

# Impact indicators - 2024

In partnership with the **Rede Mulher Empreendedora** (Women Entrepreneur Network), we launched **Empreenda e Renda**, a project aimed to develop social and emotional skills for women to open and lead businesses and develop practical skills in business management, finance and digital marketing.

## Scope of the Program



In 2024,  
**37,000 women**  
were trained by the program

## Results Indicators



**70%** of the companies impacted were located in the Northern and Northeastern regions

**NPS 96**

## Impact Indicators

**28.7%** of women reactivated their businesses during the period of the project.

**20%** of women opened new entrepreneurship during the period of the project.

Sales increased over **70%** in all scenarios analyzed.

**33%** of the businesses hired new employees.