



# SECOND ADDENDUM TO THE REGULATION - LEARNING SECTORS 2025

The British Council, in the exercise of its duties and considering the need for adjustments to the schedule of the **Learning Sectors Challenge: Accelerating in the Learning Circuit 2025**, RESOLVES:

## 1. SCHEDULE AMENDMENT

As of this date, the texts of the **Regulations** published on January 15, 2025, and the **Addendum** published on February 12, 2025, regarding the challenge's stage dates, shall be amended as follows:

### Item 4. SCHEDULE:

Stage	Date	Description
<b>Registration</b>	20/01 to 12/04 (until 23:59 Brasília Time)	Registration of leader educators and teams.
<b>Solution Modeling</b>	05/04 to 27/04* (15h Certification)	Online workshops on <b>05/04</b> and <b>24/04</b> , elaboration, and submission of the strategic plan.
<b>Prototyping</b>	03/05 to 25/05 (25h Certification)	Online workshops on <b>03/05</b> and <b>22/05</b> , construction, and submission of the functional prototype.
<b>Final</b>	05/10 (Certification of 10h)	Presentation and awards ceremony.

\* **Note:** The first workshop will occur before the registration period ends. Thus, lead teachers registering after **05/04** will receive a session recording.



## 2. REGISTRATION PERIOD

### Item 7. REGISTRATION

- The registration period will be from **January 20 to April 12, 2025**.

## 3. CHALLENGE STAGES

### Item 8. Challenge Stages

#### Item 8.1 - STAGE 1 - Solution Modeling

##### Online Workshops:

- **Workshop 1: Theoretical Introduction – 05/04/2025, from 1:00 PM to 3:00 PM (Brasília Time).**
  - Lead teachers who register after this date will receive the workshop recording to ensure access to the content.
- **Workshop 2: Q&A Session – 24/04/2025, from 5:00 PM to 6:30 PM (Brasília Time).**

##### Strategic Plan Submission:

- The **strategic plan (PDF document, up to 5 pages)** must be submitted by **27/04/2025, at 23:59 (Brasília Time)**.
- The **submission link** will be sent to lead teachers via email on **21/04/2025**, with the final submission deadline on **27/04/2025**.

#### Item 8.2 - STAGE 2 - Prototyping

##### Online Workshops:

- **Workshop 1: Theoretical Introduction – 03/05/2025, from 1:00 PM to 3:00 PM (Brasília Time).**
- **Workshop 2: Q&A Session – 22/05/2025, from 5:00 PM to 6:30 PM (Brasília Time).**

**Prototype Submission:**

- The **prototype must be submitted by 26/05/2025, at 23:59 (Brasília Time)**.
- The **submission link** will be sent to lead teachers on **20/05/2025**, with the final deadline on **26/05/2025**.

**Finalist Teams Announcement:**

- The **10 finalist projects** will be announced on **30/05/2025**.
- The **10 selected teams** will receive **email notifications on the same day, by 5:00 PM**.

**2. Additional Clauses****Item 1. Additional Clause – Expansion of Institutional Eligibility**

The following clause is added to the **Learning Sectors 2025 Regulations**:

**5.1. Invitation to Schools Offering Free High School Education**

1. The **British Council** may, at its discretion, invite institutions that offer **free** high school education (without tuition fees) in **Brazil** to participate in **Learning Sectors 2025**.
2. Schools belonging to **invited educational networks** will automatically be **eligible**, provided that they:
  - Have official recognition from the **Ministry of Education (MEC)** or **State Education Councils**;
  - Are **public entities** at the **state, municipal, or federal level**, or are **nonprofit educational institutions**;
  - Commit to following **all rules and guidelines** of the challenge's regulations;
  - Offer **free high school education** to all students.
3. These institutions participation will be assessed **case by case**, considering:
  - Compatibility with the **program's objectives**;
  - Integration capacity with the **competition model and technical support** of the **British Council**.



4. Representation of Goiás:
  - If institutions from **other regions of Brazil** are invited, at least **one of the winning teams** must be from **Goiás**, ensuring state representation in the **program and final awards**.
5. Any invited institution must **formally confirm** participation via email, ensuring compliance with the **Learning Sectors 2025 regulations and guidelines**.

### 3. Adjustments to Eligibility, Leaders, Co-Leaders, and Teams

#### Item 2. Eligibility

- Only teams formed by **students and educators** from **high schools** that meet the **criteria in Items 5 and 5.1** may register.
- Each team must consist of:
  - **1 lead teacher, 1 optional co-lead educator, and 3 students** from **public high schools in Goiás**, or
  - **1 lead teacher, 1 co-lead educator, and 3 students** from **invited educational networks**.
  - Each team **must belong entirely to a single educational network** (either Goiás or an invited network).
- **Private high school teachers** in Goiás may participate as **co-leaders** in teams led by **public school lead teachers**, as long as their collaboration is **voluntary and unpaid**.

#### Item 2.1. Team Leaders

- Lead teachers must be from:
  - **Public high schools in Goiás**, including **Escolas do Futuro**; or
  - **Schools from invited networks**, as long as they meet the **General Clause 12** requirements.
- They **lead the teams** and may invite a **co-leader**.
- **No prior experience in STEM** is required.

- **Each lead teacher may coordinate up to 3 teams.**

### Item 2.2. Co-Leaders

- Each team may **optionally** have a **co-leader**.
- This eligibility is now extended to:
  - **Private high school teachers in Goiás.**
  - **Educators from invited school networks**, provided they meet the following criteria:
    - **Verified employment** at an educational institution (official document required).
    - **Limited participation to one team only.**
    - **Same responsibilities** as in the original regulations.
    - **No changes to general rules on student eligibility and evaluation criteria.**

### Item 2.3. Students

- Eligible students must be **regularly enrolled in high schools** in Goiás or invited networks.
- **Each team must have 3 students.**
- **Students cannot participate in more than one team.**

## 4. GENERAL PROVISIONS

- **All other clauses and conditions** in the regulations remain **unchanged**.
- This **Addendum** comes into effect **on the date of its publication** and must be **widely disseminated** to all **Learning Sectors 2025 participants**.

## 5. CONTACT INFORMATION

For questions and additional information, contact the official project email:  
[acelerando@britishcouncil.org](mailto:acelerando@britishcouncil.org).

São Paulo, **March 6, 2025**.





# ADDENDUM TO THE REGULATION - LEARNING SECTORS 2025

The British Council, in the exercise of its powers and considering the need to adjust the schedule of the Learning Sectors Challenge: Accelerating in the Learning Circuit 2025, RESOLVES:

## 1. SCHEDULE AMENDMENT

From this date forward, the provisions of the Regulation published on January 15, 2025, regarding the challenge stages and deadlines, shall be amended as follows:

### Item 4 - SCHEDULE:

Stage	Date	Description
<b>Registration</b>	01/20 to 03/11 (until 11:00 PM Brasília Time, DF)	Registration of leader educators and teams.
<b>Solution Modeling</b>	03/08 to 03/30 (Certification of 15h)	Online workshops on <b>03/08</b> and <b>03/20</b> , development and submission of the strategic plan.
<b>Prototyping</b>	04/05 to 04/27 (Certification of 25h)	Online workshops on <b>04/05</b> and <b>04/17</b> , construction, and submission of the functional prototype.
<b>Final</b>	05/10 (Certification of 10h)	Presentation and awards ceremony.

**Note:** The first workshop takes place before the registration deadline. Thus, leader educators who register after **the 3<sup>rd</sup> of March** will receive the session recording.

## Item 7 - REGISTRATION

The registration period is now from **January 20 to March 11, 2025**.

## Item 8 - CHALLENGE STAGES

### Item 8.1 - STAGE 1 - Solution Modeling

#### Online Workshops:

- **Workshop 1:** Theoretical Introduction – **03/08/2025**, from **10:00 AM to 12:00 PM** (Brasília Time, DF).
  - **Participants who register after this date will receive the workshop recording to ensure access to the content.**
- **Workshop 2:** Q&A Session – **03/20/2025**, from **5:00 PM to 6:30 PM** (Brasília Time, DF).

#### Strategic Plan Submission:

- The strategic plan must be submitted by **03/30/2025**, until **11:00 PM (Brasília Time, DF)**.
- The submission link will be emailed to team leaders on **03/24/2025**, with a final submission deadline of **03/30/2025**.

### Item 8.2 - STAGE 2 - Prototyping

#### Online Workshops:

- **Workshop 1:** Theoretical Introduction – **04/05/2025**, from **10:00 AM to 12:00 PM**, Brasília Time, DF.
- **Workshop 2:** Q&A Session – **04/17/2025**, from **5:00 PM to 6:30 PM**, Brasília Time, DF.

#### Prototype Submission:

- The prototype must be submitted by **04/27/2025**, until **11:00 PM (Brasília Time, DF)**.
- The submission link will be emailed to team leaders on **04/21/2025**, with a final submission deadline of **04/27/2025**.

#### Finalists Announcement:

- The **10 finalist projects** will be announced on **04/30/2025**.
  - The **10 selected teams** will receive email notifications on the same day.





## 2. GENERAL PROVISIONS

All other clauses and conditions of the regulation remain unchanged.

This **Addendum** shall take effect on the date of its publication and must be widely disseminated to participants of **Learning Sectors 2025**.

## 3. CONTACT

For questions and additional information, please contact the official project email: [acelerando@britishcouncil.org](mailto:acelerando@britishcouncil.org).

São Paulo, **February 12, 2025**.

# Learning Sectors – Acelerando no circuito da aprendizagem

## Regulations

### 1. THE CHALLENGE

The British Council, the United Kingdom's international organisation, organized this Challenge for cultural relations and educational opportunities. We support peace and prosperity by fostering connections, understanding, and trust between individuals in the UK and across the globe. Our work spans Arts and Culture, Education, and the English Language. Operating in over 200 countries and territories, we maintain a presence in over 100 nations, reaching 600 million people annually. In Brazil, we are also known as the **Conselho Britânico**.

The Learning Sectors: Accelerating in the Learning Circuit is an educational challenge integrating Science, Technology, Engineering, and Mathematics (STEM) with the excitement of **Formula 1®**. Organised by the **British Council** with the support of **Formula 1®**, this

programme encourages secondary school students from public schools in Goiás to tackle real-world issues using computational thinking, creativity, teamwork, and innovation.

The Challenge comprises three stages and focuses on fundamental computational thinking concepts. Teams will compete by developing creative and practical solutions to real problems within their school communities. Online workshops and technical support will be provided at each stage to assist participants. The top-performing project will be rewarded with an immersive behind-the-scenes experience at the São Paulo Grand Prix in 2025, with all expenses covered.

Women represent only 30% of students in fields involving computational thinking and account for just 35% of enrolments. Disparities are even more pronounced in research positions, where 71% of university researchers are men. In STEM disciplines, these gaps are further amplified: only 3% of Nobel Prizes in Sciences have been awarded to women. Therefore, Learning Sectors seeks to ensure that female teachers, instructors, and students feel as inspired and empowered as their male counterparts. The programme aims to promote both quality and equity in education, reducing the gender barriers that women continue to face in the scientific and technological workforce.

## 2. ELIGIBILITY

To participate in this Challenge, it is essential to clarify that no prior knowledge or experience in computational thinking, programming, or STEM education (a multidisciplinary teaching methodology encompassing science, technology, engineering, and mathematics) is required. The Challenge will be conducted in stages, with online formative activities provided at each stage to prepare participants for problem-solving tasks.

Only teams consisting of students and educators from public secondary schools in the state of Goiás are eligible to register.

Multiple teams from the same school may register, and teams may consist of educators and students from different schools. However, each student may participate in only one team, meaning students cannot be registered on more than one participating team in the Challenge.

### 2.1. Team Leaders

Teachers from public secondary schools in Goiás, including Escolas do Futuro, from any subject area, provided their affiliation is verified as per Clause 12 – General:

- Serve as team leaders and may invite one (1) co-leader teacher or instructor;

- No prior knowledge or experience in STEM is required;
- Each teacher-leader may coordinate up to three (3) distinct teams.

## 2.2. Team Co-Leaders

Teachers from public secondary schools in Goiás, including Escolas do Futuro, or instructors and monitors from START Laboratories in Goiás:

In addition to the teacher-leader, each team may optionally have a co-leader, who may be a teacher, instructor, or START Lab monitor;

Unlike the teacher-leader, the co-leader may not participate in more than one team in the same capacity simultaneously.

## 2.3. Students

Regularly enrolled secondary school students from public schools located in Goiás:

- Each team must comprise three (3) students regularly enrolled in public secondary schools within the state of Goiás;
- Students may not participate in more than one team simultaneously.

# 3. HOW THE CHALLENGE WORKS

The Challenge will focus on the fundamental concepts and practices of computational thinking and be divided into **three stages**. Teams will compete by developing creative and functional solutions to real issues in the school community.

### Continuous Support for Participating Teams

- Ongoing technical support via email and WhatsApp from specialists and promoters of the Challenge designated by the British Council;
- Technical and advisory support from instructors and monitors of START Laboratories in Goiás, located across 16 territories throughout the state, as listed on the website of the Secretariat for Science, Technology, and Innovation;
- Online workshops and technical support will be offered to educators at each stage to assist the teams;

- Participation in online workshops is not mandatory but highly recommended for the best team performance. The workshops will be recorded and shared with team teacher-leaders.

### 3.1. Certificates and Dedication Hours

Teacher-leaders and co-leaders will receive certificates with allocated hours in accordance with the National Common Curricular Base (BNCC), covering both general and specific competencies:

#### 3.1.1. Stage One - Solution Modelling:

**General Objective:** Enable educators and teams to identify issues related to accessibility or sustainability within the school community, developing skills such as scientific, critical, and creative thinking (General Competency 2 of the BNCC) and communication (General Competency 4 of the BNCC) through the creation of a strategic plan.

- **Certificate: 15 hours**

Allocation:

- 4 hours: Participation in two live (online) classes;
- 3 hours: Pre-project meeting with the team;
- 8 hours: Planning and problem analysis meetings with students.

#### 3.1.2. Stage Two - Prototyping:

**General Objective:** Develop functional prototypes to address the issues identified in Stage One, promoting the use of technological knowledge (General Competency 5 of the BNCC) and practices of responsibility and citizenship (General Competency 10 of the BNCC).

- **Certificate: 25 hours**

Allocation:

- 4 hours: Participation in two live (online) classes;
- 12 hours: Prototype development and testing with the team;
- 9 hours: Iteration, adjustments, and final prototype documentation.

#### 3.1.3. Final Stage:

**General Objective:** Promote the presentation of developed solutions, exercise skills in evidence-based argumentation (General Competency 9 of the BNCC) and digital culture (General Competency 5 of the BNCC), and strengthen teamwork.

- **Certificate: 10 hours**



Allocation:

- 5 hours: Preparation for the defence and final prototype adjustments;
- 2 hours: Presentation of the prototype to the evaluation panel;
- 3 hours: Participation in integration and networking activities during the event.





## 4. TIMELINE

Dates and deadlines will be strictly observed to ensure participation. Failure to comply with these dates and deadlines will result in the team's automatic disqualification:

STAGE	DATE	DESCRIPTION
Registration	01/20 to 02/21	Registration of teacher-leaders and teams
Solution Modelling	02/22 to 03/14 (15h Certification)	Online workshops, preparation, and submission of the strategic plan
Prototyping	03/22 to 04/18 (25h Certification)	Online workshops, development, and submission of the functional prototype
Final	05/10 (10h Certification)	Presentation and awards ceremony

## 5. ELIGIBLE TERRITORY

Eligible participants include teachers and students from public secondary schools in Goiás and instructors and monitors from START Laboratories operated by the Government of Goiás, provided they can demonstrate their affiliation with a public school institution in the state of Goiás. These institutions include:

- State Schools;
- Federal Schools;
- Escolas do Futuro SECTI.

Private schools in Goiás, including non-profit institutions, are not eligible to participate in this year's Challenge. This project is part of a **Technical Cooperation Agreement between the British Council and SECTI** exclusively for the state's public-school network.

In addition to public secondary schools in Goiás, START Laboratories are encouraged to be utilised as support hubs for the teams, and their instructors and monitors act as STEM consultants within their territory. Schools are also free to seek technical support from universities and other educational institutions or experts within the school community, provided

they inform the evaluation panel by email at [acelerando@britishcouncil.org](mailto:acelerando@britishcouncil.org) regarding the support during Stage Two of the Challenge.

## 6. COST

Participation in the Challenge is free of charge. However, participating teams will be responsible for their internet connection costs and any other expenses arising from executing the proposed activities. The use of resources available at START Laboratories is strongly encouraged.

## 7. REGISTRATION

Period: **20 January 2025 to 21 February 2025.**

How to participate: The team's teacher-leader must register via the official form on the registration platform. Each teacher-leader may register up to three (3) teams.

### 7.1. REGISTRATION OF NEW MEMBERS, DISQUALIFICATION, AND MEMBER REPLACEMENT

After the registration deadline, no new teams will be accepted. However, the replacement of already-registered members is permitted under the following terms and conditions:

- Only students from public education institutions are eligible to participate in the Challenge. Therefore, if a student transfers to a private school, they will no longer be eligible to remain in the Challenge and must be replaced by another student within 15 days of departure. **The continued inclusion of a private school student in the team will result in the team's disqualification.**
- Member replacement is allowed at any time in cases of death or incapacitating illness that prevents participation in any stage of the Challenge. **In such cases, the teacher-leader must submit supporting documents to the British Council, justifying the replacement and requesting the registration of the new member.**

Permitted member replacements must be made via email ([acelerando@britishcouncil.org](mailto:acelerando@britishcouncil.org)) by providing the exact information required for team registration.

Any issues related to the registration process must be reported to the email address [acelerando@britishcouncil.org](mailto:acelerando@britishcouncil.org).

## 8. CHALLENGE STAGES

### 8.1. STAGE 1 – Solution Modelling

**Objective:** Identify an issue related to accessibility or sustainability within the school and create a strategic plan.

Teams will work on defining the problem and structuring a strategic plan to address an accessibility and/or sustainability challenge in their school community.

Online Workshops:

- Workshop 1: Theoretical introduction (02/22/2025, 10:00–12:00 Brasília Time, DF).
- Workshop 2: Q&A session (03/06/2025, 17:00–18:30 Brasília Time, DF).

**Submission:** Teams must submit their plans by 03/14/2025 at 23:00 (Brasília Time, DF). Teams that submit complete entries will automatically advance to the next stage.

The Stage 1 Details document provides further details, a step-by-step guide, and tool recommendations for this stage.

#### Important Information About Stage 1

Both online and synchronous workshops are voluntary, and recordings will be made available to the registered team teacher-leaders.

The first workshop will provide a theoretical introduction to problem definition and best practices for structuring strategic plans.

The second workshop will focus on clarifying doubts that arise during the submission preparation process.

**Submission:** The submission link for this stage will be emailed to teacher-leaders on 03/07/2025. The submission deadline is 03/14/2025 at 23:00 (Brasília Time, DF).

All teams that submit complete entries in this stage will automatically advance to Stage 2.

## 8.2. STAGE 2 – Prototyping

**Objective:** Develop a functional prototype to address the identified problem.

Online Workshops:

- Workshop 1: Theoretical introduction (03/22/2025, 10:00–12:00 Brasília Time, DF).
- Workshop 2: Q&A session (04/10/2025, 17:00–18:30 Brasília Time, DF).

**Submission:** Teams must submit their prototype by 04/18/2025 at 23:00 (Brasília Time, DF).

**Outcome:** The 10 finalist projects will be announced on 25/04/2025.

The Stage 2 Details document provides further details, a step-by-step guide, and tool recommendations for this stage.

### Important Information About Stage 2

Both online and synchronous workshops are voluntary, and recordings will be shared with all registered teacher-leaders.

The first workshop will provide a theoretical introduction and best practices for prototyping.

The second workshop will address questions and clarify doubts raised during the prototype preparation process.

The submission link for this stage will be emailed to team teacher-leaders on 04/11/2025, and the submission deadline is 04/18/2025 at 23:00 (Brasília Time, DF).

All teams that submit complete entries during this stage will automatically be considered for selection in the final stage of the Challenge.

The 10 finalist teams will be announced via email to teacher-leaders on 25 April 2025.

## 8.3. STAGE 3 – Final

Date: 05/10/2025

Activities: Presentation of the 10 finalist projects to an evaluation panel.

Awards: Announcement of the winning team and awards ceremony.

Stage 3 may be conducted online or in person at the sole discretion of the British Council.

If Stage 3 is conducted in person, teams may be represented solely by the teacher-leader, a portion of the team, or the entire team, as determined exclusively by the British Council.

The British Council will define and communicate the number of participants allowed per team for Stage 3 and the format of participation (in-person or online) when the finalist teams are announced.

In the event of an in-person event, logistical arrangements for participation will be organised and communicated by the **British Council** no later than five (5) days before the travel date. The British Council will cover all expenses for land or air travel, transportation, travel insurance, and meals.

Regardless of the number of participants allowed per team, the teacher-leader must always accompany finalist teams to participate in this stage.

Additionally, if this stage is conducted in person, team members under the age of 18 must provide the necessary parental or guardian authorisation to travel.

## 9. AWARDS AND WINNER SELECTION

Projects will be selected and evaluated based on the following criteria, with weights assigned to each aspect.

Projects that adhere most closely to the criteria and examples outlined below will be prioritised. The submitted project must consider and address all criteria.

- **EDI (Equity, Diversity, and Inclusion) (30%)**

Evaluates how the project promotes inclusion and equity within the school community.

**Positive aspects:** Solutions that expand access and meet the needs of diverse user profiles.

**Examples:**

- The project considers the needs of different groups within the school community.
- The solution encourages equitable participation from individuals with varied profiles.
- Efforts are made to enhance accessibility and promote inclusion in the project.
- The project avoids reinforcing stereotypes or discriminatory practices.
- The team and proposed solution demonstrate diversity in their conception and implementation.
- The project addresses gender equity issues by:
  - Meeting gender-related needs;
  - Proposing practical changes to address these needs;





- Ensuring gender balance in team composition;
- Encouraging the participation of individuals identifying as women.

- **Originality and Creativity (15%)**

Evaluates the ability to propose innovative solutions and apply STEM concepts creatively.

**Positive aspects:** Use techniques or technologies underexplored in the school context.

**Examples:**

- The project offers a novel or creative approach to the identified problem.
- The application of STEM concepts demonstrates innovation.
- Proposed ideas differ from standard practices within the school community.
- The design or implementation of the project is notable for its creativity.
- The solution inspires new approaches in other educational contexts.

- **Feasibility (20%)**

Evaluate the clarity and alignment of the project plan with the realities of the school community.

**Positive aspects:** Clear planning aligned with available resources.

**Examples:**

- The project can be implemented with available financial, material, and human resources.
- The solution is sustainable in the long term.
- The action plan is well-structured and detailed.
- There is a specific analysis of costs and benefits.
- The project accounts for practical limitations, such as infrastructure and time constraints.

- **Prototype Quality (20%)**

Evaluates the clarity, functionality, and demonstration of the prototype.

**Positive aspects:** A well-documented prototype with actual test results.

**Examples:**

- The prototype functions as intended and addresses the identified problem.
- The solution is clear and practical for the target audience.
- The prototype has been tested with real users, and the results are documented.
- The design balances simplicity and efficiency.

- The prototype demonstrates its potential impact convincingly.
- **Social Impact (15%)**

Analyses the contribution to education and social transformation.

**Positive aspects:** Clear benefits to the school community.

**Examples:**

- The project addresses a significant problem and provides solutions that benefit the school community.
- The project meets an accurate and relevant need within the school community.
- The proposed solution has the potential to improve the educational environment significantly.
- Evidence of positive impact on students, teachers, or other community members is provided.
- The project can be replicated or adapted for other contexts.

Submissions will be judged by a panel appointed by the **British Council**. The panel consists of internal experts in computational thinking and invited specialists. The panel's decisions regarding project evaluation are final.

The winning team, consisting of the teacher-leader, co-leader educator, and three secondary school students regularly enrolled in public schools in Goiás, will be awarded an immersive behind-the-scenes experience at the São Paulo Grand Prix 2025, with all expenses covered. Additionally, finalists will receive recognition certificates.

To participate in the event, students must present authorisation from their legal guardians and be accompanied by the teacher-leader. Failure to provide the required authorisation will prevent the unauthorised individual from participating in the event.

## 9.1. TIEBREAKING CRITERIA

In the event of a tie in the final scores of participating teams, the following tiebreaking criteria will be applied in successive order. The team with the highest score in item (i) will be initially considered. If the tie persists, the highest score in item (ii) will be analysed, and so on, in the following order:

- EDI (Equity, Diversity, and Inclusion)
- Originality and Creativity
- Feasibility
- Prototype Quality

(v) Social Impact

## 10. PERSONAL DATA

The British Council will collect and store all participants' names and email addresses and additional information from finalists and winners. The data collected is essential for participant registration and will be used to manage the relationship between participants and the British Council, communicate about the Challenge, issue certificates, organise prize delivery, and promote initiatives related to the Challenge.

The data will be handled under the **British Council's Data Use Policy**, which can be accessed through the following links: [Information security and privacy global policy statement](#) and [Data Protection](#).

Participants who wish to withdraw their consent to use personal data must submit a formal request via the official project email: [acelerando@britishcouncil.org](mailto:acelerando@britishcouncil.org). The processing time for such revocations is 30 (thirty) business days.

It is important to emphasise that the withdrawal of consent before prize delivery and/or the conclusion of the Challenge, where it renders participation infeasible due to the necessity of personal data for carrying out activities, will result in the disqualification of the participant and their automatic exclusion from any stage, event, or communication directly or indirectly related to the Challenge, by Article 7, Item V of the General Data Protection Law (LGPD).

Revoking consent for data processing does not affect the legitimacy of data treatment conducted prior to the revocation based on the consent originally granted.

## 11. PUBLICITY AND RIGHTS

The British Council, Formula1®, and SECTI-GO reserve the right to publish winners' names, photographs, and testimonials in promotional materials, including social media platforms and official websites.

By registering, the responsible teacher-leader agrees to grant their image rights for dissemination and marketing purposes for up to two years following the conclusion of the Challenge (refer to the data use policy outlined in the registration form).

Important: Registration does not automatically grant image rights to students or other team members, particularly minors. Subsequently, formal authorisation from their legal guardians will

be requested to use the images of finalists. Until such authorisation is provided, no images or personal information of team members, except for the teacher-leaders, will be publicly used.

Intellectual property rights over the solutions developed during the Challenge belong exclusively to the participants. However, participating participants grant the British Council, Formula1®, and SECTI-GO a non-exclusive, royalty-free, and indefinite licence to use the solutions for promotional purposes, programme dissemination, or educational implementation.

The winning team's participation in the behind-the-scenes experience at the São Paulo Formula 1 Grand Prix, as well as any related activities, will be subject to the signing of an image licensing agreement in accordance with the requirements to be presented by Formula1® at the appropriate time. Failure to sign this agreement will prevent participation in the event.

## 12. GENERAL

Participants who fail to provide proof of affiliation with a public secondary school institution located in the state of Goiás, whether as educators or students, will be automatically disqualified. Proof of affiliation must be provided through official documentation. For educators, acceptable documents include an appointment or nomination notice published in the Official Gazette, a signed employment contract, a declaration issued by the school or START Laboratory, or a certificate attesting to the affiliation. A declaration or enrolment certificate issued by the educational institution, dated no more than 30 (thirty) days before submission, will be required for students. Only documents issued by public education institutions will be accepted.

Participants under the age of 18 must present an authorisation signed by at least one legal guardian to participate in the Learning Sectors: Accelerating in the Learning Circuit challenge. A copy of the identification document of both the minor and the guardian must accompany this authorisation.

Additionally, for participants under 18 years old requiring inter-state travel for the final stage of the Challenge or participation in the immersive experience at the São Paulo Grand Prix 2025, a travel authorisation signed by both parents or legal guardians, with notarised signatures, will be required. This must comply with the Statute of the Child and Adolescent (ECA) and Resolution 295/2019 of the CNJ. The teacher-leader must accompany the minor during all necessary travel and possess the corresponding authorisation with a notarised signature.

Legal guardians of participants under 18 years old must sign a specific authorisation form to use the minor's image during the event. This authorisation must:





- Be signed by the parents or guardians, along with the participant, and notarised;
- Specify the duration of the licence (limited to up to two years following the event);
- Indicate the authorised channels of dissemination (social media, institutional websites, promotional materials);
- Guarantee the right of guardians to revoke the authorisation at any time via a formal request to the British Council by email;
- Provide advance notice of image capture and filming at the event.

The British Council may provide a standardised template for both image licensing and participation/travel authorisation, which must be completed and submitted within the stipulated deadline set by the event organisers. Failure to meet this requirement may result in the disqualification of the participant and their team.

The British Council reserves the right to disqualify or deny the registration of any participant who fails to meet the eligibility criteria or comply with these Challenge Rules, including submission deadlines, adherence to the British Council's policies on Comprehensive Protection and EDI, and maintaining respectful and collaborative conduct throughout the competition.

Participants who engage in any of the situations outlined below or in other actions that violate these regulations or the British Council's operational policies—particularly those concerning Comprehensive Protection and Equality, Diversity, and Inclusion—will be automatically disqualified from the Challenge in its entirety, without any entitlement to compensation:

- Engaging in cyberbullying or bullying;
- Committing acts of racism, homophobia, or any other form of discriminatory behaviour.
- Failing to provide proof of affiliation with a public school institution located in the state of Goiás, either as an educator or a student, when requested by the organisers.
- Violating other rules or provisions established in this regulation.

The British Council reserves the right to modify, amend, or update any item in this regulation at any time at its sole discretion. Any changes will be duly communicated to participants through the programme's official channels. Changes will not affect acquired rights or stages of the Challenge already completed.

If any provision of this regulation is deemed invalid, illegal, or unenforceable, in whole or in part, by any court or competent authority, such provision shall be interpreted to preserve, to the greatest extent possible, its original intent without affecting the validity and enforceability of the



remaining provisions. If it is impossible to adjust the invalid provision, the remaining clauses shall remain in full force and effect.

## 13. DISPUTE RESOLUTION

Any disputes related to using personal data or image rights must initially be submitted for amicable resolution by contacting the British Council at [acelerando@britishcouncil.org](mailto:acelerando@britishcouncil.org).

If the issue cannot be resolved amicably within 90 days of submitting the email, the competent jurisdiction for resolving any disputes will be the court of São Paulo, SP. Participants expressly waive the right to any other jurisdiction, regardless of its potential advantages.

## 14. LANGUAGE

This regulation has been drafted in a bilingual, side-by-side format, with one column in English and the other in Portuguese. In the event of any discrepancies, contradictions, or interpretative doubts between the two versions, the Portuguese version shall prevail as the official reference for all legal purposes.

## 15. ACCEPTANCE OF COMPETITION RULES

By participating in this Challenge, participants confirm that they have read and agree to these rules.

## 16. CONTACT

For additional information or questions, participants may contact the official project email: [acelerando@britishcouncil.org](mailto:acelerando@britishcouncil.org).