

LEAD International Special Opportunities and Investment Fund (SOIF) Progress Report

Proposal Title

Forging Leadership for Climate Security

Abbreviated Title

Project Code (LI use only)

Leadership for Climate Security (LCS)

Member Programme submitting proposal

LEAD Brazil

Area/Location of Project

Brazil

Project Start Date (dd/mm/yy)

01/02/08

Project End Date (dd/mm/yy)

01/01/09

Brief Synopsis (no more than one paragraph)

The Leadership for Climate Security (LCS) is a new focus that LEAD Brazil wants to imprint to the cohort training. The program aims to fostering inspired, value-driven, pragmatists who are well positioned to innovate and find tactical solutions for the protection of the global environment against the causes of climate change. The modality employed is leadership development in a contained, process-oriented community with a focus on achieving practical goals and outcomes. The SOIF support will allow to further developing the new curriculum. It will also contribute to launch and promote the program. Given the high attention that is given to climate in Brazil, we foresee to be able to finance a significant proportion of the program through the tuition that paid by participants in the program.

Overall Goal

The overall goal of the project is to support the development, the launch and the implementation of the first cohort of the “Leadership for Climate Security Program”. The programme will foster inspired, value-driven and collaborative actions to innovate and find practical solutions against the causes of climate change and, in so doing, enhance the resilience and capacity of corporations, communities and society for adapting to the new situation.

Bringing senior leaders of the three sectors together in a 9 months long programme will create both an in-depth understanding of the challenges of climate security and cross-sector collaboration that will promote innovation and help business, government and civil society to cope with current and future challenges; around climate change.

We envision that this program will give a new identity to LEAD Brazil, which is fully supported by the Board and also by the community of fellows. The program will consist of modules that address specific areas of climate as well as mentoring and coach of climate. Potential participants in the program will be required to bring a real project that they are aiming to develop in their organizations. This project will be the central to the training as it will be the focus of their learning. We also envision the possibility that some projects will be developed in collaboration among the participants in the program.

Specific objectives, outcomes or deliverables

The expected objectives and outcomes of the project are:

- 1 – The development of a cutting edge curriculum on Leadership for Climate Security that LEAD Brazil envisions to start implementing in 2008 and the following years.
 - 2 – Mobilization of individual and institutional resources with the potential to contribute with the LCS program in its different implementation phases, especially in mentoring project implementation component of the program. The LEAD community will be critical for that, encompassing fellows, partners, former and present board members which will be considered our primarily resource.
 - 3 – Profiling of the Leadership for Climate Security Program so that it can become a reference in the area of education for leadership on climate security in Brazil...
 - 4 –The experimentation of a business model which aims financial self sufficiency for cohort training balancing, grant support and tuition paid by participants in the program.
 5. Implementation of the first cohort of Leadership for Climate Security in 2008.
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Plan of activities

- 1 – Design of the curriculum and methodology

During the three initial months of the project LEAD Brazil will continue the process of curriculum and methodological design of the programme. A committee was already set formed by board members who are specialists in the thematic of Climate Change, staff and LEAD fellows. The overarching emphasis is on individual and organizational leadership as the basis for business and social entrepreneurship. The program will also focus on science and the geopolitics of climate change. Leadership will be a central focus.

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- Methodology: A new leadership programme focused on leadership development, action learning, projects development, collaborative and peer learning, customized coaching and mentoring, specifically on project development.
 - Curriculum: Climate change (global, national and local aspects), system thinking, sustainability, leadership, networks and collaboration.
 - Participants: 20 to 25 selected participants, people in leadership position from relevant organizations with maturity and openness to new experiences and personal development.
 - Diversity: The cohort must be formed by representatives from the different sectors with at least 1/3 originated from the private sector. This will represent a change to the sectorial participation approach of the trainings developed in the past. .

REPORT: The Programme Leadership for Climate Security (LCS) has been launched in July 2008, and has begun in October 2008 with 18 participants, divided by sectors as follows:

- Public Sector 4
- Private Sector 3
- Third Sector 11

The curriculum was developed with the collaboration of experts in Sustainability and Climate Change, as Thais Corral, Eduardo Viola, Samyra Crespo and Sandra Guimaraes, and fellows as Marcelo Aguiar and Marcia Regis. Some of them are part of the programme in terms of sharing their knowledge and experiences to the participants.

The methodology developed is focused on action learning, in which the participants bring projects from their organizations and work on them during the programme with the collaboration of all other peers, and the coaching of the learning facilitators.

Also, it has a new approach to leadership development, emphasizing the individual aspects of a leader.

2 – Consolidate faculty, Mobilization of Individual resources and Institutional Alliances

In the process of designing this program, LEAD Brazil will enhance the efforts to identify resources amongst LEAD-Brazil community, both in terms of individuals that can serve as faculty as well as mentors and coaches for the projects that will be developed during the training process. LEAD Brazil will also focus on building partnerships with academic and ethical business companies that can lend their reputation and credibility for the program. Our intention is to ground the roots of the program for long-term sustainability and a high impact in Brazil.

REPORT: A relationship with GLN – Global Leadership Network has been established, as well as with other relevant organizations in Brazil, that nominated associates to be part of the programme, such as:

- ISER
- Instituto Akatu
- Iclei
- Sebrae Nacional
- Petrobras
- Cia Vale do Rio Doce

LCS was also presented to some important other companies: IPT/ USP, Sadia, Furnas Centrais Eletricas, CPFL.

3 – Communication And Marketing

We will devote especial attention in working on the branding of the program. Our vision is that it will maintain LEAD-Brazil DNA which is the multisectorial participation approach for the selected participants. We will work with experts on the themes that have already offered support in that area. Given the nature of the project, especial attention will be given to the selection process. We intend to visit selected companies and institutions to promote the program. Selection of participants will be made by the program committee mentioned above.

REPORT: A visual identity for the programme has been developed in order to create the Brand Leadership for Climate Security (LCS).

To communicate the programme to the market, a strategy was developed, that included:

- **Folder containing all the information of the programme that has been sent to a segmented mailing list and has been given during some important SD events**
- **Website containing all the information of the programme**
- **Public Launching/ Workshop – an event to present the event and explain its main goals to 25 people at IPT/USP**
- **Networks and Development Seminar – ABDL had a stand during the Seminar, with all the information and materials about ABDL's Programmes, with special attention to LCS.**

4 – Implementation

The program will combine presencial meeting with distant learning activities. Three presencial meetings are envisioned. The first, which will also be the launch of the LCS program, is envisioned to happen in August 2008.

The focus of the first program will be on mitigation of the GHG, so the projects selected will address this specific perspective. An especial focus of the program will be on the mentoring of these projects. Results should be expected in June 2009 at the conclusion of the the training after 9 months.

REPORT: The first session was held in Rio de Janeiro in the first week of October, and for 5 days the participants worked on mobilizing resources, establishing partnerships and synergies, and working on their own proposals and on the collective International Session presentation.

From 18 participants, 13 will attend the International Training Session in Mexico.

The second session will take place between February 10th and February 14th. The third meeting will be from April 20th until April 24th.

Please find attached: News about the 1st session of LCS

Possibility and plans to scale up the activity and replicate it

Climate Security is the most urgent and complex challenge we have already faced until now. Fostering new leadership and inspiring the engagement of relevant stakeholders in collaborative actions is essential to overcome the challenges that need to be addressed now. The program will bring together leaders and organizations searching for innovative solutions and will facilitate the implementation of collaborative projects. Dissemination of the results of the first cohort will be the best way to expand the program and engage other important stakeholders in future programs. We expect that the project will attract a lot of attention given its focus and methodology.

REPORT: A strategy is now being design to communicate the results of the first cohort of the Programme Leadership for Climate Security (LCS), in order to strengthen the brands ABDL, LEAD and LCS and raise more funds for next cohort.

We will focus of the development and results of the projects brought by each participant as an input to the whole communication and launching of Cohort 14.

The programme is currently being presented to relevant companies such as:

- Petrobras
 - Alcoa
 - HSBC
 - Bosch
 - Others.
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**Name of Member Programme Director
submitting application**

Dalberto Adulis

Signature of Member Programme Director

Date

07/11/2008

ANNEX 1:

Participants list:

Name	Organization	City
Camila Argôlo Godinho	Instituto Diversidade	Salvador/ BA
Carlos Henrique Georges Vici	SESI PR	Londrina / PR
Débora Cynamon Kligerman	Fundação Oswaldo Cruz	Rio de Janeiro / RJ
Débora G Masullo de Góes	Companhia Vale do Rio Doce	Rio de Janeiro / RJ
Edvalda P Torres Lins Aroucha	AGENDHA	Paulo Afonso / BA
Juca Ulhôa Cintra Paes da Cunha	Instituto Diversidade	Salvador/ BA
Luciana Rocha Antunes	Instituto de Pesquisas Ecológicas (IPE)	Campinas / SP
Marcelo Leal Teles da Silva	COOPERBIO	Frederico Westphalen/ RS
Marcos Pupo Thiesen	SENAI PR	Curitiba / PR
Maria Rita Lustosa Junqueira Villela	ISER	Rio de Janeiro / RJ
Mario Corral	Petrobras	Rio de Janeiro / RJ
Meire de Fátima Ferreira	ARES	São Paulo / SP
Patricia Bastos Godoy Otero	5 Elementos - Instituto de Educação e Pesquisa Ambiental	Itu / SP
Paulo Cesar Rezende C Alvim	SEBRAE	Brasília / DF
Raquel Diniz Gonçalves Ezequiel	AKATU	São Paulo / SP
Rodrigo de Almeida	Ideia Ambiental	Curitiba / PR
Silvio Barone	Consultor	São Paulo / SP
Vicente Manzione Filho	ICLEI	São Paulo / SP