



Politize!

Gabriel Marmentini - Brazil



Gabriel is the Co-Founder and Executive Director of Politize! - Civic Education Institute, a Brazilian civil society organisation that produces free and unbiased content and campaigns of civic education on the internet, trains civic leaders capable of solving public problems, and trains teachers to educate young people in the process to become engaged citizens at schools. Politize!'s ultimate goal is to improve political culture and participation, counter misinformation and authoritarianism, while strengthening democracy. Originally an online platform in 2015, the organisation initially established its audience with articles, infographics, videos, podcasts, e-books, and online courses.

Gabriel attended the One Young World Summit Manchester, 2022. He was inspired by his fellow Delegates and their work, and remains an active member of the Latin America One Young World Community.

“ I had heard about One Young World before, but it wasn't until I attended the Summit that I truly understood the power of the Community. My most remarkable memory is the amount of really inspiring people that were younger than me and doing incredible stuff.”

From 2018 on, new areas were created, like the leadership skills development programme for young people, the ambassadors Politize!, and the School of Active Citizenship!, aiming to train teachers that can reach students at schools with civic education. The organisation has also implemented significant awareness campaigns. Since 2015, Politize!'s track record has expressive numbers: 3,700 pieces of content produced, 97 million users have accessed the website at least once, 2,941 civic leaders, 13,918 teachers through whom 158,091 students have been trained, 9,781 civic education workshops carried out by volunteers reaching 179,754 people, 663 Public Policy Canvas created proposing concrete solutions to public problems, and four awareness campaigns released.

Scope of Analysis: 2015 - 2023		SROI 1:12
Input Calculations	Output Calculations:	
288,295 hours estimated volunteer contribution to project x \$3.04 minimum hourly value of volunteer contribution (a) = \$876,416.80 \$2,700,000 estimated funding since founding	179,754 people reached through a political and civic information workshop x \$61.40 estimated value of brief political and civic engagement (b) = \$11,036,895.60 2,941 ambassadors received leadership training to promote democracy x \$3,565.52 societal value of political engagement for democracy (c) = \$10,486,194.32 13,918 teachers trained in civic and political education and engagement for school-wide implementation x \$1,597.06 economic value of building civic engagement and trust (d) = \$22,227,881.08	
Total Inputs: \$3,576,416.80	Total Outcome: \$43,750,971	

References:

- a. 1,320 BRL monthly minimum wage (<https://brazilian.report/liveblog/politics-insider/2023/08/24/minimum-wage-income-tax-congress/>) x 12 months / 52 weeks / 38.8 hours average work week (<https://ilostat.ilo.org/data/country-profiles/>) = 7.85 BRL converts to \$3.04 PPP
- b. 1,320 BRL minimum wage (a) x 12% economic value of civic engagement (http://www.education-economics.org/fr/dms/EENEE/Analytical_Reports/EENEE_AR35.pdf) = 158.4 BRL converts to \$61.40 PPP
- c. \$17,827.60 Brazilian GDP per capita PPP (<https://data.worldbank.org/indicator/NY.GDP.PCAP.PP.CD?locations=BR>) x 20% from increased democratisation (<https://www.weforum.org/agenda/2014/05/democracy-boost-economic-growth/>) = \$3,565.52 PPP
- d. 2,861.40 BRL monthly average wage (<https://ilostat.ilo.org/data/country-profiles/>) x 12 months x 12% economic value of civic engagement (b) = 4,120.42 BRL converts to \$1,597.06 PPP