

FIRST Impact Award - Team 7565

2025 - Team 7565

Team Number

7565

Team Nickname

SESI SENAI ROBOTÁTICOS

Team Location

São Paulo, SP - Brazil

Describe the impact of the *FIRST* program on team participants within the last 3 years. Think about percentages of those graduating high school, attending college, in STEM careers, leadership skills, and serving as mentors/sponsors in *FIRST* programs.

Being part of a FIRST team transforms lives, as its purpose is to prepare young people for the challenges in the future. In recent years, the impact of this experience has been significant. Developing essential skills, 4 members of our team #7565 received full scholarships through a regional scholarship program, and 76% have entered universities, whether public or private. In addition, 72% work in STEAM-related fields or continue to be involved as volunteers, judges or mentors in FIRST programs.

Describe your community along with its unique opportunities and circumstances. Think about your geographic region, diversity of town/school, language barriers, socioeconomic barriers, and cultural expectations.

Brazil faces significant challenges in access to education, with 2.4 million children aged 6 to 14 out of school and more than 75 million Brazilians without access to basic rights such as sanitation. In São Paulo, despite economic development, 2 million young people aged 11 to 19 are out of school, and many state schools do not offer a complete STEAM curriculum. Our team seeks to transform this reality, offering essential projects and donations to promote education and knowledge.

Describe the team's methods, with emphasis on the past 3 years, for spreading the *FIRST* Mission in ways that are effective, scalable, sustainable, and creative.

Created to offer knowledge and opportunities to students, Gear Up is a program of accessible and low-cost STEAM projects. The manual is designed for autonomous use, allowing it to be shared easily and reaching more teachers and places. As a result, we have impacted +90 teachers in different schools and institutions. With a presence in both public and private schools, Gear Up also offers online tutorials that enable remote application, expanding access and benefiting young learners.

Describe your team's goals and the progress you have made towards them to fulfill *FIRST's* Vision.

Gear Up has 15 projects divided into 5 modules: Gear Up (Basics of STEM), Formula Maker (created during the pandemic), High Tech (programming focused on high schoolers), Arts (art + technology), and LEGO (LEGO adaptations). Partnering with the Support Group for Adolescents and Children with Cancer, we visit monthly to apply the LEGO module, using easily sterilized materials for safety. This partnership has benefited 300+ children, fulfilling our mission to impact the community through STEAM.

What impact has your team seen from your efforts described in the above question? How does your team measure impact?
With the demands of society, we launched Gear Up in our community, benefiting more than 110K kids. At the Itaúna public school, 37 young people built a robot, and 4 teachers reproduced it using the Brazilian BNCC, similar to the Common Core in the USA. Encouraged by the feedback, we expanded to Minas Gerais, introducing the light-powered robot to 160 students. In Mexico, we reached 620 children in several schools and involved the National Library to certify Gear Up as an educational model.
Please provide specific examples of how your team and team members act as role models within the <i>FIRST</i> community with emphasis on the past 3 years. How do you share these best practices with other teams?
We created the FIRST Forum Global to foster experience exchange in FRC. The FIRST Forum Global, focused on Outreach and Robot, gathered over 78 teams from 3 countries, including long-standing teams such as, #1622 #1730 #6652 and hall of fame winner #321. On a separate day, we hold the FIRST Forum Global Rookie, supporting 40 new teams with the tournament, challenges and prizes. To improve access, we translated the materials into English and Spanish, making the projects more inclusive and global.
Describe your team's initiatives to Assist, Mentor, and/or Start other <i>FIRST</i> teams with emphasis on activities within the past 3 years.
We created a MENTORING AND ASSISTANCE PROGRAM, to continue impacting lives through science and technology. We started 10 FRC teams: 8 in Brazil and 2 in Colombia, mentored 41 teams and assisted 32 teams, totaling 83 teams. These teams won 25 regional prizes, and 4 also won world championship awards. Besides, with the goal to expand FIRST to new horizons, we participated in “Lybotics For Africa”, where we mentored 2 out of 80 FTC teams in Africa, opening doors in the STEAM fields.
What other initiatives have you created, grown, sustained, or participated in (<i>FIRST</i> or otherwise) to help inspire young people to be science and technology leaders and innovators? What outcomes have you seen from your efforts in the past 3 years?
Through CODE+, a partnership between teams 7563, 7567, 9200, 9199, 9458, 9459, 9085, we offer programming/robotics classes with the micro:bit board, empowering teenagers. Reaching SESI São Paulo and public schools, it has impacted 37,667 children in 1,952 schools. Moreover, to expand FIRST’s mission, we participated in #ActionWeekMexico. Where we discussed UN’s 17 global goals across Latin America and shared FIRST’s core values combined with sustainable projects, taking FIRST to a new reach.
Describe the partnerships and relationships that you've created with other organizations (teams, sponsors, educational institutions, government, philanthropic entities, etc.) and what you have accomplished together, with emphasis on the past 3 years.
We are supported by sponsors like SESI and SENAI, who provide resources, facilities, and financial aid, fueling our team's growth. We also collaborate with Rockwell Automation, a global leader in industrial automation, to empower new generations and bridge the country's technology gap. Strengthening ties with other teams, we partnered with a Mexican FTC team and joined ECO-FIRST, uniting 20 teams from 3 countries to create a greener world through impactful community initiatives.
Describe your team's efforts in the past 3 years to promote equity, diversity, and inclusion within your team, <i>FIRST</i>, and your communities.
Team #7565 aims to reach everyone. The GirlsinGear initiative inspires girls aged 12-16 to pursue STEAM careers through practical learning projects, 60% of the girls that participated and graduated high school are now pursuing STEAM degrees at universities. The #FIRSTCareAboutUs initiative motivates people with disabilities to enter the world of science and technology, adapting materials for greater accessibility and encouraging other teams to do the same, fostering a more inclusive community.

Explain how you ensure your team and the initiatives you have created will be sustainable.	
We have 10 sponsors who provide financial support, resources and guidance, as well as participating in our projects, such as ISCAR Day, where we carry out STEAM workshops for employees and Children's Day with Rockwell, where we ran Gear Up applications in orphanages. To maintain a continually on the team, we created Stairs to Learning, which guides FLL students to the FRC. This initiative has brought in 54% of our FLL members, promoting skills development and long-term involvement.	
Highlight one area in which your team needs to improve and describe the steps actively being taken to make those improvements.	
A major challenge for our team is the language barrier, as 91.6% of our members are not fluent in English. In 2025, we partnered with Yázigi for a 100% scholarship worth US\$12.436,68 in classes and materials, guaranteeing personalized learning to improve language skills and team cohesion. By improving our knowledge of new technologies, we improve our work, collaborate internationally and expand access to science and technology in Brazil, inspiring future generations.	
Briefly describe other matters of interest to the <i>FIRST</i> Judges, including items that may not fit into the above topics. The judges are interested in learning about aspects of your team that may be unique, particularly noteworthy, or had a large impact.	
We have prioritized different ways of promoting STEAM, such as using our social media to attract a younger audience; in total, we reached +26K followers and 3M views on 143 videos. In addition, through RoboNations, we combine STEAM, FIRST's core values, and social impact, aligning ourselves with the UN's 17 SDGs. We held donation campaigns at our school, collecting more than 2000 bottle caps and donating 4.5 L of blood, ensuring that technology and solidarity go hand in hand for a better future.	
Judge Feedback	
	What areas of the team can we improve? An area the team has an opportunity to improve. Something that really impressed the judges.
Essay	

“What does it mean to be Robonático?” A kid asked us. A feeling of doubt came over us, but at the same time, the desire to find out what it really means. Perhaps we could define ourselves as a group of young people with a passion for robotics. However, that wasn't enough, we wanted to go further. But where to start when all we knew was that our goal was to inspire young people to shine their own light through STEAM and FIRST? Initially, we felt lost in this unfamiliar world. Information was limited and often in languages that further isolated us from the global community. Recognizing the need for a strong Brazilian FRC Community, we partnered with SESI (Serviço Social da Indústria) to bring FIRST's mission to schools. Through our TEAM OPENING PROGRAM in São Paulo, we've started 8 teams in 3 years, providing grants, training, and mentoring with SESI SENAI branches. 7 of these teams have earned prestigious awards, including JACTECH #9458 who won the Rookie All-Star at the World Championship. As the first Rockwell Automation-sponsored team in Brazil, we also collaborated to develop a training program for their employees, enabling Rockwell to sponsor 17 Brazilian teams. But that wasn't enough; we needed to expand our reach and acquire a global presence. Recognizing the great inequality in STEAM education, we took our mission to LATAM and founded team #9087, Stem Machines, the first government-funded team in Colombia. In addition, through global partnerships, we helped launch 2 FLL and 2 FRC teams in 2 countries through constant experience exchange and meetings. Continuing to expand our efforts, we created a MENTORING AND ASSISTANCE PROGRAM, where through weekly meetings we reached 13 countries, mentoring a total of 41 FLL, FRC, FTC and

FGC teams and assisting 32. Besides, partnering with the Honduras STEM Foundation and FIRST Honduras, we became their FRC representative for Brazil, helping FLL teams thrive. This close relationship with FLL teams inspired us to bridge the gap between different FIRST programs. Recognizing valuable insights and skills gained over years of competition, we launched #STAIRSTOLEARNING. Designed to inspire and encourage FLL students to progress into FRC, their journey transforms from small LEGO robots to industrial-sized robots! Today, over 54% of our team members are former FLL participants, ensuring a smooth and meaningful transition to FRC. To strengthen and spark an early passion for robotics, we host an annual INTERNAL FLL TOURNAMENT in our school, introducing elementary students to robotics across 9 editions. Serving as both an introduction to robotics and a competition, since 2022 it has engaged 29 local FLL teams and around 900 children. Providing expertise, our team members VOLUNTEER as judges, volunteers and robot inspectors at these tournaments and in also 22 official and unofficial FIRST events, providing assistance to +50k people. For team #7565, FIRST means breaking boundaries and expanding opportunities beyond school. In 2019, facing a lack of investment in public school science education, we took our passion to the community, developing the LIGHT-POWERED ROBOT, an innovative, sustainable, and low-cost (US\$2) robot to introduce STEAM to children. Inspired by its success, we created GEAR UP, an educational program to help educators bring STEAM project-based activities into classrooms in an accessible and engaging way. Each project includes practical exercises, creative activities and ideas for classroom application, with 15 projects in 5 STEAM modules, developed to meet our community needs. The materials are aligned with Brazil's National Common Core Curriculum (BNCC), making them suitable for any school in the country. In 2022, we partnered with SESI, a network of schools and one of our sponsors, to expand the program even further. Thanks to this collaboration, GEAR UP became an official teaching material for 100% SESI schools in São Paulo, totaling 142 schools. In addition, we created a partnership with the Group for Adolescents and Children with Cancer (GRAACC), volunteering monthly and offering enriching STEAM experiences during their treatment. Moreover, through an affiliation with Rockwell Automation and Vale, we carried out one of the largest applications of GEAR UP ever. By introducing robotics to underprivileged communities in Minas Gerais, we impacted more than 160 children and trained over 30 teachers to apply it in class! To meet the growing demand, we developed an in-person and online TRAINING PROGRAM, empowering teachers with the skills they need to implement GEAR UP in their classes. With this initiative, we trained +90 teachers, expanding our reach and taking GEAR UP to places we never dreamed of. Through our efforts, we expanded GEAR UP INTERNATIONALLY, taking it to Latin America. We introduced the program in 2 PUBLIC SCHOOLS IN COLOMBIA and formed a partnership with the government of Apodaca, Mexico. This collaboration led us to open Mexico's FIRST PUBLIC ROBOTICS SCHOOL, with GEAR UP officially established as part of its curriculum. Additionally, we held a summer camp with team #7018, marking the FIRST APPLICATION IN AN INDIGENOUS COMMUNITY in El Espinal, Oaxaca, Mexico. All these accomplishments highlight the transformative power of shared vision! When we dream alone, it remains a dream, but when we dream together, it becomes reality. As GEAR UP has grown, we've realized that it hasn't just overcome barriers but has become the main gear of our purpose! With it, we have been able to enlighten the minds of more than 110K young people in more than 161 schools. Showing that GEAR UP is a shared dream that continues to transform realities, it could be the key to discovering what it truly means to be a Robonático! With its success, our team was invited to represent SESI in the LEARNING SECTORS project by Formula 1 and the British Council, aiming to inspire global students in STEAM. Launched in January 2025, it is set to reach 130K people! We believe accessibility is essential for a brighter future, guaranteeing opportunities for disadvantaged groups. The #GIRLSINGEAR initiative offers hands-on science and technology experiences in public schools and trains our team with qualified women. So far, the project has benefited 256 girls and increased female representation in our team to 58.3%. In addition, we created #FIRSTCareAboutUs, aimed at reaching people with disabilities, ensuring that everyone has the opportunity to explore the world of STEAM. We adapt GEAR UP to high-contrast colors, audiobooks and create inclusive projects to promote equity and accessibility for all. Through our involvement with the community, we realized the need to include diverse realities in efforts to transform it, since science and technology alone are not enough. With the ROBONATIONS project, we aim to create a more inclusive community, supporting vulnerable people and mobilizing our school for social actions. Thus, we collected 6 lbs of garbage, 1500 lbs of food, 980 clothes, 73 books, and 727 toys. We also established partnerships with the same aim, such as ECO-FIRST, #ActionWeek, #FIRSTCommunity, and Project PANGEA to further these goals. By creating an impact in our community, we understand that through collaborations we can create a stronger community. Together, with the SESI-SP teams, we developed the CODE+ program, teaching the

basics of programming in Java and Python using the micro:bit board and the MakeCode platform. Integrating STEAM for students, the partnership reached more than 37.667 kids in 1952 schools. In addition, we invite companies with shared goals to partner with us, creating opportunities to impact the community, connect with the industrial and tech sectors, and build partnerships. Today, we count on the support of 10 KEY SPONSORS (AroPrint, FIESP, Fresmax, Gene HAAS Foundation, ISCAR, Rockwell Automation, SESI, SENAI, StemOS and Yázigi), where we not only maintain a monetary partnership, but integrate them into our team, offering sustainable ways of spreading STEAM. Expanding on the FIRST message, we created FIRST FORUM GLOBAL, a video forum to exchange experiences with FRC teams, discuss tournament awards and share moments. Initially aimed at teams from LATAM, the project has grown to include teams from all over the world, with around 78 participants in the last 3 years. With the increase of FRC teams in Brazil, we launched a specific forum for Rookies, with 40 teams present, as well as ex-members who work in FIRST as volunteers or judges, to share their experiences. Inspired by FIRST's principles, we sought up-to-date solutions to spread STEAM. Using SOCIAL MEDIA, we set out to break the paradigm that robotics is something far removed from the reality of many, adapting trends to the world of robotics. Over the years, we've gained more than 26K followers and 3M views, inspiring young people to become leaders in STEAM. We've also been interviewed by channels such as Band Sports, CNN, CNI, Globo, TV Futura, Formula 1, British Council's and by sponsors such as Rockwell Automation and StemOS, increasing our visibility and recognition. In the course of all our experiences, we realized that the answer to what it means to be a Robonático was already clear. It's not just people who are fanatical about robots, because during our rookie year, in 2019, team 7565 had already reframed that word. What makes this name unique is not just the dreams of changing the world through robotics, but what we do to achieve them. To be a Robonático is to know that all our history makes us who we are, and to have the desire to continue building memories in the world of FIRST. It's the longing to be remembered, but also to remember how it all began. Being a Robonático is about knowing you just have to believe that all your efforts have changed and will change lives because... WE WERE TRANSFORMED AND NOW WE WANT TO BE THE TRANSFORMATION, WE ARE ROBONÁTICOS #7565.;

