

Associação Brasileira para o Desenvolvimento de Lideranças – ABDL
LEAD Brazil

Special Opportunities and Investment Fund

Funding for Leadership for Climate Security – LEAD Brazil Cohort 14

Final Activity Report

December, 2009

Introduction

This report summarises the activities and outcomes achieved within the Leadership for Climate Security Programme, co-funded through the Special Opportunities and Investment Fund.

This project was submitted to LEAD International in March, 2009, and its core activities were carried out between April and December 2009.

The overall goal of the project was to support the launch and the implementation of the “Leadership for Climate Security Programme”. The programme has fostered 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.

The objectives and outcomes of the programme, as stated in the project proposal were:

1. The development of a cutting edge curriculum on Leadership for Climate Security that LEAD Brazil has envisioned and has started to implement in 2008 and the following years.
2. Mobilization of individual and institutional resources with the potential to contribute with the LCS programme in its different implementation phases, especially in mentoring project implementation component of the programme. 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 Programme 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 programme.
5. Implementation of the second cohort of Leadership for Climate Security in 2009.

The Leadership for Climate Security Programme was designed to be fully integrated into the LEAD Cohort training programme, while opening new programmatic possibilities with training activities targeted on emerging topics, an approach successfully utilized by LEAD Brazil since 1997.

This programme has fully achieved and, in some cases, exceeded its objectives, as demonstrated in this report.

Activities Completed

The Leadership for Climate Security (LCS) is a new focus that LEAD Brazil has imprinted to the cohort training. The programme aimed 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 Leadership for Climate Security Programme was launched officially in April, 2009, and carried out the following activities, in accordance to the project submitted.

1 – Curriculum and methodology

The Programme Leadership for Climate Security (LCS) has begun in June 2009 with 14 participants, divided by sectors as follows:

- Public Sector 3
- Private Sector 1
- Third Sector 10

This edition has used the curriculum developed for the first edition, and has made some improvements in terms of new approaches to climate security and communication, as important tools to tackle related issues. The individual aspect of leadership has had an important role during LSC, as well as the interpersonal and systemic perspectives of being a leader.

We have had the presence of some experts during LSC sharing their knowledge and experiences to the participants.

The methodology used in this edition of LSC is focused on action learning, or “capacity building for action”, 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.

Obs: List of participants – annex 1

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

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

- Instituto Akatu
- SESI/ PR
- Environmental Ministry
- ISA – Socio-environmental Institute
- Bahia Federal University

LCS was also presented to some important other companies and foundations: IPT/ USP, Sadia, Furnas Centrais Eletricas, Alcoa, CPFL, BNDES, Instituto C&A, Instituto HSBC Solidariedade, Kellogg Foundation, Brazil Foundation, Avina.

3 – Communication and Marketing

A visual identity for the programme, developed for the first edition, was used to maintain the branding for the Leadership for Climate Security Programme (LCS).



In this edition, communication and marketing have started 2 months prior to the beginning of the programme. The strategy developed 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
- Several Seminars and workshops
- News on different newsletters, websites and portals (see Clipping)

4 – Implementation

Training: Three five-day training sessions, in full immersion, were held in the course of the programme.

Title and date of training sessions

- “Mobilization of Resources to Action” – June/2009
- “Collaboration and Innovation on the Transition to Sustainability” – August/2009
- “Communication and Engagement towards a Low Carbon Economy” – December/2009

International Training Session: 10 LCS participants attended the LEAD International Training Session (ITS) held in Beijing, China, in November, 2008. ITS attendance was partly funded by LEAD International (10 scholarships), but also leveraged by co-funding by the associates themselves (or their sponsors). In effect, participation in ITS allowed associates of LSC to become full LEAD Cohort 14 Fellows, fulfilling the purpose of integrating LEAD Brazil’s new training programs fully into the LEAD model.

Obs: Participants on ITS – annex 2

Virtual and Online Activities: The programme required extensive participation and work by the associates, communicating among themselves. Participants relied on continued support and follow-up by LEAD Brazil staff and relied on the use of an online learning environment, Moodle, set up specifically for the programme as a platform for virtual collaboration.

Programme Outcomes

LCS can be considered a very successful programme organised by LEAD Brazil, due to the full achievement of initially stated programme objectives. We highlight the following aspects by which its success can be assessed.

- Capacity building of individuals on leadership skills;
- Enhancement of participants understanding of Climate Security and Sustainability issues;

- Design and implementation of participants' individual and collaborative initiatives and development of partnerships;
- Building of a qualified professionals' community (through the recruitment of associates, and engagement with other experts in the field).

Fundraising

LEAD Brazil has established a fundraising strategy that consisted in:

- Development of a financial model that enabled participants to make the necessary investment;
- Contact and visits to corporate organizations and foundations;
- Meetings with potential candidates and participants.

Result after 2 months fundraising efforts: £ 37.867,00.

Financial Information

The total cost of the LCS programme was £ 63.943,00. The resources to implement the programme came from LEAD International and participants organizations. The following table presents a summary of the revenues and expenses of the programme.

SOIF REPORT 2009

Revenues	62.868
LEAD	25.000
Participants (individuals)	18.096
Participants (organizations)	19.771

Expenses	63.943
Human Resources	22.900
Consultants and Educators	8.750
Travel costs	2.354
Logistical Expenses	25.692
Materials	2.510
Administrative	1.737

Pound Rate R\$ 2,80

The detailed financial statements for the expenses of the entire programme can be presented upon request.

Annex 1 - Participants list

Name	Organization	State	Brazil Region
Eduardo Barroso de Souza	MMA	Distrito Federal	Middle-West
Giselle Ferreira Vieira	Instituto Centro de Vida	Mato Grosso	Middle-West
Gustavo Tosello Pinheiro	ISA - Instituto Socioambiental	Distrito Federal	Middle-West
Natalie Unterstell	ISA - Instituto Socioambiental	Distrito Federal	Middle-West
Cinira de Araújo Farias Fernandes	Instituto Floresta Viva	Bahia	Northeast
Fábia Calasans	Universidade Federal da Bahia	Bahia	Northeast
Nereide Segala	Cooperativa Ser do Sertão/ Projeto Pintadas Solar	Bahia	Northeast
Viviane Amaral Gurgel	Consultora e Instrutora Uniethos	Alagoas	Northeast
Agostinho Celso Gisi	AIS - Associação Internacional de Sustentabilidade	Santa Catarina	South
Gercindo de Souza Pereira	SESI Paraná	Paraná	South
Evelin Fagundes	IMAFLOA - Instituto de Manejo e Certificação Florestal e Agrícola	São Paulo	Southeast
Ricardo Franceschini Oliani	Instituto Akatu	São Paulo	Southeast
Sheila Prado	Consultora Instituto Akatu	São Paulo	Southeast
Mônica Chiffolleau	Fundación Intermón Oxfam	Rio de Janeiro	Southeast

Annex 2 - ITS Participants list

Cinira de Araújo Farias Fernandes
Eduardo Barroso de Souza
Evelin Fagundes dos Santos
Fábia Virgínia Marques Calasans
Gercindo de Souza Pereira
Giselle Ferreira Vieira
Gustavo Tosello Pinheiro
Mônica Chiffolleau
Natalie Unterstell
Vana Tércia Silva de Freitas
Viviane Amaral Gurgel

Annex 3 - Clipping List

Veiculo	O que saiu	Link
Pauta Social	Release	http://www.pautasocial.com.br/pauta.asp?idPauta=25206
Portal do Voluntário	Nota	http://portaldovoluntario.org.br/blogs/60191/posts/2473
UFBA (Oportunidades)	Release	http://www.adm.ufba.br/contents.php?opc=OPRT&nOprtle=32
RETS	Nota	http://rets.rits.org.br/rets/servlet/newstorn.notitia.apresentacao.ServletDeSecao?codigoDaSecao=7&dataDoJornal=atual
Akatu	Nota	http://www.akatu.org.br/central/agenda/inscricoes-para-a-2a-edicao-do-programa-lideranca-para-a-seguranca-climatica-lead-1
Ashoka	Release	http://www.ashoka.org.br/evento.php?acao=visualizar&id=132
Instituto Fonte	Release	http://institutofonte.org.br/node/592
Gaia Social	Release	http://www.gaiasocial.org.br/noticia_interna.php?id=95&id_secas=1
Iclei	Nota	http://www.iclei.org/index.php?id=577
AHK	Release	por email para associados
Portal Pro Menino		http://www.promenino.org.br/Ferramentas/DireitosdasCriancaseAdolescentes/tabid/77/Conteudold/c806a1a0-acb6-4de1-a27e-bbde4144ad4c/Default.aspx
Espaço Ecologico no Ar	Release	http://www.espacoecologicoanoar.com.br/index.php?option=com_content&task=view&id=9990&Itemid=63
Rumo Sustentável	Release	http://www.rumosustentavel.com.br/inscricoes-abertas-para-curso-em-seguranca-climatica-da-abdl-programa-inclui-a-transicao-para-sociedades-com-baixo-teor-de-carbono/
Mercado Etico	Release	http://mercadoetico.terra.com.br/arquivo/abdl-relanca-programa-de-formacao-de-liderancas/?utm_source=newsletter&utm_medium=email&utm_campaign=mercado-etico-hoje
Rede PV	nota	http://redepv.ning.com/
Gife	Release (em Agenda)	http://www.gife.org.br/
RGS	Release	http://www.rgs.wiki.br/index.php/editais/44-editais/90-abdl-lanca-2o-turma-do-programa-lideranca-para-seguranca-climatica.html
Ação Social - Rede Social do Bambu	Nota	bamboo.ning.com/group/acaosocial
ABONG	Release	http://www.abong.org.br/
Bahiapress		http://bahiapress.com.br/wordpress/?p=9406
Cola Social	Release	http://colasocial.blogspot.com/2009/05/abdl-lanca-2-turma-do-programa-lideranca.html
Zona Digital	Release	http://www.zonadigital.com.br/redes/newsredes.asp?select=1815
AHK (Camara de Comercio Brasil Alemanha)	Release	http://www.ahkbrasil.com/csr.asp?link=179
Envolverde	release	http://envolverde.ig.com.br/?edt=11
IPAM	release	http://www.climaedesmatamento.org.br/agenda/
Planeta sustentável	release	http://planetasustentavel.abril.uol.com.br/noticia/desenvolvimento/cont_eudo_470240.shtml
AVINA	release	http://www.avina.net/web/siteavina.nsf/0/0A5110FCCFABE236C12575B5006CB808?OpenDocument&idioma=port&sistema=1&plantilla=3&flag=Home&
ICLEI lacs	release	http://www.iclei.org/index.php?id=9752
Dalberto		http://dalberto.wordpress.com/tag/lideranca-meio-ambiente-sociedade-clima-abdl/
portal de gestão social	release	http://www.gestaosocial.org.br/conteudo/noticias/clipping/noticia.2009-05-14.9633146065
RTS	release	http://www.rts.org.br/noticias/destaque-2/inscricoes-abertas-para-o-programa-de-formacao-em-lideranca-e-seguranca-climatica-abdl-1
Fomare	release	http://www.formare.org.br/site/index.php?option=com_content&task=view&id=377&Itemid=27
responsabilidade social		http://www.responsabilidadesocial.com/eventos/eventos_view.php?id=567