

On Your Bike! Using Marketing Mix to Drive Successful Bicycle Sharing Programs in Europe

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Basic Info

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- Brazil is the largest country in Latin America.



- However, Brazil still has several under-developed regions. Its education system is accordingly plagued by inadequacy and social and regional differences.
- Brazil is struggling to educate 90 million children.
- Rich parents educate their children by sending them to private schools. Poor parents however, know too little to understand how badly their children are being taught at the public schools.
- The typical school year runs from February through November.
- Children attend one year of preschool, four years of elementary school, four years of middle school and three years of secondary school.

Statistics

- about 1/3 of the Brazilian population is considered illiterate, about 40% write problems in their daily lives.
- When these percentages are added, a total of 70% of Brazil's population are unable of making a real life decision.
- Forgetting of general and finding out things not at all.
- Only 10% of the Brazilian population has a higher education degree.
- 90% of the under-graduate students are from only 10 states.

Amazing Facts

Average Performances of 15-year-olds

Year	Reading Literacy (%)	Mathematics Literacy (%)	Science Literacy (%)
2000	55	45	35
2005	60	50	40
2006	65	55	45
2009	70	60	50

Improvement over the Years (2000-2009)

Bibliography

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- http://en.wikipedia.org/wiki/Social_issues_in_Brazil#Education

Thanks for listening! I hope you enjoyed my presentation!

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Statistics

- almost 10% of the Brazilian population is completely illiterate.
- almost 68% of the population is functionally illiterate.
- When these percentages are added, a total of 78% of Brazil's population are unable of reading a text like this one (in Portuguese, of course) and making any meaning out of it.
- Only 10% of the Brazilian population has a higher education degree.
- 32% of the undergraduate students are functionally illiterate.



Astonishing Facts

Part 1

- It is common to hear of students that go to school only to eat a meal or because the government gives the family some kind of support such as an amount of money for each kid the family has at school.
- More than a tenth of spending goes on pupils who are repeating grades.
- An astonishing 15% of those graduating from secondary school are over 25.



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Part 2

- Brazil has high chances to ensure that all children - especially girls - living in hardship and belonging to ethnic minorities have access to free, mandatory and good quality education by 2015.
- The government has increased the facilities for children, and parents are required to keep their children ages 7 to 14 in school.
- UNESCO (United Nations Educational, Scientific and Cultural Organization) has developed two partnership programs in the area of early childhood in Brazil:
 - Better Early Childhood Program
 - Millennium Fund for Early Childhood Program



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