

H360 ANNUAL REPORT 2020

Letter from our chairman Fernando Henrique Cardoso

Dear Friends,

I'm more than happy to compliment Humanitas360's work and achievements during 2020. I noticed the Institute has strived to adapt and regroup during the pandemic and continue the work done in an holistic manner: reducing violence, active citizenship and transparency are taking a more cohesive place by connecting the dots between bad drug policies, mass incarceration, racism, prohibition and terrible conditions to those who leave prison.

The institute is performing really well in partnerships with public ecosystems such as the National Justice Council and local governments, bringing together the active civil society to think solutions together in a collaborative and collective way.

Humanitas360 program and actions to address Brazilian prison system continues to draw my attention, especially now with Lab360, in an effort to make prison conditions better during the coronavirus pandemic and leaving a legacy to help incarcerated people get better conditions of education and culture while serving their sentences. I'm also really glad with the guide for people who have left prison and need information and support to move forward.

This kind of project, broader, enlarges the mission of the institute.

In 2020, despite the adverse conditions, Humanitas360 has managed to put together new agreements, making the dream of bringing cooperatives to prisons in Brazil come true. I see a brilliant opportunity for the institute to work hard and get its message across more and more clearly everyday. We need peace, justice and reconciliation and, for that, I believe

Humanitas360's work is essential.



Letter from the president

Dear friends of the Humanitas360 board,

2020 has been an unpredictable year, as we all have seen. Our daily challenge, with expressive results, has been to retrace routes without forgetting the motivations and objectives that drive us. In March, we were surprised with the arrival of the pandemic in Brazil, which altered our schedule. We had plans to inaugurate the Cuxá Co-op in Maranhão, state in the northeast Brazil, in a ceremony along with the governor, samba singer Alcione – which is the godmother of the cooperative – and several authorities. Our plan was adapted and we launched Cuxá in August. During this period, part of the women in the cooperative produced protective masks for health professionals and the prison system, resulting in the donation of 88,000 units, joining the effort of inmates throughout the state to produce more than 1 million masks and other personal protective equipment. The masks were distributed at intercity bus stations, to all health professionals and the Maranhão prison system itself. This state, as you might be aware, is one of the poorest and most unequal in Brazil.

We will also resume activities with cooperative members from São Paulo in an adapted workplace at Civi-CO, a space for social entrepreneurs that also houses Humanitas360; we've created the I'm free. Now what? A guide to formerly incarcerated people, which orients individuals who have just left prison, supporting them through the first steps; we provided 55 notebook computers to carry out virtual visits to the Maranhão penitentiary system; we started expanding our operations to the states of Rio Grande do Norte and Paraíba, also northeast Brazil, in partnership with the National Council of Justice.

We are very sorry for the loss of fathers, mothers, uncles, grandparents, sons and daughters to this devastating disease that is Covid-19. The situation is aggravated by an economic crisis that is taking shape, in addition to the country's aimless direction. This is why the mobilization of civil society is urgent. We have followed the increase in business and market engagement in search of solutions for all, which, more than welcome, are fundamental. We hope that this philanthropic spirit comes to fruition in actions that look at problems in a holistic and systemic way, as the renewal of society should include everyone, including the most invisible, such as collectors of recyclable materials, prison population and prison system employees. This is the niche we have been working on, thinking about the problem of mass incarceration since its origin, the false "war on drugs", the social stigma of people who come out of prisons, often in debt to the State-with a fine that prevents them from getting back their civil rights. It is a complete cycle. It is from this perspective that we hope you will have a good reading of this report. Thank you!



Programs & Projects

The **Humanitas360 Institute** mission is to promote research, knowledge, citizen engagement and transparency, by developing collaborative solutions to achieve significant social transformations within a generation. To this end, we create projects and facilitate coalitions of social organizations, professionals and public managers focused on reducing violence, promoting citizenship and increasing transparency.

Our projects are grouped into three programs: (a) Violence Reduction, (b) Active Citizenship and (c) Transparency. Listed below are the projects developed within each program:

VIOLENCE REDUCTION

- Entrepreneurship Behind and Beyond Bars (Cooperatives of detainees and ex-detainees from prison units in various parts of the country)
- “I’m free. Now what?” – a guide to the formerly incarcerated people
- Lab360 (Virtual visits and provision of digital equipment which will ensure that education and culture get into prisons)
- Tereza: marketing to inmates and alumni cooperatives

ACTIVE CITIZENSHIP

- Citizen Engagement Index
- Use of Medicinal Cannabis
- Coalition for Philanthropic Funds

TRANSPARENCY

- Mapping Criminal Networks: Lava Jato
- Documentary “Weaving Freedom”



Our philanthropic vision

The etymology of the word philanthropy is, literally, “love for humanity”. The Humanitas360 Institute understands that this love develops primarily through personal contact, by mutual knowledge and empathy. The philosophy of “Basic Philanthropy” aims to guide the philanthropist back to these fundamental ideas which have been lost over time, and to recover from a watered down version of philanthropy solely based on financial contribution.

The “Foundational Philanthropy” practiced and promoted by H360 holds the view that direct donor involvement and learning experience through professional or voluntary engagement are the best ways to maximize social impact. However, it is necessary to recognize that, in addition to this relational dimension, every philanthropy also involves a transactional dimension, connecting benefactors to beneficiaries.

In traditional philanthropy, donors who engage in impact investing activities are considered to be benefactors. The beneficiaries are divided into two categories, the social entrepreneurs who create and implement projects, and the populations directly benefited by these initiatives.

Foundational Philanthropy, on the other hand, transforms the role of beneficiaries to that of partners. The projects we develop and support are the result of coaching and co-creation efforts from all parties. We shift the mentality and attitude of our partners, as we learn from each other.

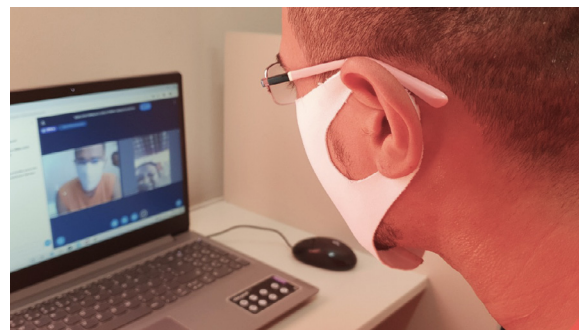
JANUARY

Trip to Maranhão with the goal to organize partnerships and see the progress of the Cuxá Cooperative work at Pedrinhas Penitentiary.

FEBRUARY

Meeting with the now free, formerly incarcerated women from the Lili Co-op, held in February at Instituto Humanitas360.

APRIL UNTIL NOW



Lab360 Project: designation of 55 notebook computers to carry out virtual visits in the Maranhão prison system, a program accompanied with a monitoring committee and institutionalized through technical agreements with the National Council of Justice and in partnership with the Government of Maranhão, which will be a legacy for education and culture projects in prisons.

Donation for the minimum income program that benefits garbage collectors registered in the Cataki app; donation to philanthropic entities partnering with singer Alcione; sending hygiene kits and cleaning supplies to the Tremembé prison, where we worked with Cooperativa Lili.

Participation in lives, recordings and mobilizing civil society to think about the situation of the “invisible” during the pandemic and discussing drug policies and regulation of the use and access to medical cannabis.

JULY



Assistance for members of the prison system in São Paulo to join digital accounts.

Adhesion to Dotsy, an online collaborative network, which has more than 300,000 members, for the promotion and sale of Tereza brand products.

SEPTEMBER

Signing of an agreement with the government of Rio Grande do Norte (Northeast of Brazil) to expand the cooperative and Lab360 project in the state.

Launch of the manual “I’m free. Now what?” – a guide to the formerly incarcerated people.



2020: YEAR IN REVIEW

MARCH

Trip to Maranhão to visit the women who are participating in Cuxá Co-op at the Penitenciária de Pedrinhas (Pedrinhas Penitentiary) and mobilize the local community-partners from the public and private sectors.

Keynote speak by Patricia Villela Marino at the opening of Cannabis Thinking, a conference held by The Green Hub that brought together experts in various areas of the medical cannabis market, with the participation of former President Fernando Henrique Cardoso.



JUNE

Delivery of 2,500 masks to Paço de Lumiar City (Maranhão).

Signature of a technical cooperation term with the National Council of Justice in order to regulate virtual social visits for individuals deprived of their liberty during the pandemic.

Participation in the MIT COVID-19 Challenge, a “hackathon” to think about potential solutions for the pandemic in Latin America.

AUGUST

Launch and start of the activities of Cuxá Co-op in Maranhão, starting embroidery and sewing workshops for the creation of original pieces, using as inspiration the materials from the rich local culture.



Signing of an agreement with the government of Paraíba (northeast of Brazil) to expand the cooperative and Lab360 project in the state.

OCTOBER

Launch of the new Lili Co-op space at Civi-CO, bringing together freed women who participate in the cooperative project in the state of São Paulo.

Webinars in partnership with the Fernando Henrique Cardoso Foundation addressing the access to medical cannabis and racism and mass incarceration.

NOVEMBER

Launch of the documentary “Weaving Freedom”.

FEATURED PROJECTS

Program:
Transparency

Project:
Weaving Freedom Documentary

“We turn them into entrepreneurs. They will own their businesses. Because if they expect to leave here [the prison] and someone gives them a job... Unfortunately, that doesn’t happen.”

Carmen Botelho, prison director, creator of the cooperative model in Pará (North of Brazil)

“We came across a case of an individual that, after spending five years in prison due to drug trafficking, received a fine upon being released. We gathered a team of lawyers and Humanitas360 to try to solve the situation. We were able to argue that such a fine should not restrict a person’s access to a citizen’s civil rights”

Patrícia Villela Marino, president of Humanitas360 Institute



Documentary that exposes the contradictions of the Brazilian prison system from the female perspective. It shows the harsh reality of prison from the perspective of inmates and ex-inmates, professionals in the prison system and the judiciary, researchers and activists. It also points to some alternative solutions that have been showing positive results, such as experiences of cooperativism and entrepreneurship behind and beyond the bars.

With direction and script by Luíza Matravolgyi and executive production by Patrícia Villela Marino, the 23-minute film was finished in February 2020. It is being entered in documentary festivals in different parts of the world and it was already selected for the Gato Preto Festival, an event from the region of Vale do Paraíba, where the cooperative took place. The regulations of these events, to a large extent, require that films have not been shown at public events, in the cinema or on TV. After this “festival window” we will negotiate the exhibition on cable channels and streaming services, before finally releasing its open distribution over the internet. We also plan to release it with a webinar in partnership with Brazilian newspaper Folha de S. Paulo.



In May, the **Humanitas360 Institute**, together with the support of the National Council of Justice, the government and the Secretary of Penitentiary Administration of Maranhão, implemented the project of virtual social visits in prisons in Maranhão. To ease the closure of prisons due to the pandemic, H360 provided 55 notebook computers to serve the Maranhão prison complex, resulting in more than 7,000 visits to the population of about 12,000 prisoners in the state so far. This model influenced a new operation in Brazilian prison public policies, since, post-pandemic, this equipment will be used for educational training and access to education and culture for people deprived of their liberty, giving rise to the Lab360 program, which will be expanded to other states, with agreements of understanding with National Justice Council and state governments for the creation of Lab360 in Rio Grande do Norte and Paraíba.

Data from Maranhão:



Program:
Violence Reduction

Project:
Lab360

“These visits are important because many family members do not have the financial resources to come and visit us, and even if the face-to-face visits return, I wish that the virtual remains” G.J.C., intern

“I was really happy to see my son after 3 years, because I live in Rio de Janeiro and couldn’t visit him since I moved here”

V.M.F., mother of an intern

FEATURED PROJECTS

Program:
Violence Reduction

Project:
“I’m free. Now what?”
- a guide to the formerly
incarcerated people

“I have been a volunteer doctor for more than 30 years in the São Paulo prison system. Often I meet women and men who stop me at the street to tell me that they met me in jail, but managed to start over. The idea of Humanitas360 is to help in this post-prison process and show those people that they are not alone.

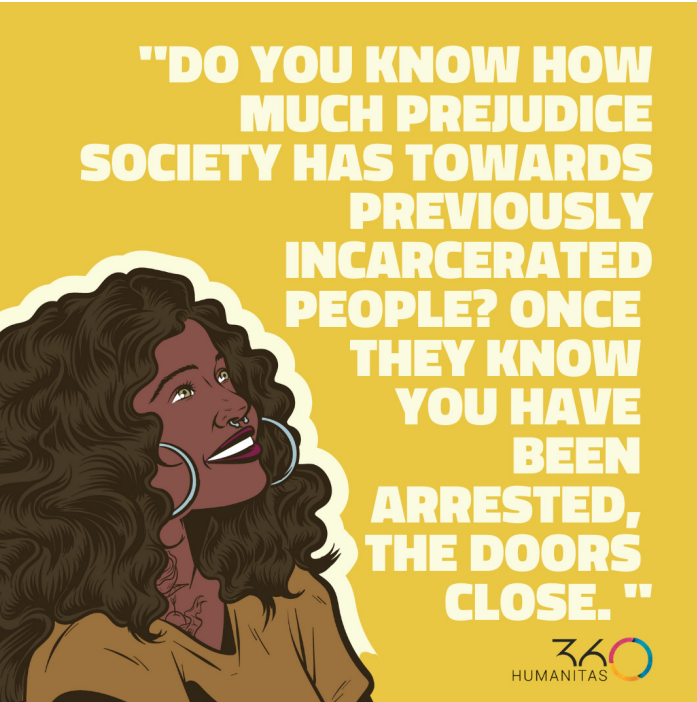
Drauzio Varella, doctor and volunteer of the prison system

“When I left the prison I was scared. It was a fear because I had already followed various types of injustice, situations that people got out of jail and the police stopped and committed some injustice, forged something and made them go back to prison”

Gilson Rodrigues, formerly incarcerated

“This guide is very important because people who go to jail have to leave it at some point. When he or she gets out, this person needs support. It’s important not to stop having solidarity with each other.”

Fernando Henrique Cardoso, former president of Brazil and chairman of H360 Board



The Humanitas360 Institute, in partnership with the Resposta Institute and the NGO Reflexões da Liberdade, launched in September “I’m free. Now what?” - a guide to the formerly incarcerated people; a digital publication that aims to provide guidance to prisoners, family members and prison staff about the different practical aspects of the resocialization process. Created to be shared for free via ebook or via Whatsapp, which facilitates the access to information for formerly incarcerated people from all over Brazil, the guide presents the main points for the resumption of life in freedom.



In order to train and reintegrate inmates into society through entrepreneurship, the **Humanitas360 Institute** - in partnership with the Maranhão State Government and the National Justice Council (CNJ) - inaugurated the Cuxá Social Co-op, in the São Luís Women’s Prison Unit (UPFEM), in Maranhão. The project brings together 41 women ages 21 to 61 years of age, who work in a studio built in the penitentiary, where they take sewing and embroidery classes and share their activities for the creation of exclusive collections of textile articles inspired by the culture of Maranhão. In addition to providing the materials needed to run the studio, the **Humanitas360 Institute** is responsible for marketing and distributing the Tereza brand, through which the products will be sold. All income generated will be shared among the cooperative’s participants.

“We believe that human rights are the paths by which to build a society authentically at peace, bringing light to the invisible and justice to all. The Humanitas 360 Institute helps us in this mission, especially with regard to the duties of the State to ensure lawful and efficient criminal execution.”

Flavio Dino, governor of Maranhão

Program:
Violence Reduction

Project:
Cuxá Co-op



“This project brings more hopes of change, so when we leave here we can exercise the profession we are learning and professionalize ourselves to enter the job market.”

D.R., member of the prison co-op

“The cooperative represents a new door that opens for Brazilian society to understand the importance of promoting human dignity in the criminal justice system”

Carlos Vieira von Adamek, judge and secretary general of the National Justice Council

Relevant Information, media and impact

The work of the **Humanitas360 Institute** and the leadership of Patrícia Villela Marino yielded a series of articles, lives, Zoom meetings and engagement through H360 social networks throughout the year, and especially during the pandemic period.

We strive to build active digital networks and we are in constant dialogue with our partners in the public and private sectors, beneficiaries of our program, researchers and members of civil society interested in the topic of mass incarceration and active citizenship. We did interviews with medical cannabis activists like Steve DeAngelo and Margarete Brito; influential personalities like Pedro Alonzo and Brian Winter, as well as participation in lives with Raull Santiago, Mundano and William Heuseler, and international projection with partners from the Incarceration Nations Network, United People Global and Trust for the Americas.

H360 in the Media— highlights

CHRONICLE OF PHILANTHROPY

We All Have a Stake in What's Next: Dispatches From Brazil

ESTADÃO:

Reinvenção da sociedade deve incluir sistema carcerário

ECONOMY & LAW MAGAZINE

Uma forma civilizada de tratar a cannabis

FOLHA DE S. PAULO

Doações de notebooks e tablets vão auxiliar escolas e presídios na pandemia

VIDI MAGAZINE

Cânhamo pode colocar o Brasil no caminho da revolução verde

FOLHA DE S. PAULO

Pela criação da Lei Elisaldo Carlini

VALOR ECONÔMICO

Humanitas360 promove visitas virtuais no sistema prisional do MA

PONTE JORNALISMO

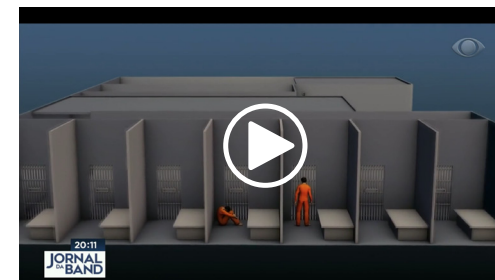
As visitas online a presos que deram certo e reaproximaram famílias

CANNABIS E SAÚDE - INTERVIEW

“Precisamos fazer um exame de consciência sobre os tabus da sociedade”, diz fundadora do Humanitas360

TV GLOBO

Mulheres internas aprendem ofício e ganham oportunidade de renda no Maranhão



UNITED PEOPLE GLOBAL

Shape The World With Yemi - An Open Conversation with Patrícia Villela Marino

RCN MEDIA GROUP (OUT IN OCTOBER) Series “Leaders from the Americas” – High-level talks with leaders that are re-shaping philanthropy and business in the region

TV RECORD NEWS - PROGRAMA RESSOAR

Conexão Social: Patrícia Villela Marino

TV JUSTIÇA

Novo coronavírus provoca mudanças na rotina do sistema penitenciário de todo o país

3 MILLION VIEWS:

Mentions by the singer Alcione on Cuxá Co-op abril e maio

MENÇÃO AO H360 EM REPORTAGEM DA TV BAND

ONU acusa Maduro de crimes contra a humanidade

BANDNEWS TV

Precisamos olhar para a ciência como ferramenta em favor da cannabis medicinal



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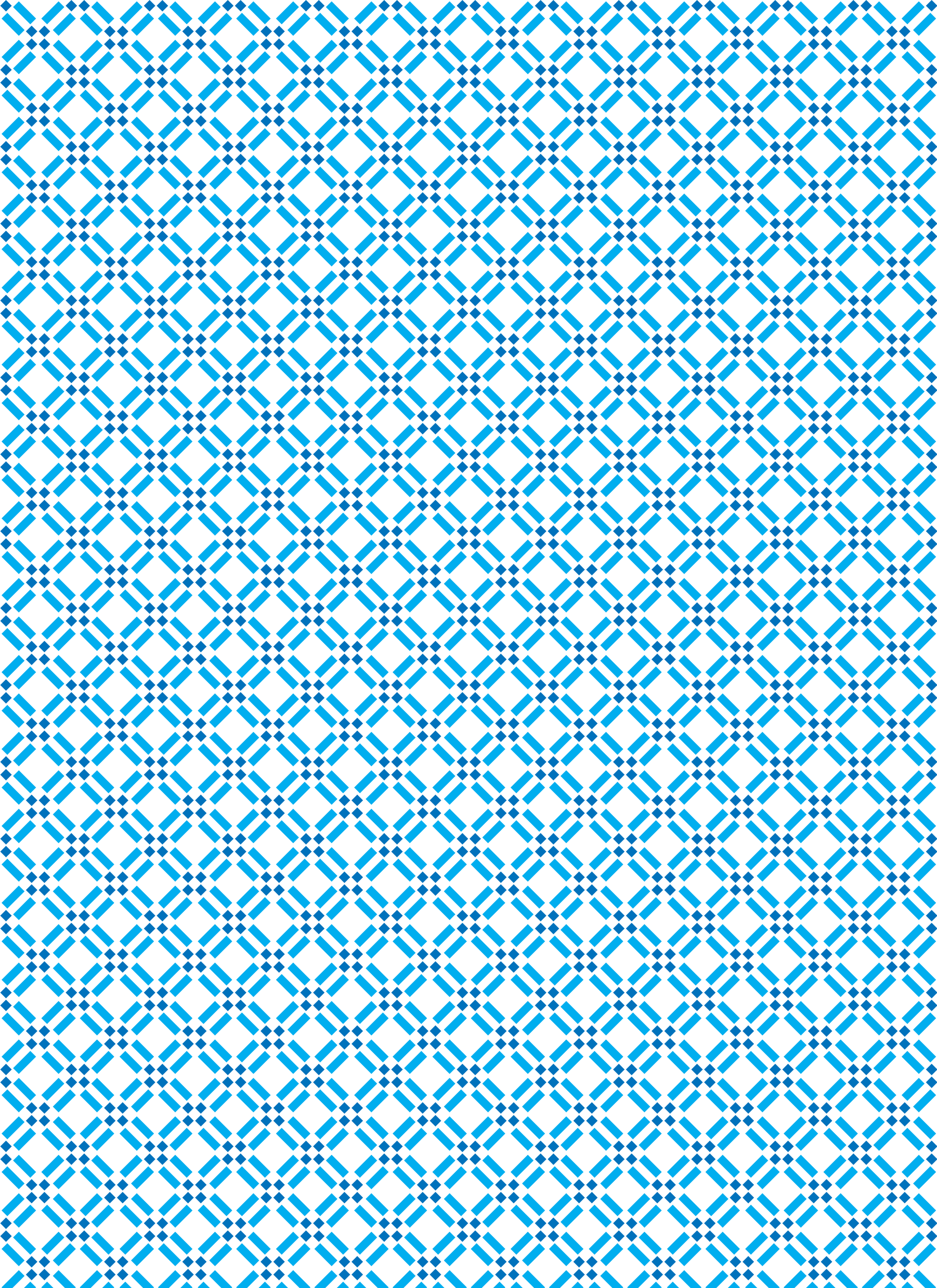
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