Bridgestone and Dow support Transforma

Transforma is the education program of the Organizing Committee of the Rio 2016 Olympic and Paralympic Games. Transforma’s main goal is to expand the sports menu of schools and promote the practice of Olympic and Paralympic values such as friendship, inspiration and courage, to become one of the greatest legacies of the Olympic Games.

Here are some figures to better understand the importance and scale of Transforma.

- Started in 2013
- Reached more than 7 million students
- Approximately 12,000 schools
- 2,536 cities
- Nearly half of Brazilian cities

A project of this size needs dedicated partners. Today, two major companies help Transforma to evolve across the country in different ways, but with the same purpose: to use sports and the Rio 2016 Olympic Games to improve education in public and private schools across Brazil.

These partnerships have enabled the expansion of education into several Brazilian municipalities, including:

**Bridgestone:** Santo André and Camaçari.

**Dow:** Guarujá, Jacareí, Pindamonhangaba, Franco da Rocha, Jundiaí, Salvador and Cadeias.

More than 420 schools and over 181,000 students benefited.

Transforma

93 years in Brazil.

Expanding the Transforma Festival

- Diving
- Rhythmic Gymnastics
- Judo
- Track & Field
- Goalball
- Sitting Volleyball

Digital classes were developed with the following themes:

- 7 Classes about water
- 7 Classes about waste
- 3 Classes about wildlife
- 5 Classes about conscious consumption

1200 students and 100 teachers participated in the Transforma Festivals

270 thousand students have benefited from the digital lessons

4 television segments were produced to promote sport and education.

60 years in Brazil.

9 new lessons developed with an Olympic framework for more than 453,000 students:

- Physics
- Chemistry
- Biology
- Environment and climate changes

Creating a new generation of:

- Scientists, Engineers and Mathematicians.

8 television segments were produced to promote sport and education.

Co-organization Diálogos Transforma
Respect for diversity as a way to promote inclusion

Transforma