

B-EPIC

Brazil Enterprise Productivity & Inclusion Club



B-EPIC was designed to address the challenges of productive inclusion in Brazil, offering an educational solution that combines innovation, applied learning, and social impact.

By developing the potential of youth, B-EPIC helps foster social inclusion while boosting productivity and business growth.

FDC | Brazil's Global Business School



B-EPIC began with a diagnostic phase identifying key non-cognitive skill gaps among young people entering the workforce. Based on these insights, B-EPIC was designed around two core pillars.

1. Focus on nurturing essential soft skills to improve work readiness: reliability, adaptability, future orientation, positive relationships, and problem-solving. The curriculum combined topics like emotional intelligence, the world of work, digital literacy, entrepreneurship, and diversity & citizenship.
2. Structured mentoring journey, pairing apprentices with professionals from GerdaU.

Apprentices also participated in a “Dreams Workshop” which is a safe space for envisioning their career paths, financial goals, and personal aspirations.

64% of the participants were formally hired by GerdaU

By retaining apprentices, GerdaU improved youth employability while helping HR acquire talent that is already aligned with their culture and needs. The involvement of mentors and managers in the program also led to an improvement in the organizational climate. Mentors reported improvements in their leadership skills and reinforced the company’s commitment to social responsibility.

B-EPIC was based on a diagnostic framework that suggests work readiness is low not due to lack of technical skills, but rather due to a lack of non-cognitive abilities. Therefore, the initiative benefits far more companies than just GerdaU. Even those companies that still resist investing in apprentice development are positively impacted by B-EPIC due to its broader positive effects on the labor market.

B-EPIC builds upon an existing public policy initiative designed to promote the integration of youth into the labor market through structured learning programs. The initiative strengthens its positive effects while broadening its scope by focusing on non-cognitive skills and unlocking the hidden potential of apprentices.

The initiative also has a positive social impact by providing a real opportunity for change to young people from more vulnerable socioeconomic backgrounds. It contributes to reducing social inequality by facilitating their integration into the labor market and boosting their self-confidence and empowerment.

Looking ahead to 2025, B-EPIC is expanding and evolving into a movement: we will welcome a second cohort from GerdaU, with other companies joining the club!

