

Our Journey



Annual
Activities Report
2025



MENTALIDADES
MATEMÁTICAS

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14+

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22+

Partnerships

30

About Us

The **Mathematical Mindsets** program is grounded in the belief that everyone is capable of learning mathematics at high levels. Our goal is to remove perceived limits and transform people's relationship with Mathematics by promoting a teaching approach that fosters exploration, curiosity, and confidence in learning.

We connect institutions, people, ideas, and initiatives through content, spaces, and experiences that extend beyond numbers. In schools, we strengthen Mathematics teaching as a foundation for citizenship.

Beyond the classroom, we broaden the understanding of mathematics by highlighting its **relevance in building solutions and transforming the world around us.**



MENTALIDADES MATEMÁTICAS

...a favor desse movimento!



When Mathematics becomes a national project

by Jack Dieckmann and Ya Jen Chang

In 2025, the Mathematical Mindsets program took bolder steps, recognizing that the community had grown, strengthened, and developed a clear identity. **We are now a network of people who understand the challenges students face** and who are committed to helping them (re)build a positive relationship with mathematics.

We also recognize the urgency of Mathematics learning in today's world — **an opportunity that extends far beyond school and shapes entire life trajectories**. Our community now includes hundreds of change agents — micro-revolutionaries who are bringing a new perspective on mathematics to everyone around them.

We continue to be guided by a conviction present since the beginning: transforming people's relationship with Mathematics requires a **long-term vision**, the courage to challenge established structures, and a willingness to build bridges — between research and practice, school and society, and across sectors committed to Brazil's future.

In addition to professional development and content dissemination initiatives that reached thousands of educators, we welcomed back Professor Jo Boaler and Cathy Williams to Brazil, founders of Youcubed, the Stanford University research center where the MathematicalMindsetsapproachoriginated. Theirreturn represented more than the presence of international experts; for us, it reaffirmed a vibrant community — **deeply committed and continuously collaborating to improve Math education**.





At the 6th MM Seminar, hundreds of education professionals engaged in a full day of learning with Jo and Cathy, deepening their practice and reflecting on the meaning of their work. The Brazilian MM research community also connected directly with the creator of the approach, **strengthening academic ties and expanding the discussion around implementation and outcomes in the Brazilian context.**

Boaler's visit also enabled a strategic initiative: the panel "How Mathematics Will Include Brazil in the Digital Economy." By bringing together voices from economics, technology, public policy, and education, the discussion reinforced that **Mathematics should not be confined to the classroom**, but recognized as central to social, economic, and democratic development.

To further elevate the **role of Mathematics in conversations about transformative education**, we organized a nationwide screening circuit of the documentary Counted Out. Through Vicki Abeles' film, we engaged new audiences and sparked reflection on who has access to mathematical knowledge—and the social consequences when that access is denied.

We closed the year by celebrating a historic milestone: the launch of the National Commitment "Toda Matemática," a clear signal by the public-sector commitment to addressing inequalities in Mathematics education across Brazil. The invitation for the Mathematical Mindsets program to join this initiative recognizes a trajectory grounded in evidence, continuous dialogue with educators, and a non-negotiable belief: **everyone can learn Mathematics at high levels.**





May this document serve as **memory, celebration,** and an **invitation.**

Memory of an intense and transformative year; **celebration** of a community that continues to grow stronger; and an **invitation** for more people to join us in making Mathematics a central narrative in the lives of children and youth across Brazil.



Jack Dieckmann
is Research Director
at Youcubed



Ya Jen Chang
is President of the
Sidarta Institute



Expanding mindsets

The year of Math for everyone

by Isabel Cortellini and Maira Costa



The year 2025 marked a turning point for Mathematics education in Brazil. For the first time, **Mathematics occupied a central place in the education debate**, reaffirming the learning of the subject as a right for everyone, rather than a privilege for a few.

This movement brought to light the understanding that **learning Mathematics is a fundamental strategy for the development of individuals and the nation**, from both a social and economic standpoint. In the Mathematical Mindsets program, we experienced this context intensely, incorporating these reflections and commitments into our pedagogical actions and institutional relationships. Contacts, exchange of ideas, project designs, and the organization and development of our team — everything was centered on our commitment to the cause of Mathematics in Brazil.

We grew in 2025. We grew because more and more educators, school administrators, families, and communities recognize the importance of equitable, accessible, and high-quality Mathematics education, which provides the tools to **understand and transform reality in a complex and unequal world**. We gained recognition and reach through events, projects, and partnerships that connected people, ideas, and initiatives throughout Brazil.

We established a presence across different regions of the country, enabling us **to connect with and learn from educators nationwide.**

We celebrated innovation in a project carried out in partnership with the Rio de Janeiro Municipal Education Department and Itaú Social, for which **we developed open, creative, and visual activities for more than 270 maker spaces in the Technological Educational Gymnasiums (GETs)**. It marked the first time — both in Brazil and globally — that the Mathematical Mindsets approach was integrated with maker culture, in an experience developed in collaboration with our long-time partners at Youcubed.

In partnership with Itaú Social, we also expanded the **pioneering initiative of applying the MM approach to Early Childhood Education** to 13 municipalities in Mato Grosso do Sul, reaching more than 2,000 students.

We also celebrate the success of the MM Network workshops, which engaged over 230 education professionals online, fostering the exchange of **practical classroom strategies across Brazil.**

More than 500 education professionals experienced **innovative Mathematics teaching practices** at the 6th MM Seminar, in direct collaboration with Youcubed co-founders Jo Boaler and Cathy Williams. Meanwhile, the third edition of the MM Research Symposium grew significantly, bringing together more than 230 participants and, for the first time, taking place outside the state of São Paulo.

We invite you to explore this report and discover our 2025 achievements. Together, we are building a present and a future in which Mathematics inspires the full potential of every learner, contributing to a country where Mathematics education is not only a right, but a pathway to **quality of life and active, transformative social participation.**



Isabel Cortellini
is Institutional Manager of the Mentalidades Matemáticas program



Maira Costa
is Pedagogical Manager of the Mentalidades Matemáticas program



Our work in **2025**

**Public
education
partnerships**



Mato Grosso do Sul



In March, the second phase of the project began, aiming to apply the Mathematical Mindsets approach in Early Childhood Education schools across Mato Grosso do Sul, a state in the Central-West region of Brazil. The initiative is a partnership between Itaú Social, the Foundation for Support and Development of Basic Education (FADEB/MS), and the Sidarta Institute.

Eight new municipalities in the state joined the project – Caracol, Corumbá, Jardim, Ladário, Nioaque, Sonora, Ponta Porã, and Taquarussu – reaching approximately 5,500 new students.

The cities of Antônio João, Aral Moreira, Caarapó, and Naviraí have participated since the first phase, launched in 2024.

Between April and September, five training cycles were delivered for teacher trainers from participating municipalities. Led by FADEB/MS professionals under the supervision of the MM team, these sessions aimed to prepare participants as local multipliers of the Mathematical Mindsets approach for teachers in their districts.

5
training meetings

13
municipalities

55
schools

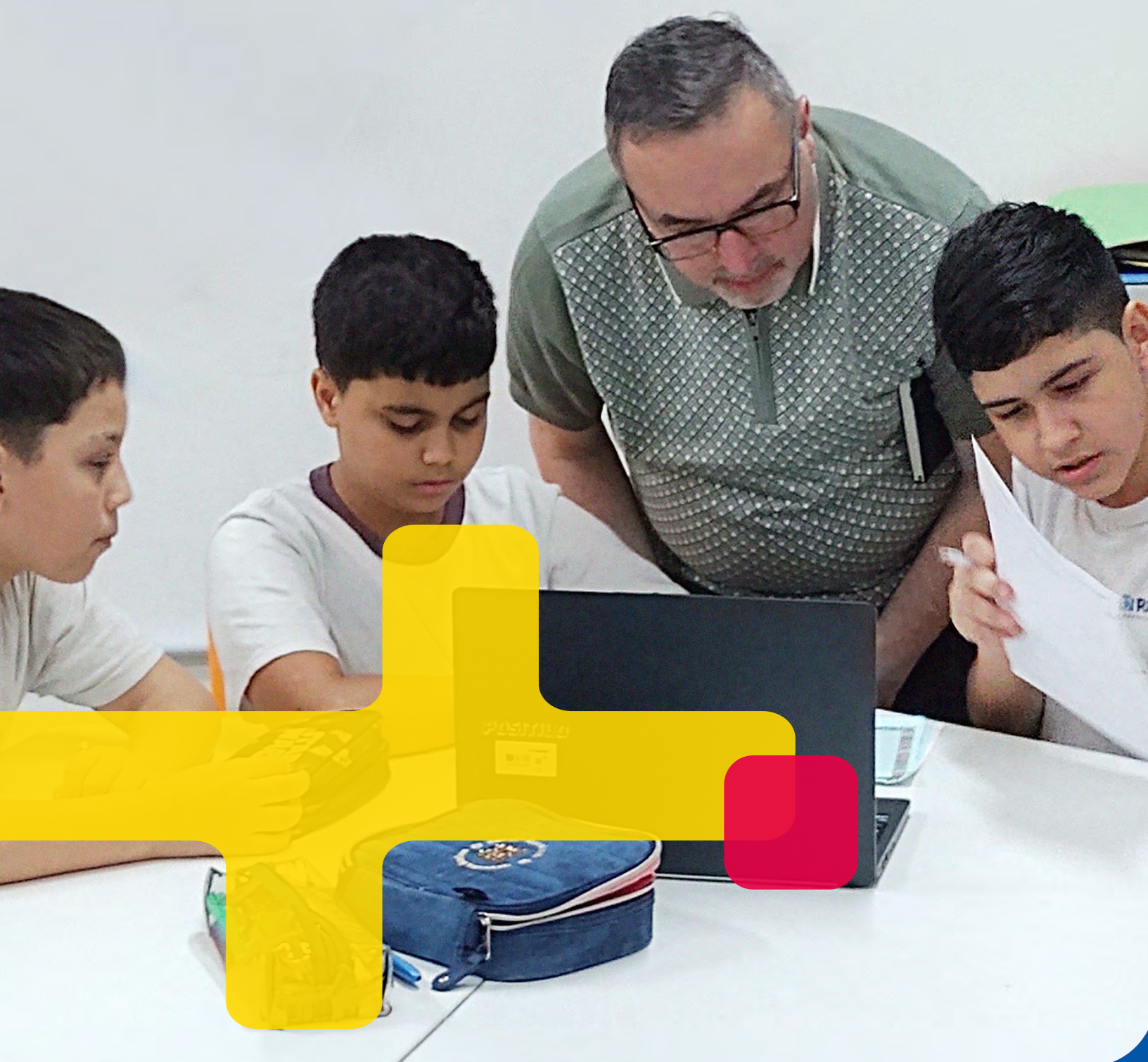
33
trainers
trained in the MM approach

364
teachers

5,538
students reached

[Learn more on our website](#)

Rio de Janeiro (RJ)



Mathematical Mindsets, Itaú Social, the Rio de Janeiro Municipal Education Department, and Youcubed collaborated on a major educational initiative to train educators and develop unprecedented teaching materials grounded in the principles of the Mathematical Mindsets approach.

The partnership began in 2024 and continued into 2025 with six training sessions held between March and October for 127 Mathematics educators across the city. All content was tailored to the context of students in the Rio network, focusing on the GETs (Technological Educational Gymnasiums) – a model centered on technological innovation through active methodologies, with a strong emphasis on maker culture.

127

participants

51%

black and mixed-race

33h

total hours

9.02

average rating

3,000+

students potentially impacted

[Learn more on our website](#)



Santana de Parnaíba (SP)

Education professionals from this municipality in São Paulo participated in five hours of training on the Mathematical Mindsets approach, delivered across three remote sessions. The initiative was designed for school coordinators in the municipal network, with a focus on Early Childhood Education. According to the 2025 Basic Education School Census, Santana de Parnaíba has 7,599 students enrolled in Early Childhood Education.

46
participants

5h
total hours

7,599
students potentially impacted

[Check out the post on our Instagram profile.](#)



National Commitment “Toda Matemática” (MEC)

The Mathematical Mindsets program was one of the civil society organizations invited by the Ministry of Education (MEC) to participate in working groups focused on strengthening Mathematics education in Brazil. This invitation was part of the implementation strategy of the public policy National Commitment “Toda Matemática” (All Math), officially launched in October 2025.

This policy’s goal is to “guarantee quality teaching and improve student academic performance through technical and financial support for school systems and schools.”

[Learn more on our website](#)





Our
work in
2025

**Professional
development**



Colégio Emilie de Villeneuve



Teachers of Mathematics at Colégio Emilie de Villeneuve in São Paulo (SP) participated in training on the Mathematical Mindsets approach. A total of 126 educators took part, including professionals from Early Childhood Education through specialist teachers in High School.

The training achieved a Net Promoter Score (NPS) of 88, considered an excellent level of participant satisfaction.

126

participants

15%

black and mixed-race

8h30

total hours

9.55

average rating

11,000+

students potentially impacted



Colégio Sidarta

At Colégio Sidarta, the Sidarta Institute's lab school, training sessions continued a project initiated in late 2024. On average, 15 teachers from Cycle 1 (Early Childhood through 3rd Grade of Elementary School) participated in each session.

Throughout 2025, nine meetings of 2.5 hours each were held. One of these sessions was led by Jack Dieckmann, Research Director at Youcubed, and focused on reflections around lesson planning.

The meetings addressed Number Talks, Big Ideas activities, and the "Low Floor, High Ceiling" nature of these tasks, along with classroom implementation supported by prior planning and the sharing of teaching practices.



24

participants

22h

total hours

113

students (Early Childhood to 3rd Grade) potentially impacted

[Learn more about Colégio Sidarta](#)

Self-Paced Courses



Three self-paced courses and one educational technology, developed by the Mathematical Mindsets program in partnership with the **Itaú Foundation**, are available online free of charge.

Self-Paced Courses

The courses are designed for education professionals seeking creative approaches to Mathematics, as well as for individuals interested in developing a better understanding the science of patterns in everyday life:

[Getting to Know Mathematical Mindsets](#)

[Thinking Mathematically](#)

[Mathematical Mindsets in the Classroom](#)

In 2025, these courses were also included on the Ministry of Education's Virtual Learning Environment, or **AVAMEC**, recommendation list, which serves nearly three million users across Brazil.

Educational Technology: Summer Camp

The **Summer Camp** educational technology is designed for Education Departments and system leaders interested in establishing long-term, system-wide improvement policies. The training pathway provides guidance for independently organizing and implementing a Mathematical Mindsets Summer Camp, including strategies for implementation, monitoring, and evaluation, as well as training for managers and departmental professional development teams.

3rd Mathematical Mindsets Research Symposium



[Learn more on our website](#)

The third edition of the **Mathematical Mindsets Research Symposium** was held in the city of Rio de Janeiro (State of Rio de Janeiro) from September 19 to 21, 2025. It was the first time the event took place outside the state of São Paulo.

The symposium aimed to engage the community that applies and researches the approach in Brazil. In 2025, the event received 94 paper submissions – the highest number since its first edition – **reflecting increasing interest in Mathematical Mindsets as a research field.**

The program featured three roundtables, two lectures, eight workshops, 11 short courses, and 11 working groups, which included oral presentations of experience reports and academic research. Participants also interacted with mathematical games and attended the **“MM in the Voice of Students”** Showcase, a collection of testimonials from students learning through the approach.

The **3rd Mathematical Mindsets Research Symposium** received **305 registrations** from 14 Brazilian states, a demand nearly 50% higher than the previous edition.

233
participants

24%
black and mixed-race

9.67
average rating

94
paper submissions



iMMersão

iMMersão is an in-person, immersive training on the Mathematical Mindsets approach, totaling 40 hours distributed across five face-to-face sessions. The program is primarily designed for Mathematics teachers who want to deepen and expand their knowledge of the MM approach.

The syllabus includes topics such as the nature of Mathematics, growth mindset, the role of challenge in stimulating the brain, learning communities, and assessment tools. The 2025 cohort brought together 32 participants at the Sidarta Institute headquarters from January 13 to 17, during the school vacation period.

32

participants

34%

black and mixed-race

40h

total hours

9.96

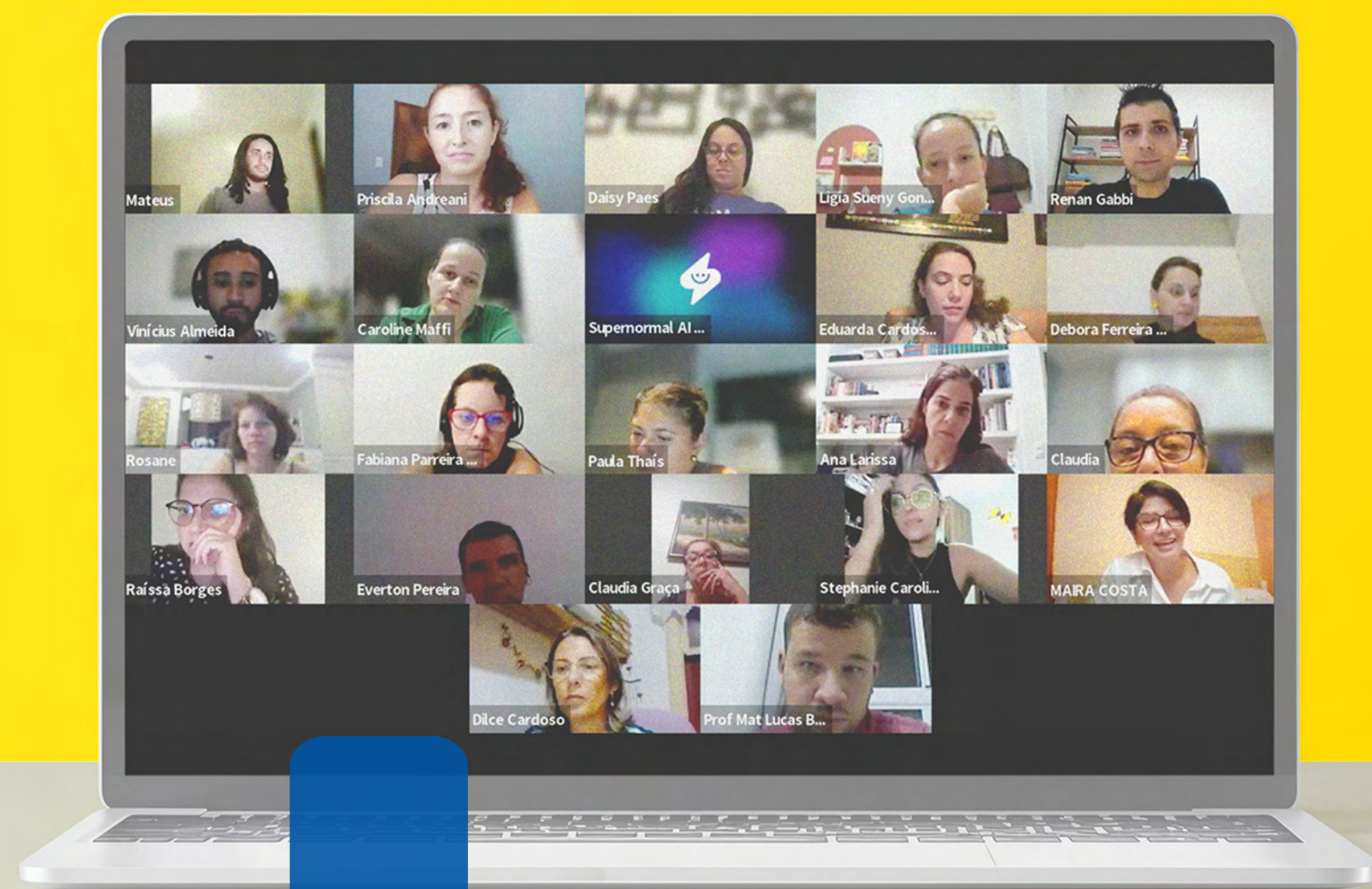
average rating

2,177

students potentially impacted

[See the report by trainer Patrícia Barreto](#)

MM Network Workshops



First launched in 2024, the **Mathematical Mindsets Network** Workshops were held in four editions in 2025 (March, June, August, and November). The initiative aims to strengthen a network for exchange among Mathematics teachers, centered on pedagogical practices aligned with the Mathematical Mindsets approach.

The sessions are led by researchers of MM practices, who encourage reflection on classroom implementation. In 2025, the four workshops addressed the following themes:

- **How can we move from observation and the connection of ideas to the systematization of knowledge?**
- **Between numbers and meaning:** how does mathematical fluency enhance learning?
- **Think, Justify, Convince:** The Power of Argumentation in Mathematics
- **Spatial geometry and creative thinking:** looking from different angles

197

participants

31%

black and
mixed-race

8h

total
hours

9.70

average
rating

15,000+

students
potentially
impacted

[Learn more on our website](#)



6th Mathematical Mindsets Seminar

The sixth edition of the Mathematical Mindsets Seminar took place in São Paulo on August 21–22, 2025. The event brought **Jo Boaler** and **Cathy Williams** to Brazil – the creator of the Mathematical Mindsets approach and the co-founder and executive director of the Youcubed Research Center at Stanford University, respectively. This marked their second visit to the country. During the workshop they led reflections on the role of Mathematics in today’s society and highlighted the importance of **integrating data science** so students can better interpret the world around them. More than 1,000 people from 18 states and all regions of Brazil registered to attend.

Over the two days, the Seminar welcomed about 500 participants, including pedagogues, researchers, education leaders, and Mathematics teachers. In line with a **commitment to equity**, the MM program implemented a free-access policy for participation. As a result, 61% of attendees identified as Black or mixed-race, and 69% were professionals from the public sector.



[Learn more on our website](#)

During her visit to Brazil, Jo Boaler also participated in the 9th Jeduca Congress in São Paulo, where she presented her research and the Mathematical Mindsets approach to education journalists. She also met with approximately 40 Brazilian Mathematics education researchers, creating space for **dialogue, exchange, and shared knowledge production**.

499

participants

61%

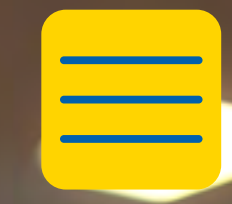
black and mixed-race

9.82

average rating

16,000+

students potentially impacted



Our
work in
2025

**Outreach and
engagement**



Documentary: “Counted Out”

Throughout the year, the Mathematical Mindsets program organized and facilitated screening sessions of the documentary **Counted Out** (2024), directed by Vicki Abeles. The film combines data, personal stories, and expert interviews to highlight the importance of numerical literacy for socioeconomic empowerment, while exposing the risks of maintaining the status quo – where mathematical proficiency declines with age and many people come to see themselves as incapable of understanding the subject.

The documentary proved to be an effective tool for raising public awareness about the importance of education – particularly mathematical literacy – in developing critical, active citizens. It invites viewers to reflect on the role of Mathematics in the 21st-century economy, especially in a world shaped by technology and data.



In 2025, over **200** people attended screenings organized by the Mathematical Mindsets program. Additionally, representatives from over 70 public and private institutions expressed interest in hosting their own **Counted Out** screenings, in partnership with the program, across at least ten Brazilian states.

[Watch the trailer for Counted Out](#)

Panel “How Math will include Brazil in the digital economy”



Check out the Superinteressante magazine article about the panel 

In August, the Sidarta Institute hosted the panel “How Mathematics Will Include Brazil in the Digital Economy,” in partnership with B3 Social, the Itaú Foundation, and IEDE (Interdisciplinarity and Evidence in the Educational Debate). Held at the B3 Auditorium in São Paulo, the event brought together more than 100 leading voices in the field of education, including Mathematics specialists, journalists, representatives from public and private institutions, and policymakers.

123 unique participants

The Panel’s program included a screening of the documentary **Counted Out**, as well as round-tables with the following speakers:

- **Jo Boaler**, professor at Stanford University and creator of the Mathematical Mindsets approach.
- **Marcelo Viana**, director-general of the National Institute of Pure and Applied Mathematics (IMPA).
- **Alexsandro Santos**, director of Policies and Guidelines for Basic Integral Education at the Ministry of Education (MEC).
- **Patrícia Guedes**, superintendent of Itaú Social.
- **Thiago Nascimento**, founder of Decodifica Institute.
- **Luiz Miguel Martins Garcia**, president of the National Union of Municipal Education Directors (Undime).
- **Renata Cafardo**, president of the Association of Education Journalists (Jeduca) and Education columnist at Estadão.
- **Ya Jen Chang**, president of Sidarta Institute.



Digital channels

Instagram

The **@mentalidadesmatematicas** Instagram profile grew by 26.6% in 2025, reaching 20k followers. By the end of December, the account had a total of 20.4k followers.

Newsletter

Mentalize, the Mathematical Mindsets newsletter, published 20 editions in 2025. The subscriber base surpassed 44,000 email addresses, with a 49.23% open rate – considered excellent for this format.

LinkedIn

The **Mathematical Mindsets** LinkedIn page was reformulated, with increased posting frequency and an adjusted tone of voice. The page closed the year with 3,197 followers, representing a significant 48.9% increase compared to 2024.

YouTube

The **Mathematical Mindsets** YouTube channel experimented with new content formats and platform features, including YouTube Shorts. With content such as full lectures from the 3rd Mathematical Mindsets Research Symposium and Math challenge explanations produced in partnership with the JOCA newspaper, the channel published 35 pieces of content, totaling more than six hours of video.

- **+287** subscribers
- **+11,3k** video views (+16% compared to 2024)



Press

In 2025, the Mathematical Mindsets program and approach were mentioned in the media at least 197 times, compared to 65 mentions in the previous year. Among these, 18 appeared in outlets considered “premium,” including the newspapers **Estadão**, **O Globo**, and **Folha de S. Paulo**. Most coverage focused on the visit to Brazil of Jo Boaler, Stanford University professor and creator of the Mathematical Mindsets approach.

Watch the interview on Estadão channel



Partnership with Tino e Joca newspapers

The partnership between Mathematical Mindsets and the Magia de Ler publishing house began in 2023, when TINO Econômico – a newspaper with a monthly circulation of 5,000 copies aimed at teenagers – started featuring Math challenges developed by the program’s pedagogical team in every edition. In 2024, Joca, another publication from the same publisher, also began including challenges designed for children and youth, with 20,000 copies distributed per edition. Videos published on the Mathematical Mindsets YouTube channel offer guidance toward possible solution paths.



Released in August, issue 246 of Joca included a special edition entirely dedicated to Mathematics. The issue featured an article by Jo Boaler, an interview conducted by a junior reporter with Marcelo Viana, as well as infographics and fun facts. Twenty thousand printed copies of the edition were distributed across all regions of Brazil.

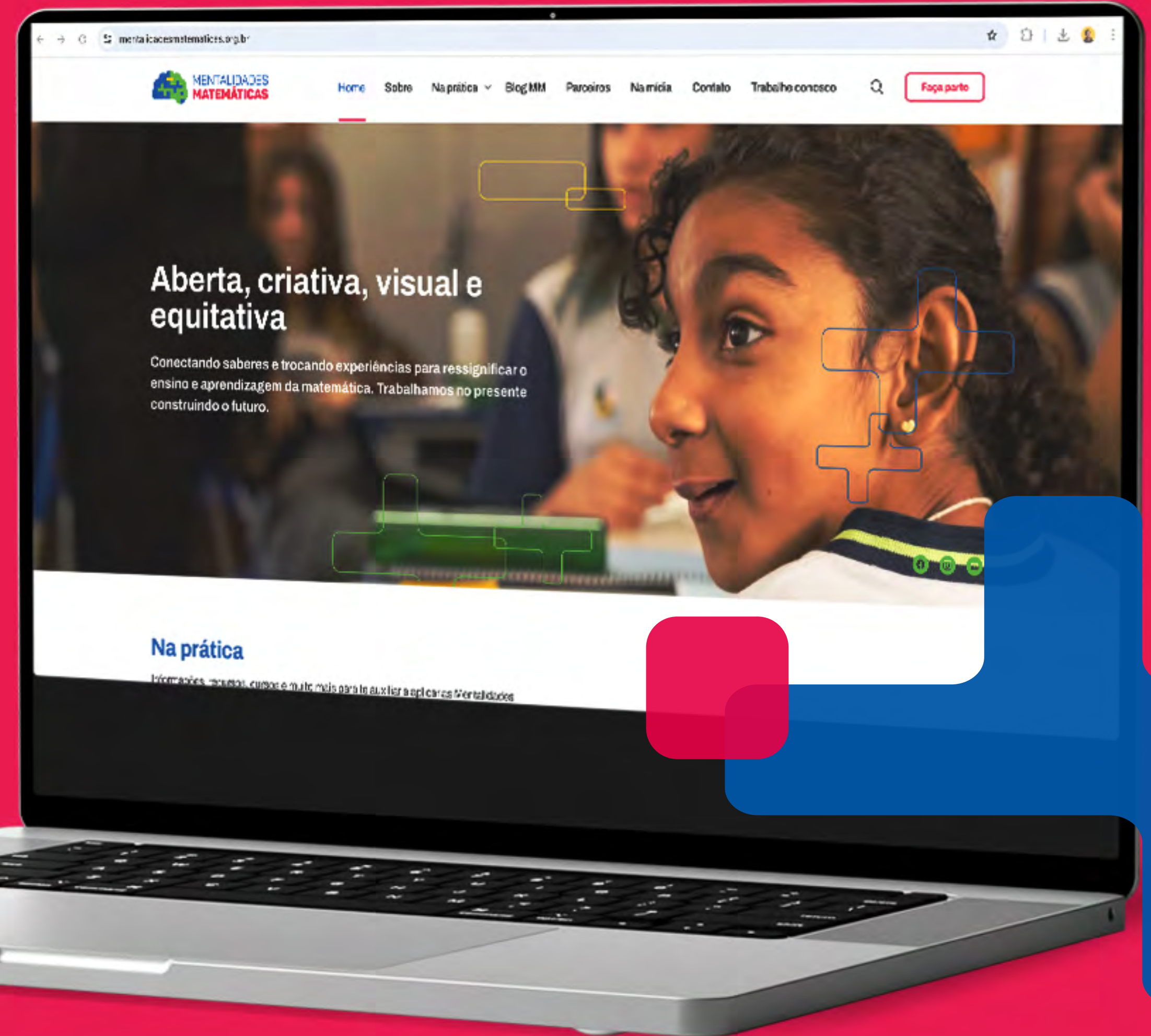
Digital platforms



Mathematical mindsets website

In 2025, the digital landscape shifted significantly with the expansion of artificial intelligence tools. Google searches began featuring AI-generated overviews that provide more complex answers directly on the results page. This change reduced click-through rates for informational searches, as users no longer needed to visit websites to access content.

Even within this context, the Mathematical Mindsets website recorded a significant increase in downloads of activities and resources (+61%), along with a strong engaged session rate of 64.7%.



266.5^k

total unique users

64.7%

engaged sessions

76,388

downloads of activities and resources (+61%)

7.5mi+

impressions on Google!

[Visit the Mathematical Mindsets website](#)



Digital platforms



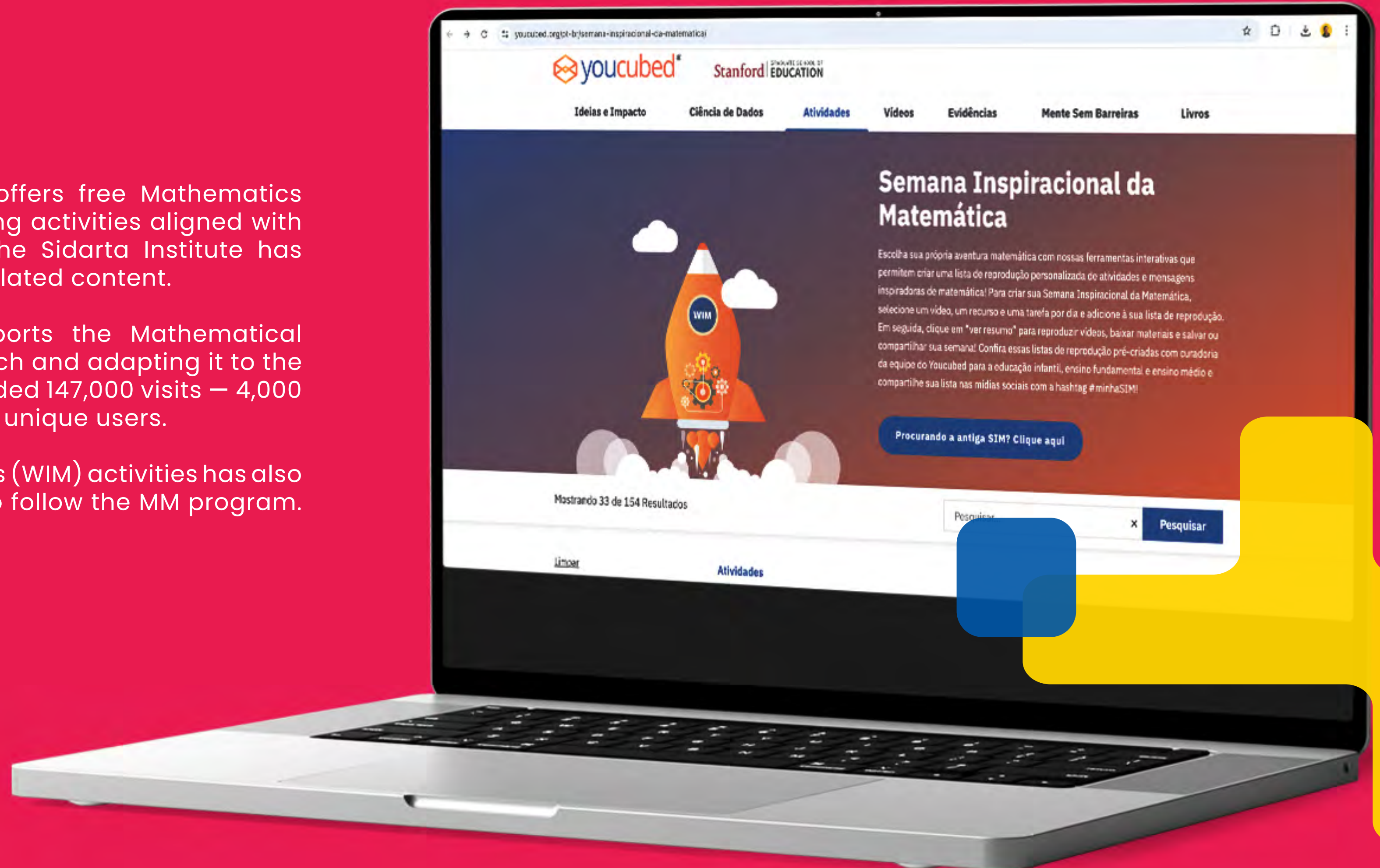
Youcubed in portuguese

The Portuguese version of the Youcubed platform offers free Mathematics resources for teachers, including Low Floor, High Ceiling activities aligned with the Mathematical Mindsets approach. Since 2018, the Sidarta Institute has maintained the website, curating and publishing translated content.

Maintaining the Portuguese Youcubed portal supports the Mathematical Mindsets program's goal of disseminating the approach and adapting it to the Brazilian context. In 2025, the Portuguese version recorded 147,000 visits — 4,000 more than the previous year — from more than 57,000 unique users.

The release of the translated Week of Inspirational Maths (WIM) activities has also become a back-to-school milestone for teachers who follow the MM program. This year's package included nine activities.

[Access the activities here](#) 



Parcerias



Strategic partnership

Itaú Social
Fundação Itaú

Institutional partnership

IMPA

Scientific committee

Annaly Schewtschik (Ensinas)
Cleyton Gontijo (UnB)
Eurivalda Santana (UESC)
Henrique Marins de Carvalho (IFSP)
JackDieckmann (Youcubed – Universidade de Stanford)
João Domingos Junior (CPII)
Fábio Boia (UFAL)
Liliana Costa (CPII)
Madeline Maia (UVA)
Marina França (UFABC)
Mateus Fonseca (IFB)
Priscila Andreani (SME-SP)
Thiago Porto (UFCAT)

Private sector partnerships

- CEL International School
- Ciclo Roda Viva
- Colégio Emilie de Villeneuve
- Colégio Pentágono
- Escola Móbile
- FTD Educação
- Il Sole
- Instituto Cacau Show
- Mathema
- SESI São Paulo

Public sector partnerships

Rio de Janeiro

Secretaria Municipal de Educação do Rio de Janeiro

Mato Grosso do Sul

- Fundação de Apoio e Desenvolvimento à Educação Básica de Mato Grosso do Sul (FADEB/MS)
- Secretaria Municipal de Educação de Aral Moreira
- Secretaria Municipal de Educação e Cultura de Antônio João
- Secretaria Municipal de Educação, Esporte e Cultura de Caarapó
- Secretaria da Educação, Esporte, Cultura e Lazer de Caracol
- Secretaria Municipal de Educação de Corumbá
- Secretaria Municipal de Educação de Jardim
- Secretaria Municipal de Educação de Ladário
- Gerência de Educação e Cultura de Naviraí
- Secretaria Municipal de Educação de Nioaque
- Gerência Municipal de Educação, Cultura, Esporte e Lazer de Sonora
- Secretaria Municipal de Educação de Ponta Porã
- Secretaria Municipal de Educação e Cultura de Tacuru
- Secretaria Municipal de Educação, Cultura e Esportes de Taquarussu

São Paulo

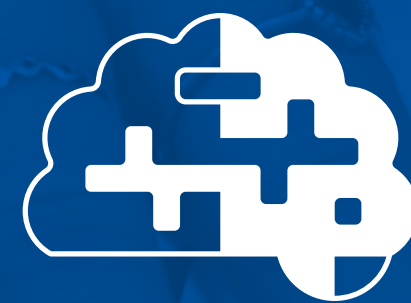
- Secretaria Municipal de Educação de Cotia
- Secretaria Municipal de Educação de Santana de Parnaíba

Participation in events

The Mathematical Mindsets pedagogical team participated in key education events across the country to engage with ongoing discussions among policymakers, teachers, and researchers. This strategic effort aimed to foster active listening and position the program as part of the solution to current challenges in Mathematics education in Brazil.

Some of the events in which the Mathematical Mindsets program was represented in 2025:

- 1st Seminar of the “Toda Matemática” (All Math) Commitment – Ministry of Education Rio de Janeiro (RJ)
- XV National Mathematics Education Meeting – SBEM Manaus (AM)
- V International Seminar on Educational Management – Unibanco Institute São Paulo (SP)
- 17th Ordinary State Forum of Undime Mato Grosso do Sul – Undime-MS Campo Grande (MS)
- 8th National Symposium on Mathematics Teacher Training – ANPMat Brasília (DF)
- “Gente que Soma” (People who Add) – Mathematics Learning for Everyone – Reúna Institute São Paulo (SP)
- International Congress of Education Journalism – Jeduca São Paulo (SP)



MENTALIDADES MATEMÁTICAS

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