



## **CARIOCA FUND**

### **Notes from the First Meeting to discuss creating the Carioca Fund**

Marina Palace Hotel, Rio de Janeiro

January 15<sup>th</sup>, 2010 - 8:30pm

Some 20 representatives of government, private, academic and nonprofit sectors gathered for an initial exchange of ideas. Leona Forman, President of **BrazilFoundation**, introduced the concept of the Carioca Fund and the discussion was guided by the following agenda:

- Education and trade skills
- Bridging youth and employment opportunities
- Building the Carioca Fund

The idea of the Fund was unanimously welcomed for its potential to seize on a historical moment in Rio's promising growth leading up to the 2016 Olympics and beyond, by engaging all major actors in the provision of better education, professional qualification and jobs to Rio's vulnerable youth

In regards to education and training in disadvantaged communities, it was agreed that:

- The school is generally perceived as a central institution in the community, and education a positive value, a tool for lifting standards of living - even in the most economically precarious communities parents know that through education their children can achieve a wholesome and productive life;
- There is great disparity between schools in Rio, some with high quality of instruction (including some public schools) and those with very low quality of instruction and dilapidated facilities;
- Public schools and instruction are standardized and unable to identify and cater to students with special learning needs, thus lacking capacity to retain students;
- Local nonprofit organizations working in communities are able to offer this special attention through complementary activities, engaging families and identifying the potential causes of evasion/drop-outs;
- Professional training should not begin too soon - high school education should be completed even if through equivalency certification before beginning professional training.

In regards to the establishment of the Carioca Fund the following was suggested:

- The Fund mission needs to be clear to all stakeholders;
- The Fund's focus should respond to concerns of potential investors and job creators;
- Research and analysis of available studies and data on the youth population should guide the Fund's program development - specific suggestions called for data on:
  - Projections of job creation and labor market needs, including those specific to the 2016 Olympics;
  - Identification of nonprofit institutions already providing professional training programs and how they communicate with each other;
  - Understanding Rio de Janeiro citizens' perceptions of what constitutes high quality services;
  - Identifying the marginalized youth population quantitatively and qualitatively;

• While elaborating the Fund's program agenda, the following elements should also be taken into consideration:

- Promote support for Public policy through grants it makes
- Encourage public-private partnerships
- Identify and support projects in defined geographic areas (territories)
- Promote collaboration through Networks with the goal of reducing fragmentation and achieving higher impact
- Monitor and evaluate all projects supported by the Fund;
- Acknowledge successful initiatives through Awards so they may serve as examples
- Ensure popular participation of all Cariocas in the work of the Carioca Fund through Multimedia coverage

Next steps

- Monday, January 18: contact participants who offered to make data available;
- Following weeks: schedule meetings with specific groups - lawyers, bankers and corporate representatives; NGOs.
- Based on above information, draft a text suggesting the legal, financial and operational structures aspects of the Fund.

Participants

**Alex Forman:** Photographer and translator.

**Angel Diez:** Cinematographer.

**Armando Strozenberg:** Journalist and Publicist. Founder of the Agência Comunicação Contemporânea (Contemporary Communication Agency); **Brazil**Foundation's Advisory Board Member.

**Claudia Costin:** Secretary of Education at the City of Rio de Janeiro Department of

Education; Public Policy specialist; Former Vice President of the Victor Civita Foundation.

**Claudius Ceccon:** Cartoonist, Executive Director of CECIP, Centro de Criação de Imagem Popular (Center for the Creation of Popular Image), an organization that aims at strengthening active citizenship by producing information and methodologies that influence public policy; **Brazil**Foundation's Advisory Board Member.

**Eliana Silva:** Teacher; Director of Redes de Desenvolvimento da Maré (Maré Development Networks), an organization dedicated to mobilizing individuals and organizations around development projects for the Maré slum.

**Ilana Strozenberg:** Assistant Professor at the Escola de Comunicação da UFRJ (Communications School at the Rio de Janeiro Federal University); Vice Coordinator of the Programa Avançado de Estudos Culturais (Pacc) do Fórum de Ciência e Cultura da UFRJ (Advanced Program for Cultural Studies at the Science and Cultural Forum of the Rio de Janeiro Federal University).

**Ivonette Albuquerque:** Executive Director of the Grupo Galpão Aplauso (Applause Warehouse Group), an organization that promotes capacity development and job market inclusion among youth.

**Jackie de Botton:** participant in Rio Como Vamos? Public Forum,(Rio, How's it Going?) advisory board member of Institutoe

**Jailson Souza e Silva:** Professor Graduate Department of Geography at the Fluminense Federal University; Coordinator of the Observatório de Favelas (Slums Observatory), an organization for social research, consulting and public action.

**Jô Ceccon:** Psychometrician; Member of the CECIP support and projects team.

**Leona Forman:** Journalist; President of **Brazil**Foundation.

**Leonardo Gryner:** Director General of Olympo Marketing e Licencing; Marketing and Communications Director of Rio2016.

**Lúcia Araújo:** Journalist, General Manager of Canal Futura (Futural TV Channel), an initiative that contributes to the educational advancement of the Brazilian population.

**Lygia Nunes:** Statewide Manager of Cooperforte Institute, that promotes human development through socioeconomic inclusion and offering access to credit, savings programs and financial advising services.

**Manoel de Almeida e Silva:** Journalist with a career at the United Nations; Master of Education.

**M.Clara Strozenberg:** Children Psychomotor Learning - student

**Nina Braga:** Director of Instituto e Coordinates research projects with fabrics with the goal of introducing sustainable raw materials and products for the fashion and textile industries.

**Pedro Werneck:** Founder and President of Instituto da Criança (Children's Institute), a nonprofit organization that promotes the concept of social entrepreneurship.

**Rafael Parente:** Sub-secretary of Education Technology at the City of Rio de Janeiro Department of Education; PhD in International Education and Development, New York University.

**Ricardo Birenbaum:** Special Projects Manager at the City of Rio de Janeiro Department of Education.

**Sandra Fernandes:** Manager of Cooperforte Institute.

**Sean McKaughan:** CEO of Avina Foundation, an organization that contributes to the sustainable development of Latin America, building purposeful partnerships between social and corporate leaders.

**Sergio Besserman Vianna:** Economist at Pontifical Catholic University (PUC-Rio); President of the Technical Chamber for Sustainable Development and Metropolitan Governance of the City of Rio de Janeiro.

**Shepard Forman:** Anthropologist. Founder and Director of the Center on International Cooperation at New York University.

**Susane Worcman:** Vice President of **Brazil**Foundation.

**Taiguara Moreira:** Sociology student at PUC-Rio; Intern at **Brazil**Foundation.

*January 16, 2010*