

The Escola Casa do Mar Social Entrepreneurship Program, Rio de Janeiro

INTRO

A four-week program in social entrepreneurship, run in collaboration with three partner NGOs across the city. The program will be held at a charming 19th-century house in Santa Teresa, Rio de Janeiro's bohemian, hilltop neighborhood, starting February 19, 2024.

Please get in touch if you are interested in the program but unable to make these dates. Further cohorts will run in 2024 and 2025.

For testimonials from past participants in our programs, read our 35+ 5-star reviews on our WorldPackers profile:

<https://www.worldpackers.com/pt-BR/positions/66776>

WHO IS IT FOR?

We welcome participants of all ages and backgrounds. You might be a college student interested in gaining professional skills as you prepare for a career in social entrepreneurship, project management, or international development. You could be a professional considering a change in career. Or maybe, you are simply traveling around South America on the hostel circuit, looking for an opportunity to step into community life.

If you have extensive skills and experience you will naturally assume more of a leadership role as the group takes a "New Startup" from conception to proof-of-concept. We believe that there is value to be found in collaborating with people at all levels of experience, from all walks of life.

The only cast-iron requirements are good teamwork skills, a sense of fun, and to share our belief that small-scale entrepreneurship, driven by humility and compassion, can positively contribute to local communities. Portuguese is an asset, but not required.

WORK

During the four-week program, you will jump right into our projects, make friends, build connections, and collaborate on the "New Startup".

A: Assisting with Our Projects:

- Teach English to adults and children at our school in Vidigal.
- Assist with our climbing program in Botafogo.
- Assist with our surfing program on Ipanema Beach.
- Optional weekend visits to partner projects in Providência and Gávea.

B: "New Startup"

Participants will develop a "New Startup", focused on building a distribution network for a healthy, tasty, and cheap street food option. Rio has few healthy street food options and - like most of the world - is suffering from a health crisis caused by the decline of traditional cooking and the proliferation of cheap processed food. Our Street Food Startup will address this issue by creating a distribution network for healthy, tasty, cheap street food. With your fellow participants, you'll turn this idea into a socially-focused business.

We have sketched out a four-week timeline for the project and have the relevant connections lined up and ready to go, including a commercial kitchen at a local church, a grand Botafogo

venue to host a pop-up café, and Vidigal street vendors ready to sell our product. From here on, you and your fellow participants will take the lead;

- Testing traditional Brazilian recipes in the kitchen with a chef.
- Visiting vegetable markets for cheap seasonal produce.
- Deciding on the brand name.
- Logo design and social media marketing strategy.
- Hosting the pop-up café.
- Coordinating with the street vendors as they begin a one-week trial selling it on Rio's streets.

PLAY

Outside of the program, you'll have plenty of time to run wild and free. On weekends, we'll take you on super cool hikes, scrambling up mountains and jumping in waterfalls. During the evenings, we'll point you in the direction of samba bars and keep you up-to-date with Rio's neverending festival calendar. This is also your chance to pick up surfing, beach tennis, volleyball, yoga, or circuit training with all the free beach sports offered along Copacabana and Ipanema beaches.

LIVE

Participants will be hosted at Casa Insanta, a charming 19th-century house in Santa Teresa, Rio's bohemian hilltop neighborhood. You will be staying in a spacious, air-conditioned, shared room with the six other participants. The room opens directly onto the terraced gardens, with sweeping views of the city, a pool, a churrasco pit, multiple dining areas, a swimming pool, a volleyball court, and a snooker table.

Inside the house, guests benefit from a fully equipped catering-sized rustic country kitchen and a large open-plan dining and living area. The house is kept clean by Danilo, the friendly house manager. Ubers are very cheap here and it's just a 10-minute drive to Centro's parties and Zona Sul's world-famous beaches. Artists, writers, and university students live in the crumbling colonial mansions and chat away the afternoons at the cafés that spill out onto the cobble-stoned streets. Santa Teresa is perfectly located to jump into the whirl of the city and then to retreat from it all at nightfall.

Check out more photos of Casa Insanta on their AirBnB page:

https://www.airbnb.com/rooms/27215754?source_impression_id=p3_1701224191_YXxUMFPBqeNLKyac

THINK

Breakfast will be served poolside in the morning to accompany a one-hour discussion-based seminar on key issues in both personal development and international development.

Philosophical discussion is too important to be left to university students alone. By taking them out of the classroom and into a breakfast-time pool-side chat we shed formality, and objectivity, and ask directly "What do these ideas mean for us in our lives and for the work we are doing here in Brazil?". The curriculum spotlights key thinkers in the Western Region secular tradition, including; Camus, Nietzsche, and Viktor Frankl; as well as spiritually-informed thinkers, including C.S. Lewis, David Brooks, Simone Weil, Tim Keller, and Lisa Miller.

If you're the type of person to enjoy a long reflective discussion among friends, you'll be at home here. These ideas are interesting in themselves, but take on a unique quality with every group that assembles to take them on.

Nightly Contribution:

We ask for a contribution to cover the cost of providing accommodation, breakfast, and Ubers to and from all projects. The nightly contribution is 90 reais per night — the price of any good hostel in the city.

For more information:

If you are interested in the program, please contact James, our Director of Programs, on WhatsApp: +1 514 465 9276, email escolacasadomar@gmail.com, or Instagram <https://www.instagram.com/inglescasadomar/>