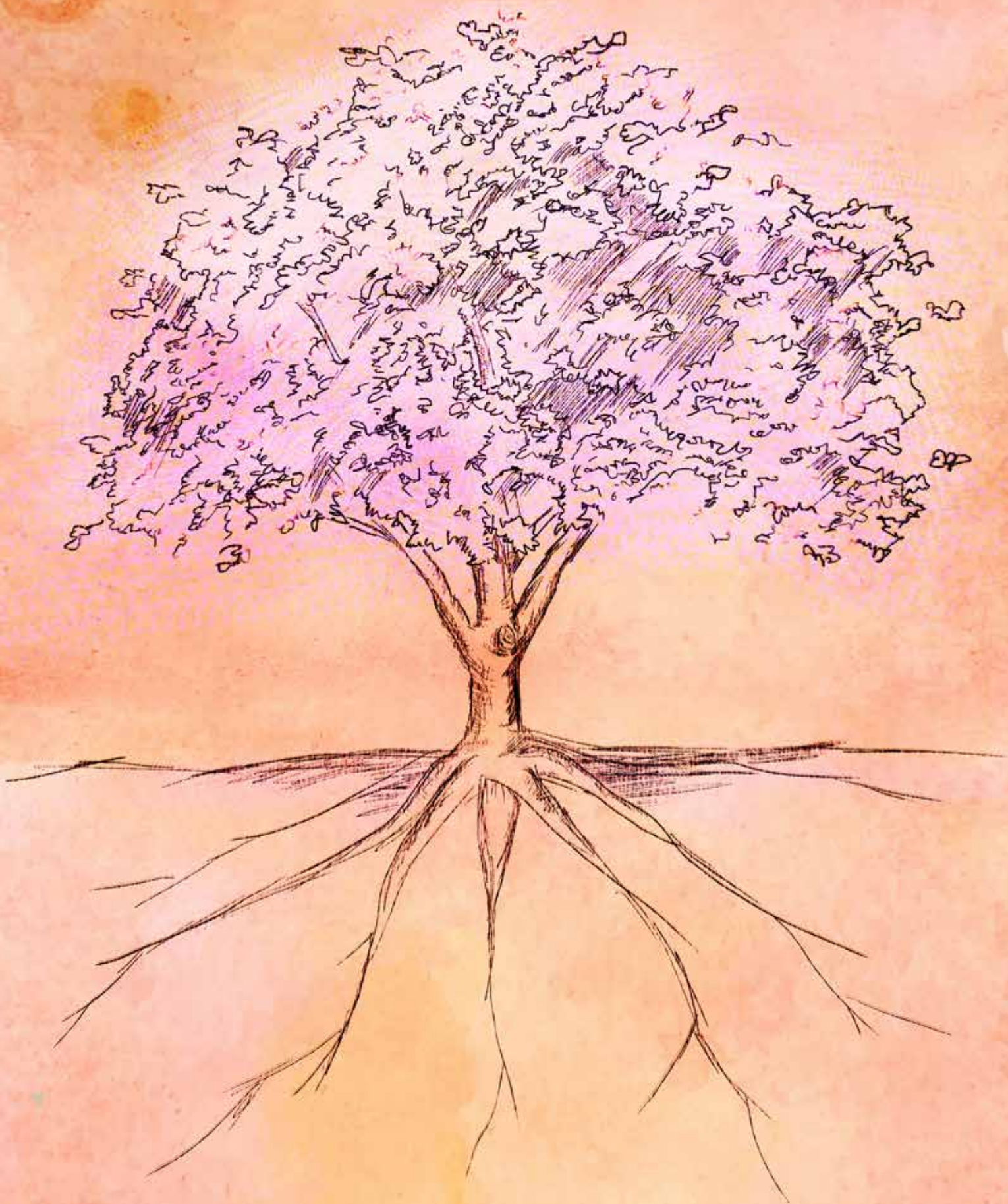


Instituto  
**terroá**



**ANNUAL REPORT  
EXECUTIVE SUMMARY**

**2016**



# Executive summary

One year, many achievements, and a passionate commitment to the diffusion of sustainable development goals in Brazil. As the Instituto Terroá publishes its first annual report this executive summary provides a brief overview of the organization and highlights some of the most impactful programs carried out so far. It describes who we are, what we do, and what is our stance on sustainability and human development. It then offers a detailed account of three particular programs, each one related to a different area on which Terroá concentrates its focus. Finally, it reports a wide range of activities such as workshops and public lectures conducted by our members. Through these initiatives the institute has been able to contribute to the production and diffusion of expert knowledge on sustainability and engage with different audiences in Brazil and abroad.



## Introduction

Established in 2015 as a nonprofit organization, the Instituto Terroá expresses the anxieties, values, and goals of its founding members. Our aim is to work on local solutions to global challenges adopting a systemic and holistic approach. That is to say, to come up with impactful strategies that connect political, cultural, economic and environmental dimensions of different territories and their particularities. In short, our mission is to act as facilitators and to catalyze the empowerment and prominence of individuals, communities and organizations within their specific socio-cultural circumstances. Therefore, we were born with the desire that one day we will no longer need to exist.

We share the assumption that the best way to contribute with a better world is to support human and community development, by thinking globally and acting locally. Our name stems from the French term 'terroir', which refers to the identity of a territory and its population in cultural, geographic, climatic and social terms. In short, Terroá stands for the unique features, the DNA of a given region, community or collectivity.

In what follows we introduce our stance on sustainability and human development as we report some of the main accomplishments achieved through our programs. Terroá translates its purpose and ambitions into six different programs: **Terrarium, Observatory for Human Security, Estopim, School of Creative Citizenship, Young Change-Makers Program, and Co-Labora.** They focus on different aspects of human and territorial development, associating theory-based approaches on how to tackle sustainability challenges at the local level with a deep sense of humility, empathy and understanding. We explore in more detail three of these programs below: the Young Change-Makers Program, the Observatory for Human Security, and Co-Labora. Each one refers to one of the three main areas on which Terroá concentrates its focus, namely Transformative Education, Sustainable Cities and Territories, and Solidarity Economy.

Either within or in parallel with these programs, we carried out over twenty projects in our first year, thereby affecting around one thousand people, from local government officials and community leaders to members of a recycler's cooperative and public school students. Among other activities, we held ten seminars, eight workshops, and two community projects promoting territorial development and active citizenship.

Terroá has developed a set of tools and methods that enables us to design an alternative way of making a positive change in the world. In order to do so, we draw not only on skills and experiences of each one of our members, but also on global initiatives that inspire our work, such as UN's Human Security approach, the Agenda 2030 for Sustainable Development, and UNESCO's Global Citizenship Education.

Since 2016 the Institute has been an associate member of the World Urban Campaign, a global advocacy and partnership platform coordinated by UN-Habitat. Moreover, we have joined the advocacy network Estrategia ODS in Brazil, thereby working together with other partner institutions to diffuse sustainable development goals to the local level in a practical and effective way.



## Young Change-Makers Program

The Instituto Terroá offered in October 2016 the **Young Change-Makers Program**, focused on sustainable development. Workshops and other activities took place between 10-14 October in the Centro de Artes e Esportes Unificados – CEU Eurídes Ferraz de Teixeira, a local arts and sports centre located in the municipality of Sertãozinho, São Paulo. More than seventy-four 13- to 18-year-old teenagers took part in the activities.

Participants had the opportunity to learn about the pillars of sustainability and to discuss more sustainable ways to live in society. They debated alternatives that inspire **responsible entrepreneurship**, foster **conscientious consumption** and train **citizens to take part in public policy decision-making** in their cities. Besides, they had the opportunity to develop their own volunteering programs, socio-environmental enterprises, and initiatives of participation and social control. Games and group activities also allowed participants to learn more about **human values, leadership, teamwork, non-violent communication** as well as the **Agenda 2030** and its **Sustainable Development Goals**.

The project resulted from a partnership between Terroá and the company Travain Serviços de Treinamento Ltda., whose work focuses on social development projects. The Department of Social Development and Citizenship of the municipality of Sertãozinho (Secretaria de Desenvolvimento Social e Cidadania – Casa da Juventude) supported the activities as well. The initiative was part of Travain's technical work and socio-environmental engagement within the context of a macrodrainage project under way in Sertãozinho. This project is part of the Growth Acceleration Program (Programa de Aceleração do Crescimento, PAC II), run by Brazil's federal government with the support of the federal savings bank Caixa Econômica Federal.

Three workshops were offered to each one of the three groups of participants, comprising a total amount of 12 hours of activities. Daniel Belíssimo and Luís Fernando Iozzi, two of Terroá's facilitators, conducted the project. Participants took part in a large collective action at the end of the program, **establishing a community garden** in the arts and sports center CEU Eurídes Ferraz de Teixeira.

Around sixty students prepared eight garden beds and planted lettuce, chicory, kale, broccoli, eggplant, pickling onion and rocket seeds. The teenagers were accompanied by Isaías Reis, an environmental educator

working for Flor e Ser Soluções Ecológicas, who advocates an agroecological approach towards human interactions with nature. The main purpose of that was to undertake a collective action that could **trigger students' engagement** and **raise their awareness** about the importance of a **protagonist role in sustainable and collaborative actions**.

Travain's manager Thais De Conti explains: "The importance of taking the first steps to establish a vegetable-garden was enormous to the project, for the students have thereby left a legacy of this program to the local community. By doing that, they can better understand that positive outcomes of their sustainable actions can multiply throughout society."

During the program, participants developed twelve volunteering activities and twelve business ideas, and listed thirty-nine of the most pressing demands they have for local authorities. Furthermore, the teenagers devised nine different projects dealing with strategies for social participation in the municipality of Sertãozinho.



Ana Letícia, a 15-year-old elementary school student who took part in the program, has told us: "In these three days we learned a lot of things. **We learned how to work in a team, to respect someone else's opinions** and to show respect for others. We also learned a little bit about **politics, sustainability**, etc. These days were amazing, and **I will take what I learned forever with me**".

According to Daniela Damas, youth advisor of the municipality of Sertãozinho, the program was an **example of social mobilization and integration between civil society and the network of public services provided by the local administration.** “We were able to bring together Social Assistance Reference Centers (Centros de Referência da Assistência Social – CRAS) in these communities, school boards, São Paulo’s Environment Secretariat [...] and the Department of Social Development and Citizenship of Sertãozinho. We also relied on the engagement of Travain, the company responsible for providing technical and socio-environmental services to the macrodrainage project [...] and on the Instituto Terroá, who offered the courses”.

By taking part in the Young Change-Makers Program, young students had fun while working hard to develop volunteering activities, sustainable business ideas and social participation projects which resonate with one or more sustainable development goals. During the course or in their written assignments after it, many participants emphasized that the program has **“changed their life forever”**. This is the best accomplishment that we could ever aspire to achieve, and it further motivates us to keep struggling to fulfill our missions.

## Observatory for Human Security (OHS)

Designed as a research unit within the Institute, the Observatory for Human Security assesses vulnerabilities of local populations and attempts to develop impactful resources to diagnose and assess human insecurities at the local level. Community associations and government organisations constitute the Observatory’s main target audiences. Research underway at the OHS relies on quantitative and qualitative methods, and the analytical output serves to inform initiatives carried out by other programs.

The Observatory also builds on the expertise of one of our members’ doctoral research at the University of Hamburg, in Germany. This partnership serves to bridge the gap between sound theoretical discussions on both Human Security and Sustainable Development and real-world experiences emerging from local communities in Brazil. Furthermore, it enables Terroá to rely on state-of-the-art research while it develops its

own approach to Human Security. An interdisciplinary team of professionals from a wide range of fields such as business administration, economics, architecture and urban planning, and social sciences also enriches the quality of the observatory’s work. Initial contributions from the work of the OHS have successfully been integrated to the activities of Terrarium, one of Terroá’s programs, owing to the synergy and dedication of our team. Among other contributions, the OHS has developed an action plan with guidelines to the implementation of Terroá’s “seven steps” method for social innovation. Besides, the observatory has designed sample questionnaires and spreadsheets used to diagnose and analyze human security standards in Brazilian communities as well as to provide empirical data fed into the Human Security Index currently under development at the Institute. The Observatory’s main goals are the following:

- Mapping and diagnosing insecurities in different communities and territories in Brazil;
- Elaborating reports, studies, analyses and a Human Security Index;
- Elaborating social control tools;
- Monitoring and evaluating public policies;
- Diffusion of best practices and successful public policies.



## Co-Labora

Terroá's **Co-Labora** program aims to provide business incubation, training, facilitation, consultancy and advisory services supporting an alternative economy – sustainable, thriving, inclusive and humanized. In cooperation with the company Travain, the Instituto Terroá provided advisory and qualification services to CORSERTA, a recycler's cooperative in Sertãozinho, a Brazilian municipality in the state of São Paulo. Travain manages a macrodrainage project in Sertãozinho, and the recycler's cooperative has been given technical and social support by the company since the beginning of the project, which runs under the Brazilian government's Growth Acceleration Program (Programa de Aceleração do Crescimento, PAC) in partnership with the federal savings bank Caixa Econômica Federal. Whereas in the first year the main aim of our work was to enable formative moments of solidarity economy to take place, thereby stimulating cooperation and self-management, in 2016 the focus of Co-Labora turned to assisting the cooperative members and promoting their autonomy in different areas of management – commercial, financial, administrative, operations and marketing.

Daniel Bellíssimo, Terroá's coordinator and project consultant, has been devoted to developing leadership skills among the cooperative members, while preserving the principles of democracy and self-management upon which the entrepreneurship is based. According to Bellíssimo, "to facilitate the development of the group involves recognizing their difficulties and potentialities, constantly dialoguing with them about it. It's not about giving them the answers, but rather building customized ways and tools that fit their interests and possibilities".

According to Thais de Conti, manager of Travain, the partnership established with Terroá has been highly important, since the purpose of the work is to support the empowerment of the cooperative members, providing them with resources to manage their enterprise independently, in accordance with the legislation and with their own Internal Rules.

As Conti states, "the respect, integrity and commitment" of the Instituto Terroá have been decisive for this partnership, initiated in 2015, to yield good results. And not only from the technical point of view: "we can already observe positive changes in the cooperative such as, for example, increasing revenues, though this is not restricted to financial issues. Improvements in organizational terms and in

the relationship among the cooperative members are also indicative of the fact that the work has already yielded real results, fulfilling its purposes as part of the Socio-Environmental Technical Project (Projeto de Trabalho Técnico Socioambiental) in the municipality of Sertãozinho".

The project is expected to last for one more year, and it is just halfway through. However, it has already generated significant outcomes. At the end of 2015 a new board of directors was appointed to manage the cooperative. Training courses offered to the members of this newly appointed board of directors have brought about significant changes. During the activities, Terroá has worked in partnership with other institutions such as Rede Anastácia, cooperatives operating in the region, and the NGO Circus.

Among the benefits of the training, cooperative members point, for instance, to increasing monthly revenues due to improved commercial negotiation skills and cost reduction. Besides, they celebrate an improvement in transparency, which gives a further stimulus to their work. The ambience of the organization has also changed: nowadays, cooperative members assemble more often to discuss about important issues, often gathering together for a "churrasco" — the typical Brazilian barbecue — and thereby boosting integration and happiness in the workplace.



## Knowledge Production and Diffusion

Throughout its first year, Terroá combined a wide range of knowledge production and diffusion activities to its hands-on practical engagement. Our members contributed to discussions on sustainability, human security, and local development in several different talks, panels, workshops and similar events in Brazil and abroad. Among many others, we present some of these initiatives below.

In February 2016 Eduardo Gresse and Luís Fernando Iozzi, both founding members of Terroá, were guest speakers at the conference “How to create more sustainable cities? Debating Sustainable Development Goals and Human Security” at the University of São Paulo (USP). Gresse, Iozzi and Prof. Dr. Adriana Caldana, professor of the Faculty of Business Administration, Economics and Accounting of the USP, engaged in a lively discussion with an audience of approximately two hundred people. Later that month Terroá held the workshop “Sustainable Development Goals and Entrepreneurship: how to undertake business enterprises that achieve targets of the Agenda 2030 for Sustainable Development”. Founding member Daniel Bellissimo was responsible for the event.

In August our founding members introduced Terroá’s approach to sustainable development in two different opportunities. Bellissimo discussed “The Importance of Evaluating Socio-environmental Impact”, comparing impact evaluation approaches to business enterprises undertaken by government, private, and civil society organizations as well as presenting some of Terroá’s human and community development projects. The event was held at the Faculty of Business Administration, Economics and Accounting of the USP in Ribeirão Preto. Invited by UNICEF’s group in Hamburg, Eduardo Gresse introduced Terroá to a multicultural audience at the University of Hamburg, in Germany. Eduardo’s talk was part of “Die Lupe”, a series of events dedicated to the exchange of ideas and experiences on social projects around the world supported by the United Nations International Children’s Emergency Fund.

Terroá is one of the founding associations of a network of civil society organisations based in the municipality of Ribeirão Preto called Teia Ribeirão Sustentável. In August the organisations supported a campaign urging candidates for mayor of Ribeirão Preto to subscribe to a set of sustainability goals, the Sustainable Cities Program. During the event, Terroá and its partner organizations stressed the importance

of setting local-level sustainability targets that could be incorporated into the newly elected administration’s agenda. One of our founding members, Luís Fernando Iozzi, hosted the event with Daniela MacDowell, member of Teia Ribeirão Sustentável. Last but not least, Terroá organized the Soul Business Festival later that month, an opportunity for local entrepreneurs to discuss business enterprises that can contribute to the achievement of Sustainable Development Goals in Brazil.

In September, the Institute carried out four knowledge diffusion initiatives: a workshop on environmental education aimed at public elementary school students; a round-table discussion with university students in Ribeirão Preto on issues such as education, culture, human rights, citizenship and public policies. In addition to that, Daniel Bellissimo held a talk on “Careers in the New Economy” at the State University of São Paulo, in Tupã. Finally, Terroá and the NGO Vivacidade developed a workshop on solidarity economy later in September.





In October Eduardo Gresse discussed the “Perspectives for Sustainability in Brazil” at the University of Hamburg, Germany. The event took place during one of the meetings of a discussion group on Brazil-related topics of the university, a space for dialogue established by Brazilian students and other members of the Brazilian community in Hamburg. Later that month Daniel Bellíssimo did a presentation on the “New Economy: creative, collaborative, and solidary” at the Centro Universitário Barão de Mauá in Ribeirão Preto.

People are the most fundamental key to success in any institution. The same is true for us at the Instituto Terroá. We would therefore like to thank our partners, collaborators, advisers, friends and families for their support throughout the year. We would also like to thank everyone we have had the pleasure to work and to share our projects with – including those who are reading the present report right now.

In December, Terroá supported an “Introductory Course on Nonviolent Communication”, held at its headquarters in Ribeirão Preto. Conducted by Sven Fröhlich, international trainer on nonviolent communication, the workshop highlighted the importance of compassionate connection to others and explored the benefits of using collaborative modes of communication.



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