others



## MOTIVATION AND PROTAGONISM OF THE STUDENTS

*Students demonstrate greater autonomy, focus, interest, motivation, engagement, and the ability to interact, collaborate, and critically read the world.*

*Students develop more original work and presentations, with an active voice in the classroom and confidence when speaking in public.*

## DEVELOPMENT AND RECOGNITION OF THE TEACHERS

*Teachers establish deeper connections with students, experience an enhanced sense of recognition, and enjoy vast opportunities for professional development.*

*Creative Learning fosters interdisciplinary collaboration.*

## EXPANDED LEARNING OUTCOMES

*Improvement in student learning, especially for those with difficulties.*

*Increased student participation and attendance.*

The results of the exploratory study conducted in Curitiba (2023) suggest that **Creative Learning has promise as an approach that can help students improve their literacy skills.** The analysis found that students exposed to these approaches performed better in the targeted reading and writing skills. Additionally, the tendency for strong results among lower performing students is an interesting finding suggesting potential for the approach to reduce learning inequalities.

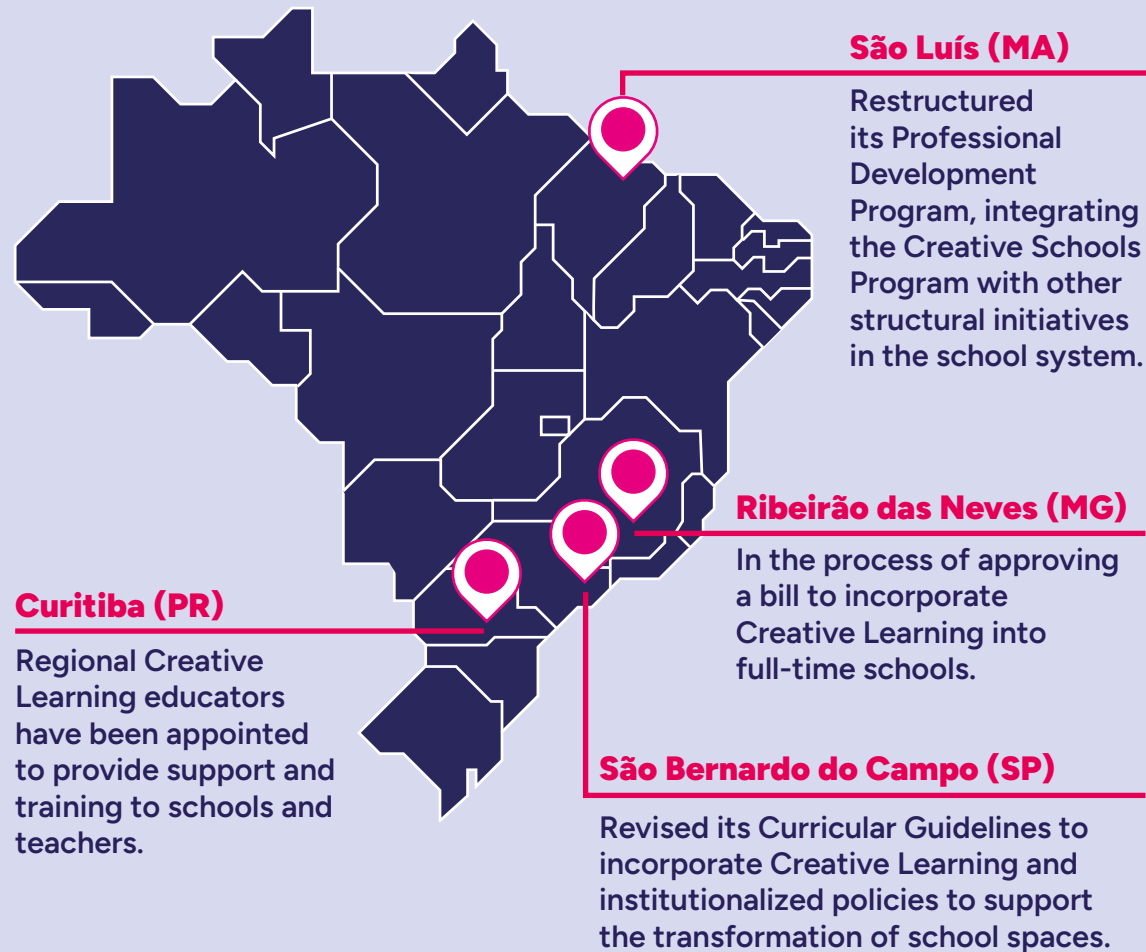
\* Results from the Program's MEL (Monitoring, Evaluation, and Learning) Plan based on in-depth field research in partner school systems and an annual survey with more than 3,217 respondents.

## ENGAGEMENT OF EDUCATION DEPARTMENTS

Over 43% of the participating Education Departments have already established or started institutionalizing policies to ensure the sustainability of the Program's initiatives.

The formulation of bills and the revision of municipal and state guidelines are already underway to incorporate Creative Learning into school curricula and practices.

Here are some examples.



“

In the Creative Schools Program, we view public policies not as the end goal, but as a fundamental enabler of the structural and formative conditions necessary to support the transformation of teaching practices, aiming to positively impact student learning.”

**Ana Beatriz De Sanctis Bretos**

Creative Schools Program Manager



“

In Rio Grande do Sul, the implementation of the Program and the Creative Learning approach has been carried out systematically, with each team member playing a specific role. We have the Professional Development professionals responsible for organizing the pedagogical training, the master community organizer, and, above all, the school ambassador, a dedicated teacher who allocates 20 hours per week to implement the methodology in the community. As the first state system in Brazil to join the Program, we are expanding intentionally and strategically.”



**Raquel Teixeira**

Secretary of Education of Rio Grande do Sul

# Creative Schools in action

## Our work pillars



## 1 Supporting Education Departments and institutionalizing best practices



We support Education Departments across Brazil in developing the necessary structures to transform schools systematically. By doing so, we aim to develop local capacity and public policies that ensure the autonomous and sustainable continuity of the Program.

Over the past three years, our activities have led to the proven development of a collaborative culture among our partner Education Departments. We have achieved a satisfaction level—according to the NPS metric—of 85.9% among the Education Department’s staff and managers.

Check out the main activities.

### ★ Mentoring Program

We support partner Education Departments in implementing Creative Learning by hosting in-person agendas, collaborative meetings, and continuous guidance in the co-construction of strategies tailored to each specific local context.



“

The creative school is the school of the future; it allows us to work with both natural and technological resources, as well as disruptive materials. This approach requires an ethical and responsible stance that does not let go of a connection with nature. Creativity is essential to design a future in which technology and core values are integrated.”



**Maria Sílvia Bacila**

Secretary of Education of Curitiba/PR



### ★ Visits to renowned international institutions

To enrich the professional development of managers and staff from partner Education Departments, we organize seminars, workshops, and regular trips. One of the highlights is Creative Expeditions, in which we take representatives of the Education Departments to MIT and other renowned institutions in Boston.

### ★ Inspiring stories

To encourage the local implementation of Creative Learning and recognize the progress of partner school systems, we document and share successful practices on our website, highlighting their processes and outcomes.



“

The Creative School goes beyond technology; it involves hands-on activities and workshops. Generations experiencing this educational model will leave better prepared than they entered. We are planting seeds. Our goal is to have better professionals and human beings in the coming years.”



**Junynho Martins**

Mayor of Ribeirão das Neves/MG

## 2 Professional Development and Pedagogical tools



We train educators to create learning experiences that encourage student protagonism. Our training and professional development strategy involves promoting initial engagement, deepening the understanding of the approach, and designing experiences, fostering innovation and collaboration among peers.

**80%**

recognize the **relevance of the materials provided.**

**94%**

rate our trainings between **8 and 10.**

[Check out the main activities and materials available.](#)

### ★ Immersive in-person professional development

Essential to the Program, immersive in-person trainings are structured around hands-on activities aimed at inspiring and providing concrete tools for implementing changes in pedagogical practice through the Creative Learning approach. Additionally, these meetings foster a community of practices and collaborative learning among partner school systems.

### ★ Online professional development meetings

We administer thematic training to support the ongoing development of Program participants, especially management committees, Professional Development specialists, and ambassadors. In 2023, for example, representatives from school systems gathered in nine exploratory meetings to observe classrooms – before, during, and after training – in order to investigate changes in teaching practices.

## ★ Reference materials

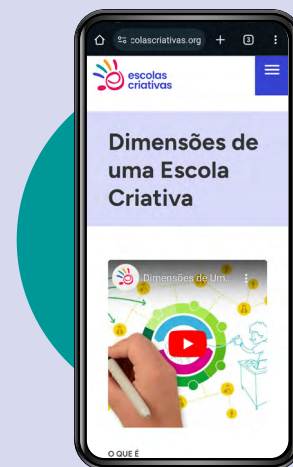
In collaboration with our partners, we develop materials that provide essential tools for managers, educators, and interested parties to implement Creative Learning in their schools.

Here are some examples.

### Dimensions of a Creative School

A set of online resources developed to deepen the understanding of Creative Learning and facilitate its practical implementation in schools. Includes 9 videos, 1 introductory animation, and a selection of over 100 complementary materials about the approach.

[Learn more.](#) ↗

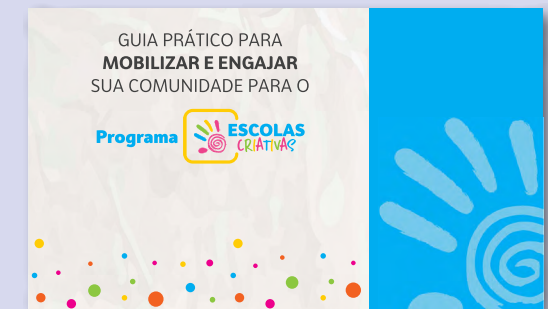


### Creative Learning in the Classroom

This resource brings together nine activities aligned with the Brazilian National Common Core Curriculum (BNCC) for Elementary Education, offering educators practical examples of how to integrate Creative Learning into conventional classrooms.

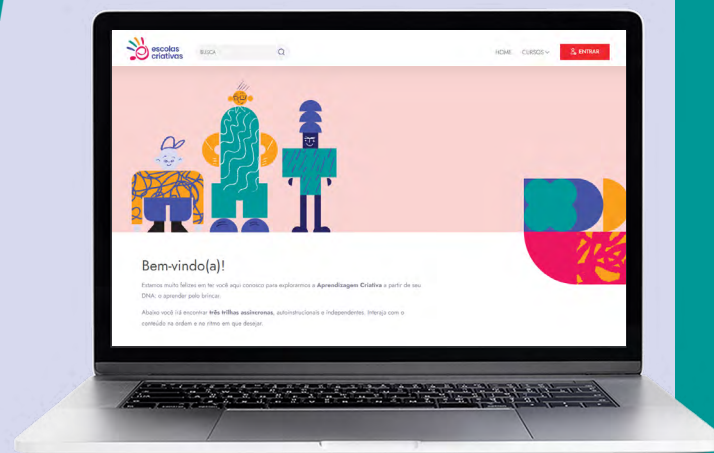
### Practical Guide to Mobilize and Engage your Community in the Creative Schools Program

This Guide is aimed at all school community members and provides practical tips on community engagement and mobilization, as well as strategies for planning events and workshops.



### Creative Schools Virtual Learning Environment (VLE)

A platform with self-guided learning paths to make the core concepts of the approach more accessible. It also allows each school system to customize the trainings based on their context.



### How to become a creative school: 30 inspiring practices

A collection of the 30 finalist projects from the inspiring practices award: Our Creative Schools - Awarding Inspiring Practices.

### 3 School and Community Engagement



We encourage the engagement of the school community and the creation of communities of practices through the training of local multipliers. By doing so, we aim to strengthen a self-sustainable and continuous movement where we operate.

Over the last three years, the Education Departments have held events with the participation of over 27,000 people, expanding the organic reach of the approach. In 2023, 415 new elementary schools joined the Program, benefiting 43% of students enrolled in this stage of education in the partner school systems.

Check out the main activities.

#### ★ School ambassador training and engagement program

We hold meetings with school ambassadors, community representatives, and local multipliers to share experiences and establish references that can help promote Creative Learning in different contexts. In 2023, we had the participation of 1,483 educators.

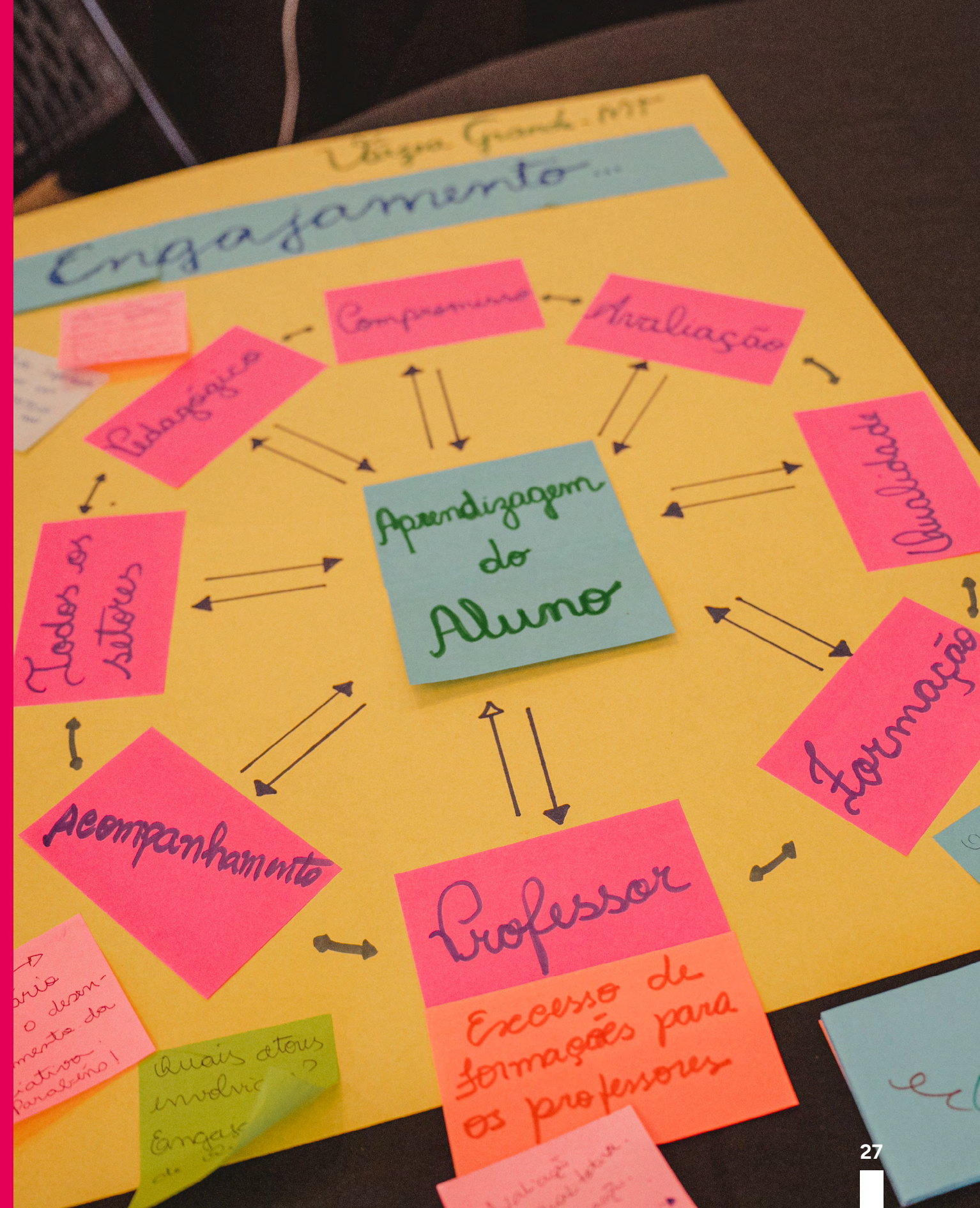
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The Creative Schools Program was a game changer in the Jaguariúna school system. It rescued teachers and gave them back the confidence to work based on their true beliefs. We also noticed that the Program motivated students. They are taking ownership of their learning, creating opportunities to be the protagonists, and are more proactive during classes, on top of showing a greater desire to participate in school.”



**Luciene Lima**

Professional Development professional and part of the Management Committee of Jaguariúna/SP



## ★ Campaigns

We promote campaigns to broaden the impact of the approach in various educational contexts, inviting the entire public school system to experience the principles of Creative Learning in their teaching practices.

### Here are the main highlights.

#### *Back to School Campaign*

We support managers and teachers in planning for the school year by offering online and in-person training. In 2022, 1,104 people participated in in-person activities, and this number increased to 2,600 in 2023.

#### *Hands-on Day*

Annually, we invite teachers and students to share activities carried out in their respective schools to inspire other educators. In 2021, there were 865 contributions; the following year, this number grew to 2,701.

#### *Scratch Campaign*

As part of the campaign promoted by the BCLN, we develop actions and initiatives to explore the Scratch programming language.

“

The Creative Schools program had a significant impact on the Education Department of Branquinha. A clear example of this is the projects developed by teachers and students in our school system. Today, actions such as Back to School with Creative Learning, Scratch Day, Hands-on Day, and the Festival of Invention and Creativity are part of our annual Education Department guidelines and school action plans. All of this has been a driving force in preventing school dropout and improving educational indicators.”

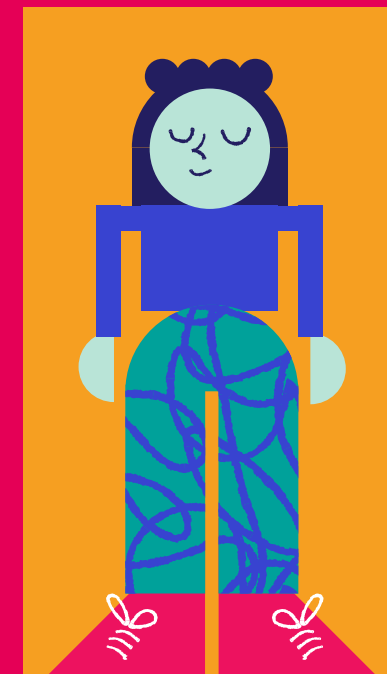


**Ednaldo Firmino**

Secretary of Education of Branquinha/AL

#### *Call for proposals: Our Creative School – Inspiring Practices Award*

Launched in 2023 to identify, recognize, and promote inspiring practices from schools and Education Departments associated to the Creative Schools program ecosystem. In its first edition, the call for projects received 367 submissions in three categories, involving over 800 educators and mobilizing more than 80,000 unique votes in the popular voting stage.



# Research and Pedagogical Innovation



## Research and Pedagogical Innovation

Research and Pedagogical Innovation permeate our three work pillars, generating data and evidence to guide and improve the implementation, Professional Development and the processes of the Program.

Among the actions carried out by this front are field research with in-depth interviews; annual online surveys with partner school systems; as well as studies to systematize knowledge based on the Program's experiences.

One of the highlights is the *Exploratory Study: The Impact of Creative Learning on the Reading and Writing Skills of Children in Curitiba*, conducted in 2023 in partnership with the Education Department of Curitiba, the Social Economy and Education Study and Research Laboratory of the University of São Paulo (LEPES-USP), and the Educational Development Center (EDC). We also highlight the monthly meetings of the Tech&Play International Community of Practices, where we discuss the implementation experiences of programs that are a part of the Tech&Play initiative from The Lego Foundation.

“

Integrating practical learning with academic knowledge allows us to innovate consistently based on the needs of our partner school systems. Thus, we seek to promote a culture of data-driven decision-making and the pursuit of more effective teaching practices in each context.”

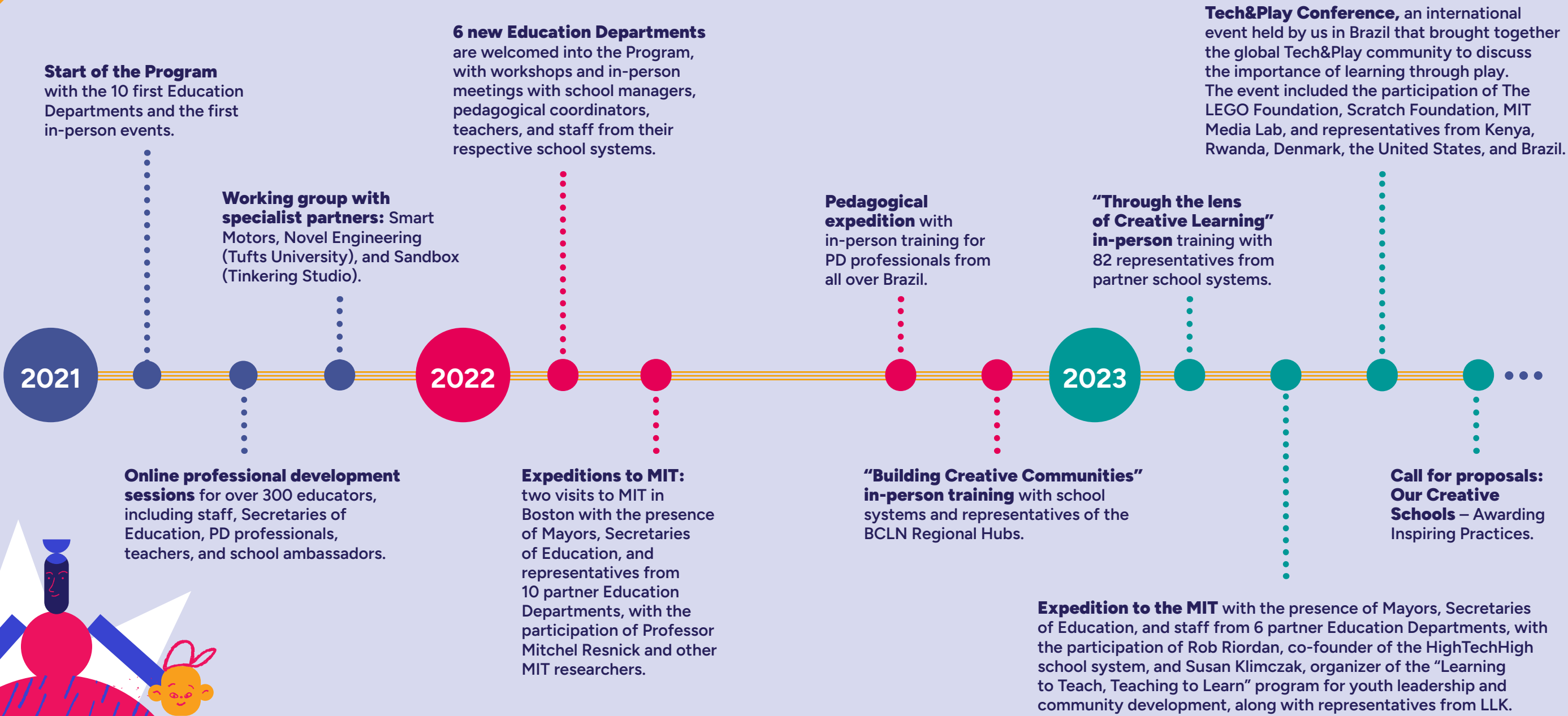


**Ana Carolina Netto**

Research and Pedagogical Innovation Coordinator  
of the Creative Schools Program



# Timeline



# A collaborative and transparent education project



Transparency drives our actions, partnerships, and purpose. Over the past few years, we have received support from dedicated and committed technical partners and investors.

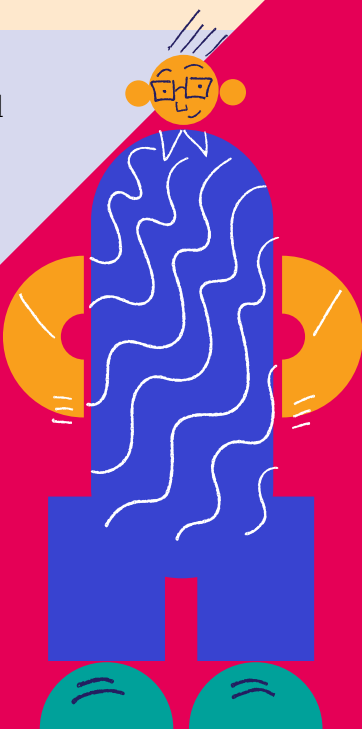
“

We follow the highest compliance and governance standards in accordance with Brazilian law and international best practices. We are committed to ethics and integrity in all interactions with partners, suppliers, and stakeholders. We value transparency by applying integrity policies and a strict code of ethics and conduct in our management, with the support of our institutional and administrative-financial partners.”



**Renato Moro**  
Institutional Development Coordinator  
of the Creative Schools Program

The Creative Schools program is also committed to **diversity, equity, and inclusion**, which is why we created and published guidelines to promote more equitable actions aimed at gender equality and anti-racist and anti-ableist practices.



# Partnerships in favor of high-quality creative education

## Institutional Support



## Administrative-financial support



## Technical partner



## Tech&Play international specialist partners



## Research partners



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## Creative Schools Team (2024)

### *Institutional Management*

**Gabriela Breviglieri**  
Executive Director

**Ana Beatriz  
De Sanctis Bretos**  
Program Manager

**Renato Moro**  
Institutional Development  
Coordinator

**Mariana  
Bogolenta de Freitas**  
Communication  
Consultant

### *Implementation*

**Veronica Gomes dos Santos**  
Implementation Coordinator

**Vanessa Camargo Maestro**  
Implementation Consultant

**Juliana Rodrigues**  
Implementation Consultant

**Paulo Reis**  
Implementation Consultant

**Felipe Barros**  
Implementation Consultant

**Thais Eastwood Vaine**  
Professional Development and  
Pedagogical Innovation Specialist

### *Research and Innovation*

**Ana Carolina  
Cabral Melo Netto**  
Research and  
Innovation Coordinator

**Priscila C. de Castilho**  
Research Consultant

**Gustavo Rodrigues**  
Research Specialist

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## White paper – Triennial Report (2021-2023)

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**Creative Schools Team**

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**Estúdio Verbo**

**São Paulo, June 2024**



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