

Face-to-Face vs WhatsApp Nudges — SEBRAE's Formalization Trial in Rio de Janeiro's Complexo Maré

City Innovation Library · Good practice · Brazil

Quality score: 81/100

Evidence strength: Randomised controlled trial

Summary

SEBRAE, FGV and GRADE ran a four-arm field trial with 790 informal microentrepreneurs in Rio's Complexo Maré favela (2018). In-person visits with follow-up support raised formalization by ~5 points; WhatsApp reminders raised awareness but not formalization.

Key dimensions

Dimension	Score
Evidence of impact / measured results	3/3
Transferability / demonstrated replication	1/3
Scalability	2/3
Sustainability / continuity	3/3
Innovation	2/3
Inclusiveness / equity	3/3
Multi-stakeholder collaboration	3/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-22

[SEBRAE \(Brazilian Micro and Small Business Support Service\), with FGV and GRADE](#) — accessed 2026-08-22

[Economics Letters \(ScienceDirect\)](#) — accessed 2026-08-22

[ILO note citing the trial](#) — accessed 2026-08-22

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