

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**.

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.



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

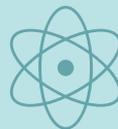
270 thousand students have benefited from the digital lessons

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.



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

8 television segments were produced to promote sport and education.

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

Bridgestone: Santo André and Camaçari.

Dow: Guarujá, Jacarei, Pindamonhangaba, Franco da Rocha, Jundiaí, Salvador and Cadeias.
More than **420** schools and over **181,000** students benefited

Transforma

