

Espírito Santo enables lifelong learning for 4M+ citizens with Coursera



 **Industry**
Government

 **Location**
Espírito Santo, Brazil

 **Size**
4M+ citizens reached

Overview

In Brazil's Estado do Espírito Santo, SECTI (Secretaria da Ciência, Tecnologia, Inovação e Educação Profissional) set out to expand access to education at a societal scale. With a mandate to improve quality of life through innovation, the agency partnered with Coursera to build a statewide learning ecosystem rooted in continuous upskilling.

The initiative—now known as Formação Avançada—was designed to reach both public servants and the broader population. By combining Coursera's global content with a locally tailored engagement strategy, SECTI created a scalable pathway to workforce development, digital transformation, and lifelong learning.

The Challenge

A structural shift in how people learn—and how economies evolve—posed a pressing question: How can governments prepare entire populations for continuous reskilling?

SECTI faced a dual challenge. Public servants, especially educators, needed modern digital and technical capabilities, while the broader “capixaba” population required accessible pathways into emerging job markets. Existing approaches lacked the scale, flexibility, and relevance to meet both audiences simultaneously.

The stakes were significant. Without a unified strategy, skill gaps would widen, limiting economic mobility and slowing regional innovation. SECTI needed a solution that could engage diverse learners, build a culture of lifelong education, and deliver measurable outcomes across a population of millions.

The Solution

SECTI partnered with Coursera to design a comprehensive, multi-layered learning ecosystem that combined global content with localized delivery and engagement.

At the center is the Formação Avançada program. Its dedicated digital portal acts as the gateway to learning, removing a critical barrier: Instead of learners navigating a global platform independently, it guides them into structured pathways aligned with their goals, roles, and interests. The result was clearer entry points and higher enrollment conversion.

Snapshot

294,000+

portal users engaging with structured learning pathways

20+

public and private partners supporting the statewide ecosystem

To drive adoption at scale, SECTI implemented a three-part strategy:

- **A communication engine** that connected campaigns, events, and digital channels into a single funnel, transforming broad awareness into active learners
- **A data-driven feedback loop** that tracked user behavior, enabling continuous refinement of content, timing, and engagement strategies
- **A structured support system** that monitored learners from onboarding through completion, providing guidance, technical assistance, and motivation throughout the journey

Learning experiences were further tailored through thematic pathways (such as AI and digital transformation), institution-specific tracks (for educators and public sector teams), and event-driven content aligned with statewide innovation initiatives. This approach turned a large-scale public program into a personalized, guided learning experience—without sacrificing reach.

The Results

The Formação Avançada program translated ambition into measurable, population-level impact.

Communication campaigns reaching over **millions of individuals** created a broad top-of-funnel, demonstrating the program's statewide visibility and relevance. From this audience, **294,000+ users accessed the learning portal**, signaling strong interest and successful engagement design.

Crucially, this engagement converted into action. The program generated **55,000+ enrollments**, reflecting meaningful adoption rather than passive awareness. Learners collectively completed **168,000+ hours of training**, indicating sustained participation and commitment to skill development.

Outcomes extended beyond participation. With **15,387 certificates issued**, learners gained industry-recognized credentials that could support career advancement and employability. Testimonials point to real-world impact, including job attainment, promotions, and increased confidence in applying new skills.

Institutionally, the program also scaled through collaboration, with **20+ public and private partners** supporting its expansion—reinforcing its role as a statewide ecosystem rather than a standalone initiative.

Together, these results show a shift from fragmented training to a cohesive, data-informed learning infrastructure. Espírito Santo is now positioned to continuously evolve its workforce capabilities, respond to emerging skill demands, and embed lifelong learning into public life.

Outcomes

55,000+

enrollments generated across diverse learning programs

168,000+

training hours completed by learners to date

15,387

certificates issued to support career advancement and mobility



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