

And the transformation has Started



The Start project aims to train 160 individuals aged 18 and older who are in situations of vulnerability and/or social risk in the municipality of Recife (PE). The project is structured into three training stages, totaling 520 hours of instruction per cohort—distributed over 130 days (26 weeks) with a 4-hour daily schedule: Capacity Building and Preparation for the World of Work Workshops (40 hours); Professional Training in Technology (240 hours)—with 80 participants in Programming and 80 in either Artificial Intelligence or Cybersecurity; and AWS Cloud Practitioner Certification Preparation (240 hours). These stages are designed to boost the participants' entry into the workforce, supported by post-placement follow-up.

This year, the Start project was carried out at two distinct locations. The first was “Desenvolve Sul”, situated near Recife Airport, where cloud computing training was conducted in partnership with AWS; this site primarily served young people from Recife, as well as participants from neighboring municipalities. The second training hub was “Casa da Juventude”, located in the Agamenon neighborhood of Igarassu municipality. Activities at this unit served young people from the municipalities of Igarassu, Abreu e Lima and Paulista, thereby ensuring broader regional coverage and contributing to the productive inclusion of areas with high levels of social vulnerability.

In June, the mentorship process with Accenture volunteers also concluded, marking a significant professional development milestone. The mentorship provided opportunities for listening, guidance, and the exchange of experiences, fostering reflection on career paths, goals, resumes, LinkedIn profiles, professional communication, workplace conduct, and preparation for future opportunities. Overall, the activities carried out in June contributed to the technical, professional, and socio-emotional development of the young people, strengthening their

autonomy, engagement, and readiness for labor market opportunities, as well as consolidating the learning acquired throughout the training program.

