

2024

Travessia

ESTRATÉGIAS EM INCLUSÃO



Institutional presentation



Our Mission

feminine noun

1.1. action or effect of crossing an area, a continent, a sea, etc.; crossway.

Our mission is to build a world with more **inclusion**.

A world of all, with all, and for all.

Therefore, we create **crossways** strategically in order to create a more plural, inclusive and safe workspaces.

We believe that **DEI** are the right thing to do, and to transform our society, we have to make crossways from where we are to where we want to go.



Our Commitment

We have a commitment with Ethics, Respect, Justice, and Diversity with Inclusion.

These values, for us, are non-negotiable!



Our methodology

A proprietary methodology based on **6 attitudes**:

Empathy

Attitude that each person has or can develop to understand the feelings, attitudes, and perspectives of another person from them, without bias, to act with more assertiveness.

Education

The possibility that each of us has to constantly learn and improve knowledge in all dimensions, including breaking paradigms, beliefs and biases.

Social effectiveness

Catalyze social effects through the achievement of diversity with inclusion, to reach the workplace and the society.

Active listening

Attitude that each person has or may develop to practice a more empathetic and assertive decision.

Ethics

Attitude that consists of acting in accordance with a set of values and principles that guide conduct and behavior, observing the norms of any environment, including the organization and society.

Commitement

Attitude to effectively support underrepresented groups in order to catalyze the transformation of culture and build a more diverse and inclusive workplace.

Operations



What we do?



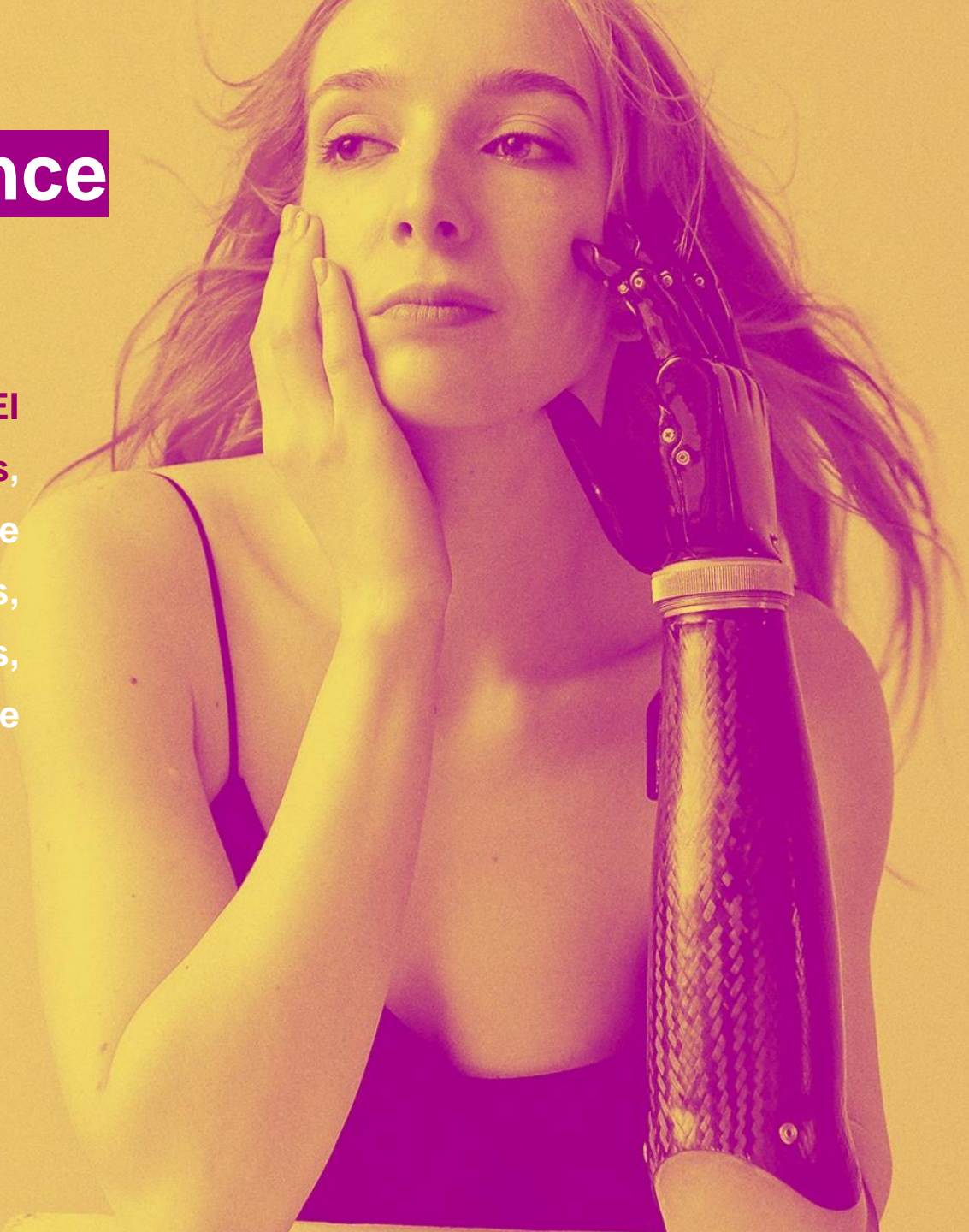


Strategic Consulting

We perform DEI census and assessments, create and implement DEI programs, including committees, ERGs, or DEI work groups, as well support companies to create and implement their DEI strategy, with governance, KPI and strategic action plans.

Corporate Governance

We structure the entire ESG and DEI pillar in companies and organizations, including the corporate governance structure with work groups, committees, ERGs, with their roles, duties, responsibilities, as well as the development of applicable policies.



Corporate Education

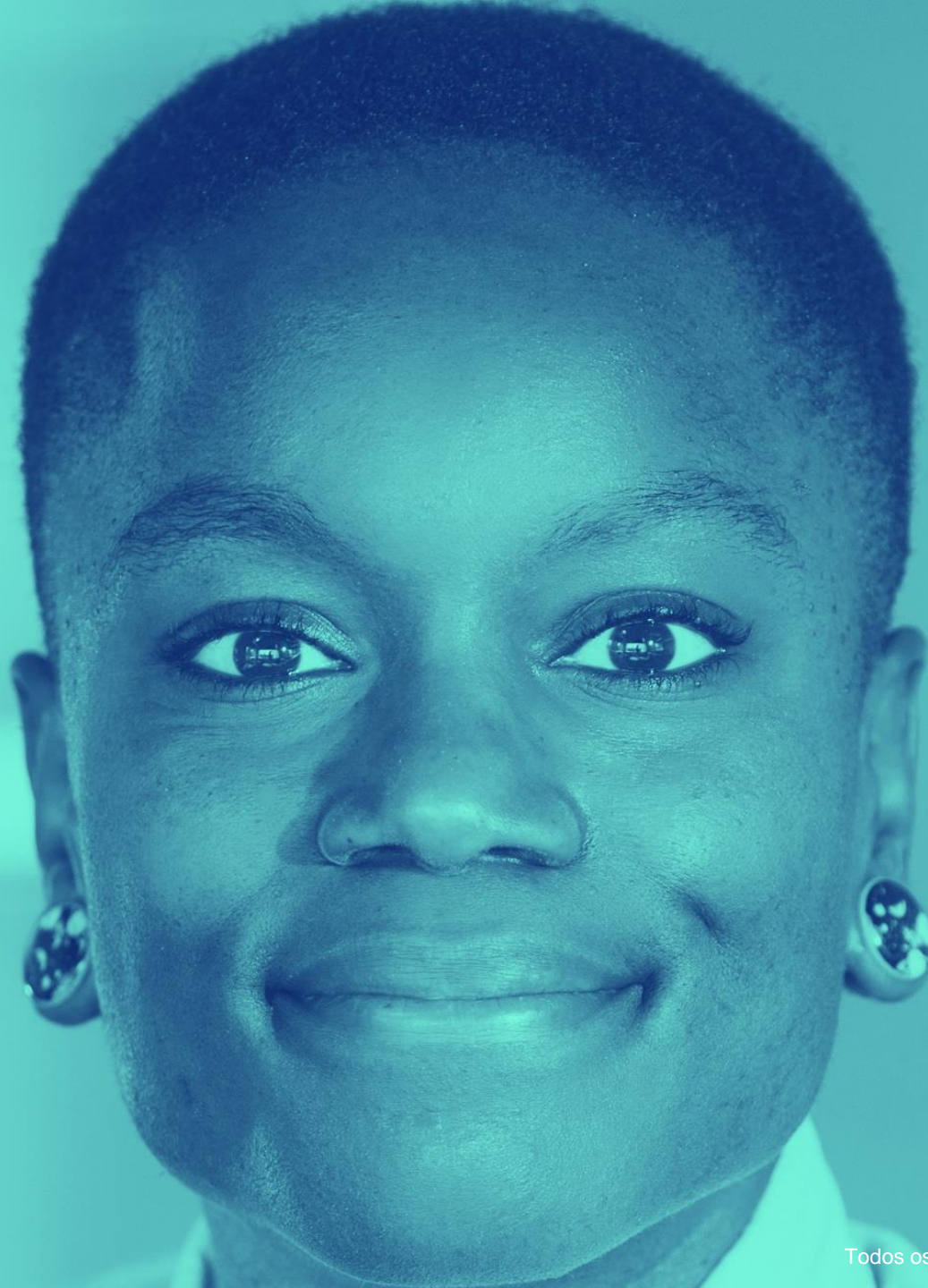
We create and facilitate training programs, workshops, lectures, conversation circles for and about D&I, such as DEI Challenges and Opportunities, Implicit Biases, Inclusive Communication, Inclusive Leadership, as well as learning sessions on specific topics, including Gender and Sexuality, Race and Ethnicity, PwDs, Religious and Regional Diversity and Generations.

We create specific and **customized programs** of Corporate Education, observing the content and the target audience, in an inclusive, easy, accessible, and empathetic language.

Marketing Consulting

We offer consultancy services for the **creation and/or implementation of marketing and communication plans** with a focus on inclusive communication.

This includes developing guides, scripts, materials, and other content to support companies or organizations in creating or implementing D&I (Diversity and Inclusion) campaigns, actions, and practices.



Inclusive Compliance

We perform the creation and/or revision of companies' compliance programs to integrate the DEI (Diversity, Equity, and Inclusion) strategy. This includes, but is not limited to, the following activities:

- Reviewing the code of ethics/conduct
- Developing a zero-tolerance policy
- Conducting or revising training sessions related to these topics, covering issues such as discrimination, bullying, moral harassment, sexual harassment, racism, and LGBTphobia
- Creating and revising materials and related content

Gender Equality

We design and execute programs and projects centered on **gender equality**.

This includes mentoring programs, sponsorship initiatives, and educational programs tailored to the advancement of women.

Additionally, we develop and implement policies addressing gender-related issues, such as gender violence and sexual harassment.

Consulting and Support for Audiovisual Productions

We provide services to companies in the audiovisual sector, including but not limited to production companies, covering activities such as:

- Creation and facilitation of specific on-set and off-set training;
- Support for writer's rooms;
- Assistance for audiovisual productions such as People and Culture Support (production HR);
- Support for intimate scenes.



Our team





Partnera



Founding partner

Mariana De Peron

I am a cisgender woman, lawyer with over 20 years since graduation and 15 years of experience in the corporate market. Throughout my career, I have worked in the legal departments of national and multinational enterprises on various projects, including some related to sustainability, diversity, and intellectual property.

As a founding partner of Travessia, I hold a law degree from PUC-SP, an LL.M in French and European Private Law from Université Paris 1 – Sorbonne, and a Master's degree in Social Relations from PUC-SP.

I am also qualified in Women's and Gender Studies – Brazilian History from the University of Massachusetts (Dartmouth) and certified as a Gender and Women's Rights Lead by UN Women Geneva.

In my role, I am responsible for projects focusing on inclusion strategies and gender equality programs.

Additionally, I am the author of the book “Eu, Impostora?”, a reflective exploration of impostor syndrome, its origins, dynamics, and effects on women, published in 2021.

Pronouns: She/Her

Vini Michelucci

As a non-binary individual, I am white, pansexual, and currently a law student at USJT.

Representing Generation Z, I bring a strong sense of intensity to the job market and strive to propose changes through collaborative, constructive, and inclusive approaches.

I joined Travessia as a partner in 2021 and am responsible for overseeing all projects related to the Corporate Education pillar and initiatives focused on LGBTQIAP+ communities and generations.

Pronouns: They/Them

A portrait of Vini Michelucci, a young person with dark, wavy hair, wearing a bright yellow top and large gold hoop earrings. They are standing with their arms crossed against a plain white background. A purple banner is overlaid at the bottom of the image.

Partner

Our Team



Denilson Junior

As a cisgender man, I am heterosexual, brown, and from an underprivileged community.

I graduated from public education in Public Administration at Universidade Estadual Paulista (UNESP) and have experience in the public sector.

Since 2021, I have been working as a project assistant at Travessia, where I am responsible for supporting the development of the Consulting and Corporate Education pillar.

Pronouns: He/his

Our Team



Patricia Salvatori

I am a woman, cisgender, white, heterosexual, and mother to Larissa. Also, I am an activist, public relations professional, consultant, and researcher focusing on disability, activism, motherhood, and entrepreneurship.

With a Doctorate and Master's degree in Communication Sciences from ECA/USP, I bring over 25 years of experience in the communication field of large companies, along with 10 years of academic experience in research, higher education, and management. My thesis was a finalist in the 2022 Abrapcorp de Theses Award.

Additionally, I am the founder of Rede Mães Atípicas, a collaborative platform dedicated to empowering and supporting mothers of individuals with disabilities.

Since 2023, I have been working as a Consultant at Travessia.

Pronouns: She/her

Our Team



Andrea Silva

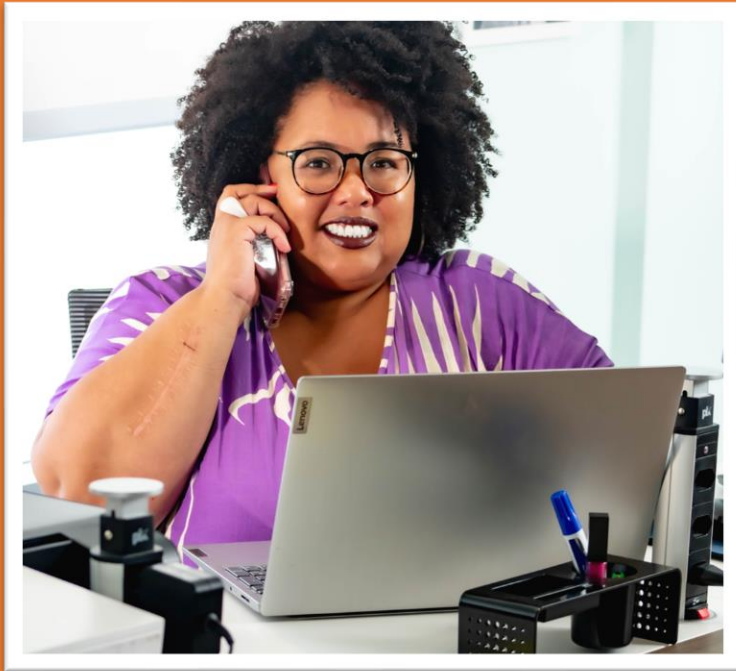
I am a black cisgender woman, and journalist. Currently, I am a doctoral student at the Graduate Program in Integration of Latin America at the Universidade de São Paulo (Prolam/USP). She holds a Master's degree in Communication from the Universidade Federal do Paraná (PPGCOM/UFPR).

Additionally, I am member of the Cátedra Otavio Frias Filho for Studies in Communication, Democracy, and Diversity at the Institute for Advanced Studies (IEA-USP).

Since 2022, I have been working as a Consultant in the Ethnic-Racial pillar at Travessia.

Pronouns: She/her

Our Team



Juliana Gabriel

Woman, cisgender, black, lesbian, PCD, practitioner of religion of African origin. She is studying Human Resources Management at Estácio de Sá University in São Paulo and has 10 years' experience in the social field, working with socially vulnerable people in the third sector.

She works as a D&I trainee at Travessia.

Pronouns: She/her

Some of our clients





Morgan Stanley





cielo

CGM

Herbalife

PremiX



GRUPO EP
EMPRESAS PIONEIRAS



BRASIL

Veiro

Vindi

VOSS



NETFLIX

FLORESTA



O2 FILMES



IPG HEALTH



RHODIA
SOLVAY GROUP

Thank you!

Travessia

ESTRATÉGIAS EM INCLUSÃO

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