

## Bem TV

www.bemtv.org.br



**Location:** Niterói, Rio de Janeiro  
**Sector:** Adolescents from low-income areas  
**Stage:** First year, later-stage portfolio



### Organizational Information

**Date Founded:** 1992  
**Annual Budget:** US\$ 164,000  
**Employees:** 5 full-time, 3 part-time

**Mission:** Bem TV's mission is to teach teenagers from low-income areas around the city of Niterói how to use communications media such as video and photography to mobilize and engage their communities in local development goals.

**Social Challenge:** In Brazil, only 40 of every 100 youth complete high school. Low-income unskilled youth enter the job market prematurely, accepting low salaries and "under-employment." Bem TV addresses this issue through the development of alternative educational methodologies that involve communications media to empower low-income youth.

### Social Enterprise Overview

**Description:** Bem TV runs a photography and video production company aimed at helping civil society organizations better communicate their programs and results. It writes the educational content and employs its own trained youth in the production, creating high-impact communications material while offering new opportunities to its beneficiaries.

**Social Impact Goal:** Offer income generation for 60% of the 40 beneficiaries who come out of the two-year program. Raise its profile and affect public policy to include communications media as part of the school curriculum.

**Financial Goal:** Generate financial resources to hire a full time person. Invest in an assessment process to track beneficiaries once they leave the project, and cover additional operational costs.

### NESST Investment

**Overall Support to Date**  
Capacity-building: US\$ 7,500

**Support Needed**  
Financial: US\$ 14,500  
Capacity-Building: US\$ 7,500

NESST is providing the following capacity-building assistance to Bem TV:

1. Develop goals and indicators for the social enterprise to measure performance. Performance review will take place every four months.
2. Assist Bem TV to create a satisfaction survey and research instrument to provide a closer monitoring of the organization's social impact on its beneficiaries during and after their participation in the program.

3. Analyze human resources, leadership, communications, and governance issues that affect the social enterprise and identify ways to address specific needs.

4. Provide access to the NESST Business Advisory Network's (BAN) intellectual and social capital through one-on-one meetings and workshops, designed to address areas for improvement.

5. Define and implement a marketing plan for the social enterprise in order to increase visibility and sales.

In addition to workshop participation, NESST will meet periodically with Bem TV management one-on-one to review performance and determine how to strengthen the enterprise and facilitate direct consulting and financial support from BAN members and other experts.