

2025



B-EPIC
BRAZILIAN ENTERPRISE
PRODUCTIVITY AND INCLUSION
CLUB



GERDAU



EXECUTIVE SUMMARY

The Brazilian Enterprise Productivity and Inclusion Club (B-EPIC) is an initiative developed by a partnership of Gerdau, one of the largest Brazilian enterprises, and Fundação Dom Cabral (FDC), the best business school of Latin America. It reflects a purpose driven project with the direct leadership of Gerdau's CEO and embraces a challenging journey of building trust between the academic and executive world view.

The issue addressed by B-EPIC is productivity inclusion: an effort to include youth in the labor market whilst increasing firm productivity. The broad scope of the initiative that embraces the development of key competences to the youth and to their direct leadership creates value for business and for society. The learning and development initiative (L&D) was grounded in primary data regarding the understanding of competences gap and an implementation that could support large scale.

The (L&D) described in this document occurred from June 2023 until December 2024 and was impactful due to the synergy created by the B-EPIC team. The team is formed by managers and staff from Gerdau and FDC that worked conjointly with FDC faculty and executives from both organizations to ensure success in the implementation and to secure B-EPIC expansion to go beyond Gerdau's experience.



B-EPIC team, apprentices, and mentors at the kickoff event, June 2024