

CNH Industrial South America Champions Education Campaign in Brazil

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CNH Industrial South America partnered up with the **Gente de Bem**, a local organization that promotes education among teenagers and young adults. Gente de Bem was founded in 2006 on the belief that education can not only change the life of an individual, but also have a positive impact on the entire community and even the country.

CNH Industrial supports the **Ponto.Com.Futuro** project with a sponsorship. The project offers an online training course for students from public schools to help them develop personal and professional skills needed to find a job and build a career. The training classes are held online twice a week and provide practical tips, such as how to find and apply for a job, how to write a resume, how to prepare best for an interview and, many more. After completing the first sessions, the training course will focus on Introduction to Business Administration as well as Personal and Interpersonal Development.

All classes are taught by professionals with extensive experience in Human Resources and by professionals from the sponsoring companies. So far about 280 young people between 14 and 17 have signed up for the classes.

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