

humanitas360

powered by



2016 ANNUAL REPORT

TABLE *of* CONTENTS

4	A Message from the Chairman
6	A Message from the President
8	Mission & Priorities
9	Operational Objectives/Commitments from 2015
13	A Year in Review: Our Priority Issues
14	Governance & Transparency
15	A Year in Review: Governance & Transparency
22	Featured Projects : Governance & Technology
24	Drug Policy
25	A Year in Review: Drug Policy
28	Prison Systems
29	A Year in Review: Prison Systems
30	Moving Forward: Programmatic Priorities 2017

*"There is a greater group we belong to:
the human family."*

- Moriya Rosenberg

MESSAGE *from the* CHAIRMAN

PRES. FERNANDO HENRIQUE CARDOSO

Dear Friends

I would like to congratulate Humantas-360, its leader - Patricia Marinho - as well its staff and collaborators. The work done up to now by the group is impressive. The focus on government transparency, drug policies and penitentiary systems was embracing enough to motivate people and to put all collaborators into action. Humantas' aim is to transform each participant into a citizen very concerned with Latin American biggest challenges. The above mentioned ones are very relevant to day life of our nation and require the building of bridges between Government and society.

These questions are difficult to solve if they are not correctly perceived. To be properly addressed it is necessary a collective effort based on moral values, commitments and a will to cooperate. Government alone are insufficient to deal with many problems that are undermining social cohesion. The main goal of Humantas-360 is to motivate people and engage them in the enforcement of policies and in the improvement of institutions. In a nut shell: the question is how to relate civil society with government to solve public issues. Humantas-360 is an organization that aspires to design a road map in the search of ways out from the trap in which much of public policies incur.

Without leadership, knowledge and sense of practical matters it would be impossible to achieve what Humantas-360 did in a so short period of time. That is why I joint my voice in this message not just to congratulate but to encourage you to persevere.

With my warmest regards

Fernando

MESSAGE *from the* CHAIRMAN

PRES. FERNANDO HENRIQUE CARDOSO

Dear friends,

I would like to congratulate Humanitas360, its leader – Patrícia Marino – as well as its staff and collaborators. The work done up to now by the group is impressive. The focus on government transparency, drug policies and penitentiary systems was embracing enough to motivate people and to put all collaborators into action. Humanitas' aim is to transform each participant into a citizen very concerned with Latin America's biggest challenges. The motivated ones are very relevant to the life of our nations and require building of bridges between government and society.

These questions are difficult to solve if they are not correctly prepared. To be properly addressed, it is necessary a collective effort based on moral values, commitments and a will to cooperate. Governments alone are insufficient to deal with many problems that are undermining social cohesion. The main goal of Humanitas360 is to motivate people and engage them in the enforcement of policies and in the improvement of institutions. In a nut shell: the question is how to relate civil society with government to solve public issues. Humanitas360 is an organization that aspires to design a social map in the search of ways out from the trap in which much of public policies incur.

Without leadership, knowledge and sense of practices matters, it would be impossible to achieve what Humanitas360 did in a so short period of time. That is why I join my voice in this message not just to congratulate but also to encourage you to persevere.

With my warmest regards,



MESSAGE *from the* PRESIDENT

PATRÍCIA VILLELA MARINO

Dear Friends:

Humanitas360 continues to be inspired by **citizens** across the Americas. They are passionate and eager to address social and economic issues that affect their daily lives. This energy has profoundly impacted us and has helped us refine our objectives, reinforce our vision, and support innovative solutions.

From day one, our goal has been to put people at the center of the conversation to understand and help to address complex socio-economic issues in Latin America. This year we have made it a priority to engage more civic social entrepreneurs - citizens who have innovative ideas that are capable of creating transformation in society and generate positive impact in the field of citizenship. Engaging these **civic social entrepreneurs** has allowed us to develop stronger partnerships between philanthropists and citizens to cross-empower each other and reinforce our vision of **Grassroots Philanthropy**.

This has been a challenging year for citizens in the Americas. The fact is that Latin America is facing a human relation crisis between individuals, citizens, politicians and institutions. Public institutions have not been able to deliver what they promised, people lack trust in their government, and citizens - particularly Millennials - are increasingly troubled by the levels of corruption and lack of government transparency. When a human crisis reaches a state of denial and is unable to respond to catastrophic events such as the natural disaster in Haiti or political developments in Venezuela, it generates humanitarian crises.

We want to avoid future humanitarian crises in Latin America at all costs, and we believe there are ways to prevent them. On the one hand, public institutions must be more open, transparent, and accountable. Social networks are enabling greater citizen participation, making each person a potential change agent. In this context, governments must do more to communicate better with the society they are serving and build up trust of their citizens. Governments around the world have proven they can uphold democratic values and practices in peaceful and democratic ways even when they have to confront difficult challenges. We envision the same for Latin America.

On the other hand, citizens must be more active, informed, and conscious when participating. When citizens are willing to actively participate, uphold transparency, and commit to be more efficient government, the system and public

services naturally improve, and resilience/ trust between each other can help prevent humanitarian crises.

Latin American citizens have discovered various innovative tools to increase citizens' knowledge about their rights and duties, so they are more likely to engage in the political process. Yet political participation is still low, and people feel left out of the process. The challenges ahead are to figure out better ways to use these tools and find new strategies to engage citizens.

We continue to build a network of partners working for citizen empowerment in Latin America and focused on developing compelling solutions and strengthening governance to achieve significant social transformation within one generation.

This report lays out the progress we have made in 2016.

Latin America has faced rapid changes. To best address these changes, we have chosen three priority issues to focus on which include **governance and transparency, drug policy, and prison systems**. We believe these topics are the roots of a number of challenges that need to be addressed in Latin America given the current social, political, and economic environment.

This year we have also made it a priority to continue to strengthen our existing partnerships and projects, while building new ones with people and organizations from around the world that share our vision. On one side, we are working with partners who directly engage in our social entrepreneurship programs such as Andrea Bocelli who has helped raise awareness about the prison systems in Latin America. At the same time, we are also building new partnerships including with the Biennial of the Americas who are also committed to finding new solutions to socio-economic challenges in the Americas.

We have been powered by an innovative way of doing social civic entrepreneurship developed by the Purpose Driven Resources (PDR) Institute in Brazil. We have a number of opportunities and challenges ahead of us. I urge each and every one of you to join us to tackle these complex issues and make **Latin America** more inclusive and participatory.

Sincerely,



HUMANITAS360 IN 2016



MISSION & PRIORITIES

The Humanitas360 Institute is a think-do tank committed to building human connections as a powerful tool to promote change in Latin America.

Our mission is to advance research, promote knowledge, and engage citizens to achieve sustainable improvement of living standards in Latin America.

Humanitas360 focuses on Citizen Security, under which it has identified three thematic priority issues and objectives:

Governance & Transparency:

- Increase citizen participation in democratic processes to improve governance and transparency of public administration.
- Increase citizen involvement among youth, to create an open dialogue between state institutions and citizens that will result in better public policies.

Drug Policy:

- Stimulate comprehensive, balanced, and evidence-based debate about drug policies that promotes health and human rights.

Prison Systems:

- Support innovative solutions and approaches to social prevention, access to justice, rehabilitation, and reintegration into society.

We believe citizen engagement improves living standards and tackles enduring and urgent challenges in governance and transparency, citizen security, and human rights in Latin America.

We stimulate open discussions, encouraging all stakeholders to weigh in and share their experiences with the intent of generating empathy and transformation. We are committed to working with members, who are Latin American business leaders, public officials, academic leaders, civic entrepreneurs, community leaders, artists, media executives. Above all, they are citizens.

Humanitas360 participates at the International Anti-Corruption Day Event at the Municipal Public Accounts Court in Belém (Brazil) alongside partners from the Social Observatory of Belém - December 2016.



Handcrafts made by inmates at a women's prison in Pará (Brazil). Inmates in that prison can join a co-op and generate income by producing handcrafts that are sold in local markets and throughout the country. - December 2016.





Patricia welcomes the Biennial of the Americas 2016 Summit in São Paulo - June 2016.

A YEAR IN REVIEW: OPERATIONAL OBJECTIVES/COMMITMENTS FROM 2015

In the 2015 Annual Report, we listed a number of goals for 2016. We would like to revisit those objectives and commitments from 2015 to highlight our progress this year.

a. Continue to develop studies and research on a variety of key issues for the region: prison reform, youth and violence, use of new technologies enhancing participation in the democratic processes, youth and transparency; public health and drug policy reform; inclusion and refugees as special citizens; women and gender balance issues in citizenship.

- The Citizenship Index (pg. 13)
- Promise Tracker – MIT Center for Civic Media and Co:Lab - USP (pg. 20-21)
- Latin America Medical Cannabis Map (pg. 27)
- In addition, throughout the year we strengthened partnerships with institutions by supporting projects as we seek to continue working with them. Among those organizations is the MISTI-Brazil Program, a program that promotes academic exchange of students from MIT that spend a semester in the country working at innovative projects with high potential for positive social impact.

b. Enhance independent content production and seeking distribution partnerships with established media outlets in Brazil and the region. At least one partnership agreement to be signed in 2016.

- Our audiovisual team has produced more than ten hours of high quality short videos in 2016. The materials have been made available through our social media outlets as well as other major platforms such as *Catraca Livre* (Brazil).
- We continued to grow our visibility in the press this year. We appeared in major media outlets including television channels (*Globo, Band, NTN24*), print/online (*O Estado de São Paulo, Folha de S. Paulo, Veja, Uol, La Stampa*), and radio (*Jovem Pan*). Additionally, we continue to actively seek at least one formal partnership agreement with a major media outlet.



Launching event of the second phase of Promise Tracker in Brazil - May 2016.

A YEAR IN REVIEW: OPERATIONAL OBJECTIVES/COMMITMENTS FROM 2015

c. Increase the number of followers on social media.

- We increased our social media follower base by almost 70 percent in 2016 (Facebook, Instagram, Twitter and YouTube).

d. Promote and support the work, activities and initiatives of regional and sub-regional citizens empowerment platforms.

- As we focus on drug policy reform, we partnered with Senator Juan Manuel Galán of Colombia to develop the Inter-Parliamentary Network on Drug Policy. This project has the objective of opening the debate and propelling legislative reforms from human rights, gender, public health, and development perspectives. This network will be a platform to exchange information and experiences, hold discussions about national and international challenges, and hold dialogue with key actors in society about drug policy.
- Humanitas360 organized a forum during the 2016 Biennial of the Americas Summit to Brazil in which Brazilian social entrepreneurs presented their initiatives. Participants included Paulo Rogério from *Instituto Mídia Étnica*, Raull Santiago from *Coletivo Papo Reto*, Germano Guimarães from *Tellus Group*, and Georgy Grego from *Instituto Ilhabela Sustentável*.

e. Implement the Right Now Initiative, a regional permanent platform for young and disruptive social activists, social entrepreneurs and civil society. Launch of the Humanitas360 fund.

- We held two main events in 2016 that attracted young people activists, entrepreneurs, artists, among others in order to continue building the Right Now Initiative. As we work to mature the concept of a larger event in the future, we decided to launch smaller initiatives to start building momentum. At the end of 2016, we co-organized an event in partnership with *Americas Quarterly* to launch the magazine's special issue on Brazil. The event took place in São Paulo and brought together prominent Brazilian leaders and activists to discuss the current social and political environment in Brazil and the role of Brazilian citizens in the process.

A YEAR IN REVIEW: OPERATIONAL OBJECTIVES/COMMITMENTS FROM 2015

f. Seek opportunities for enhancing cooperation with My Brother's Keeper Alliance in 2016. Launch of the first exchange program.

- During 2016, we kept our policy dialogue open with My Brother's Keeper Alliance.

g. Support at least four social entrepreneurship projects in 2016.

- Ilhabela Citizen Observatory Program and Education for Citizenship Program
- Promise Tracker – MIT Center for Civic Media and Co:Lab - USP (pg. 20-21)
- RECO App - Pimp My Carroça (pg. 17)
- 6th José Ignacio International Film Festival (pg. 25)
- Adriano Marrey Penitentiary Program (pg. 27)

h. Enhance partnerships with a number of key interlocutors in the region: José Ignacio International Film Festival, Google, Yahoo etc.

In 2016, we were able to support:

- *Andrea Bocelli Foundation* - This year we established a partnership to strengthen social entrepreneurship in the context of humanitarian crises, in places where individuals lack basic services and their human rights are not upheld.
- *Inter-American Development Bank* - This year we established a partnership to co-organize events and projects that aim to tackle issues such as drug policy, governance and transparency, prison systems, and youth entrepreneurs.
- *Vortex* - This year we signed an MOU with Vortex to support and enhance the Global Observatory of Transnational Criminal Network. This network is a trans-disciplinary non-profit initiative that supports research, causes and effects of global criminal networks, and structures supported by public and private funding. Our team will start the first research phase on criminal network in Brazil applying Vortex methodology in 2017.
- *The School of Art, Science and Humanity at the University of São Paulo* - This year we signed an MOU to further research and cooperation in the area of Civic Engagement through ICT Technologies. We will be working to developing joint research projects and academic teaching putting citizens and new technologies at the center of our action. We hope to deliver more participative and inclusive tools to citizens in Latin America.

Patricia participates at the Global Shapers Annual Curators Meeting in Geneva - August 2016.



2016

Citizens are the root of everything we do at Humanitas360. It is essential to our mission and objectives that our work and priorities reflect the priorities of citizens in Latin America.

This year we have engaged more civic social entrepreneurs (citizens who have innovative ideas that are capable of creating transformation in society and generate positive impact in the respective local communities and in the field of citizenship), partners, leaders and our board members to better understand what issues matter most to citizens across Latin America. As a result, we have also refined and focused on three central priority issues.

Our new three priority issues are ***governance and transparency***, ***drug policy***, and ***prison systems*** in Latin America.

While these are only three of the numerous issues that could be addressed in Latin America, we believe these three will have a direct and substantial impact on the lives of Latin American citizens. Throughout all of these priority issues, we continue to focus on three major pillars: ***studies and research***, ***community platforms***, and ***social entrepreneurship*** to understand and address these challenges.

Humanitas360 has been powered by new and innovative strategies developed by the Purpose Driven Resources (PDR) Institute in Brazil to help us achieve our goals for each priority issue.

We are confident this new direction is aligned with the conclusions and recommendations made by our board members last year including a heavier focus on the idea of humanity, more dialogue between the different groups of society, Millennials and technology.

A YEAR IN REVIEW: OUR PRIORITY ISSUES

#brazilsummit2016



Panel "Transparency and Sustainability in Public Administration" during the Biennial of the Americas Summit.
From left to right: Marcos Vinícius de Campos, Gov. John Hickenlooper, Ricardo Young and Neca Setubal - May 2016.

GOVERNANCE AND TRANSPARENCY

Objectives:

- Increase citizen participation in democratic processes to improve governance and transparency of public administration.
- Increase citizen engagement among youth, to create a long term open dialogue between state institutions and citizens that will result in better public policies.

Corruption, lack of transparency, low levels of citizen engagement, and lack of confidence between institutions and citizens continue to be some of the most pressing issues in Latin America.

We are committed to:

- **Empower Citizens:** The foundation of strong public governance is to engage and empower citizens. Our aim is to empower citizens through education and support projects that help inform people based on facts and evidence-based results. As part of this effort, in order to strengthen the next generation of citizens, we want to engage and draw attention to Millennials.
- **Change the Culture of Legality & Strengthen the Social Pact:** According to a 2016 survey, Millennials in the Americas believe government accountability and lack of transparency/corruption are the biggest issues affecting their countries today. We must promote the culture of legality by helping to fight corrupt practices and re-build a culture of trust and partnerships among institutions, legal systems, and society to uphold the social pact between citizens and government.



Marcelo Tas speaks at the event "Brazil in the World: A Way Forward" - December 2016.



Panel about the role of Brazil in the world during the event "Brazil in the World: A Way Forward". From left to right: Brian Winter, Alessandra Orofino, Piero Bonadeo, Eduardo Rombauer and Matias Spektor.

A YEAR IN REVIEW: GOVERNANCE AND TRANSPARENCY

Considering our objectives under governance and transparency, the following projects/ programs that we have initiated or supported this year have helped empower citizens, increase access to knowledge for citizens and government, provide platforms for citizens and experts to discuss best practices and challenges in Latin America, increase government visibility and transparency for citizens, help build connections and bridges with the different sectors of society, and help bring awareness to human rights in Latin America. These projects/ programs focused mainly on collaboration, advocacy, and debates between experts and citizens.

Studies and Research

Locomotiva Research & Strategy Institute -The Citizenship Index

This year we established a partnership with Locomotiva Research & Strategy Institute in order to develop comprehensive studies about Brazil and Latin American societies. We are currently working with Locomotiva Research & Strategy Institute to develop specific goals and desired outcomes. One of the projects we are currently working on - the Citizenship Index - aims to measure various aspects of the relationship between citizens and institutions in Latin America such as commitment, transparency, and engagement.

Community Platforms

Brazil in the World: A Way Forward

Humanitas360 has recently partnered with *Americas Quarterly* magazine to bring together prominent Brazilian speakers and leaders to discuss issues such as Brazil's economy, citizen security, civic participation, and drug legalization. Television host and journalist Marcelo Tas opened the event followed by Renato Meirelles, who gave an overview of Brazil's social climate in terms of demographic growth, social movements and patterns. After their presentations, the audience engaged with speakers in two panels.

A YEAR IN REVIEW: GOVERNANCE AND TRANSPARENCY

Brazil in the World: A Way Forward (continued)

The first panel brought Eduardo Leite (Mayor of Pelotas, RS), Germano Guimarães (Co-founder and Director at Tellus Group), Joel Pinheiro (Social Media Manager at NOVO Party), Patricia Bezerra (City Councilwoman – São Paulo), and Raull Santiago (*Coletivo Papo Reto*) to talk about public management, social innovation, transparency and public policy.

The second panel counted with the participation of Alessandra Orofino (Co-Founder and Executive Director of *Meu Rio* and *Our Cities*), Brian Winter (Editor-in-Chief, *Americas Quarterly*; Vice President, Americas Society/Council of the Americas), Eduardo Rombauer (Dialogue Facilitator and Coordinator of the *Fórum do Amanhã*), Matias Spektor (Professor of International Relations; *Fundação Getúlio Vargas*; Columnist, *Folha de São Paulo*) and Piero Bonadeo (Vice Presidente, Humanitas360 Institute). This panel focused on the role of Brazil abroad and what to expect at an international level in 2017.

Debate about Colombia Peace Agreement with the FARC

Humanitas360, together with the Fernando Henrique Cardoso Institute, brought General Óscar Naranjo, Chief Negotiator of the Peace Process with the FARC in Colombia, to São Paulo to participate in a panel discussion on what can be expected now that the peace negotiations with the guerrilla group are almost complete. The panel also included Former President Fernando Henrique Cardoso, former President of Chile Ricardo Lagos, and Senator Juan Manuel Galán of Colombia.

These political leaders speculated on what can be expected for the future of Colombia and Latin America, and what can be learned from Colombia's history. General Naranjo gave insight to the delicate situation of this process and what can be expected once an agreement is reached, as well how this may affect neighboring countries and Latin America as a whole.

General Óscar Naranjo speaks during the panel about the peace agreement between the Colombian government and the FARC. The event was organized by Humanitas360 and the FHC Institute in São Paulo. The panelists included former presidents Fernando Henrique Cardoso and Ricardo Lagos, as well as General Óscar Naranjo and Senator Juan Manuel Galán - February 2016.





Professor Michael Sandel leads a conversation about justice and ethics with youth at Complexo do Alemão, Rio de Janeiro - May 2016.

A YEAR IN REVIEW: GOVERNANCE AND TRANSPARENCY

Debate about Colombia Peace Agreement with the FARC (continued)

Senator Galán was able to share his expertise on this topic from the perspective of an active member of senate and the legislative process, and his own personal experience and loss by the violence within Colombia. Both President Cardoso and President Lagos gave insight into this pivotal moment of Colombia's history from their many years of accumulated experience. Although acutely aware to the many challenges ahead, the panelists left the audience with hope, as this major step can be a positive one for the future of Latin America.

Community Platforms

A Debate with Professor Michael Sandel

One of our goals this year under governance and transparency has been to engage citizens and Millennials in the political process and involve civic social entrepreneurs that we work with to understand and develop new strategies on how to address complex social issues. Humanitas360 and the PDR Institute facilitated a debate with Professor Michael Sandel - who teaches political philosophy at Harvard University - and young people in Brazil about justice, civic engagement, and citizenship.

This debate allowed young citizens from *Complexo da Penha* - one of the most impoverished and violent communities in Rio de Janeiro - to discuss their real-life experiences including criminal justice, violence, prejudice, racism, lack of economic opportunities, poor quality education, and living conditions.

2016 Biennial of the Americas Summit to Brazil

Humanitas360 has strived to connect organizations, leaders, and citizens to strengthen the social pact and gain a better understanding of social issues in Latin America. Held in June 2016 and co-organized by Humanitas360 and Biennial of the Americas, the 2016 Biennial of the Americas Summit to Brazil brought together political, business, and academic leaders from Colorado and Brazil to share knowledge among experts, develop new solutions to address some of the current socio-economic issues in the Americas, and build meaningful mutual partnerships.

A YEAR IN REVIEW: GOVERNANCE AND TRANSPARENCY

2016 Biennial of the Americas Summit to Brazil (continued)

The Coloradoan delegation was led by Colorado Governor J. Hickenlooper and counted with Mayor Michael Hancock of Denver, government officials and leaders from business and academia. The summit facilitated a space to share experiences and hold events, talks, and discussions aimed to show the current economic, entrepreneurial, cultural, and societal landscape of Brazil. Two of the main events included a panel of experts who discussed drug policy and the justice system and a panel that discussed how to increase transparency and sustainability in public administration. The summit helped Humanitas360 to connect with leaders from across the Americas and to present those to a number of civic projects and entrepreneurs supported by Humanitas360.

The Venezuela Crisis & Public Hearing for the Commission of Human Rights

Humanitas360 is actively monitoring at a number of humanitarian crises in Latin America as these crises directly affect the quality of life of citizens and are core challenges that affect governance and transparency. The Venezuelan humanitarian crisis has been one of the topics our team has closely followed this year in order to bring awareness to the humanitarian crisis, understand and research how this once democratic government has rejected democracy, and engage with the international community to help develop solutions.

In May 2016, Humanitas360 supported a public hearing for the Commission of Human Rights of the Legislative Assembly of the State of São Paulo, where the commission denounced this humanitarian crisis and presented its report and key findings. During the hearing, Lilian Tintori, a human rights activist from Venezuela, denounced the violence and undemocratic practices including holding political prisoners.

Public hearing for the Venezuela humanitarian crisis held by the Human Rights Committee held at the Legislative Assembly of the State of São Paulo - May 2016.





A catador (trash collector) in downtown São Paulo participating in one of Pimp My Carroça's events. Photo by Bruno Fernandes.



At the Pimp My Carroça workspace. The sign reads, "Pride to be a catador (trash collector)."

A YEAR IN REVIEW: GOVERNANCE AND TRANSPARENCY

Social Entrepreneurship

Ilhabela Citizen Observatory Program and Education for Citizenship Program

The Ilhabela Citizen Observatory Program and Education for Citizenship Program are two programs that are aimed at engaging civil society in order to disseminate information and mobilize community engagement in the city of Ilhabela, located in the North Coast of São Paulo. The city of Ilhabela currently faces a number of economic and social challenges within education, sanitation, health, and government. Combined, these projects are expected to minimize and prevent further negative impacts, increase citizen participation, create a more informed society, and take actions to promote greater government transparency and prevent corruption.

Humanitas360 has supported both of these programs as they are directly aligned with our goals within the area of governance and transparency and we believe this project will have a strong impact to improve citizen engagement, hold the local government accountable, prevent corruption, and strengthen the social pact between government and citizens in the city of Ilhabela.

Haiti and the Andrea Bocelli Foundation

This year we have also focused on understanding the different challenges between Latin American countries and what works in different countries. In August 2016, members of the Humanitas360 team traveled to Haiti to learn more about the country, the current socioeconomic climate, and the work performed by the Andrea Bocelli Foundation in Haiti following the 2010 earthquake in Port-Au-Prince.

Humanitarian aid and millions of dollars have been poured into Haiti after the strong 2010 earthquake, yet it is hard to see the results of those investments, as people are still facing extreme poverty and lack of basic services. Humanitas360 engaged with local communities and entrepreneurs to see how organizations, the government, and citizens are handling these conditions.

Haitians are entrepreneurs, with almost 80 percent of the economy being informal, meaning people rely on small businesses and street retail to make a living. Haitians engagement in the informal markets is result of lack of confidence in the public administration and vice versa. Humanitas360 was able to engage with local communities and entrepreneurs to see first-hand the poor conditions people continue to face and how social entrepreneurs will be one of the key ways to address these issues.



Haitian children at the site of the Andrea Bocelli Foundation Water Truck Project at Cité Soleil, Port-Au-Prince (Haiti) - August 2016.

A YEAR IN REVIEW: GOVERNANCE AND TRANSPARENCY

Colombia, protection of children and teen mothers through empowerment in Cartagena

We learned the reality of vulnerable childhood and adolescence in extreme poverty by plunging into the integral development and protection of children and teen mothers.

In cooperation with JUANFE, operating in one of the most poverty-stricken areas of the country and the neighborhood of Olaya Herrera in Cartagena, we saw how skills and social entrepreneurship can be powerful tools and life changing for teenagers. Hundreds of young women have already been empowered through this approach, which serves as a sustainable model for other Latin American countries.

Colombia, the Arhuaco People and Café Anei

Our journey of meeting different civic social entrepreneurs in Latin America led us to travel to the Sierra Nevada de Santa Marta, Colombia to meet Alejandra Izquierdo and her community. Alejandra has been a strong young voice in her country not only fostering the culture and way of life of her people - the Arhuaco tribe - but also leading grassroots projects that are empowering her community, generating equal opportunities for both men and women and promoting a more sustainable way of dealing with nature. Our team was able to visit the tribe in November 2016, learning more about how the Arhuacos have been able to develop a successful and environmentally-conscious coffee growing business, the Café Anei. It is certain that the Arhuacos stand as a great example of how crucial citizen empowerment and engagement are to the continual development and growth of communities.

As for Alejandra, she is completing her studies in electrical engineering and has big goals to see young Colombians thrive and build a more just and sustainable country. Humanitas360 looks forward to studying different ways that the organization can strengthen Alejandra's entrepreneurial initiatives, fueling a citizen-centered and empowered environment in Colombia and the region.



Humanitas360 visits the Arhuacos at the Sierra Nevada de Santa Marta in Colombia - November 2016.



Humanitas360's president, Patricia Villela Marino, visited the JUANFE center in Cartagena, Colombia - February 2016.

A YEAR IN REVIEW: GOVERNANCE AND TRANSPARENCY

Amazonians Transforming Their Cities

In December 2016, the Humanitas360 team spent a few days visiting civic social entrepreneurship projects in the cities of Belém and Santarém in the northern part of Brazil. We were able to connect with an extraordinary network of people that embodies what it means to be participative citizens.

Through the development of the project Promise Tracker – a project Humanitas360 is involved with in partnership with the MIT Center of Civic Media, the Co:Lab at the University of São Paulo, and the Social Observatory of Belém – we traveled to the north of Brazil to see firsthand how the project is being carried out by our local partners. (See pages 20-21 for more information).

In addition, we were able to learn about projects dealing with other various issues such as the critical situation of solid waste in Belém, the monitoring of public accounts aimed at increasing transparency throughout the states, improving community safety through citizen engagement, and generating socioeconomic development in poor communities in the outskirts of the city of Belém. We will continue to work more closely with the networks we developed during this trip in 2017.

Humanitas360 meets with students and leaders from the Project Sol - Santarém, Pará - December 2016.



Humanitas360 meets with Adnan Demachki, State Secretary of Development of the State of Pará - Belém, Pará - December 2016.



FEATURED PROJECTS: GOVERNANCE, TRANSPARENCY & TECHNOLOGY

Studies & Research and Social Entrepreneurship

Promise Tracker – MIT Center for Civic Media and Co:Lab

Humanitas360 is investigating how technology can impact citizens in Latin America, engage the next generation of citizens, and improve public services. One such investigation is Promise Tracker, a project created by the MIT Center for Civic Media at the MIT Media Lab. Promise Tracker is a mobile app for data collection that uses a community engagement methodology and enables community members to identify issues of mutual interest, define priorities and evaluation criteria, monitor the performance of their local governments, and engage with local governments to resolve these problems. This tool supports civic engagement by giving community members a path towards data-driven advocacy on local issues.

The second phase of Promise Tracker was launched in May 2016 with the sponsorship and support of Humanitas360, who assembled a group of interested parties around the project, including the University of São Paulo (Co:Lab - *Colaboratório de Desenvolvimento e Participação*), the Social Observatory of Belém and the *Ilhabela Sustentável* Institute. The second phase is aimed at developing detailed case studies that look at how Promise Tracker is adopted in informal and formal settings in Brazil.

- Case Studies: Monitoring School Lunch in Pará

In one case study in the northern state of Pará, groups of students are monitoring school lunches at local public schools, which have provided poor quality lunches or none at all. As a consequence, students at these schools were being dismissed early or only received crackers and powder chocolate milk mix - far from what the Pará State Department of Education was paying for to ensure a balanced diet. Through Promise Tracker, students can collect daily images and information on what is being served and provide visibility on future discrepancies. We are actively accompanying student groups to document their experiences with the campaign, learn how the process has changed their understanding and data skills, and see if the use of structured data can support the movement in ensuring greater accountability of authorities to provide students with school lunches.

Image from the Promise Tracker website with photos of school meals taken by students.



Promise Tracker

Sign in

English ▾

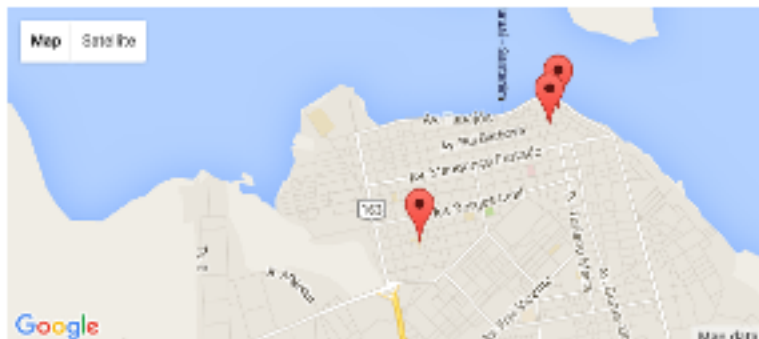
Égua da merenda, João!

Faça de uma a duas fotos da merenda (se não foi servida, passe esse e os outros registros, salvando o formulário ao final)



Check out the results

View the map and graphs of collected during this campaign below



O Cardápio foi divulgado?



- *Promise Tracker as an Educational Tool at the Federal University of Pará (UFPA)*

In a second case study at the Federal University of Pará (UFPA), Promise Tracker is being used as a real-life educational tool in two courses on public budgeting and accounting. In this setting, Promise Tracker engages students in problem identification, data gathering and analysis, problem-solving, strategic communication, and collaboration. Students worked with representatives of the Federal Ministry of Transparency, Supervision and Control and the Social Observatory of Belém to design monitoring campaigns to audit public spending in programs related to social services, health, school lunches, and school transport. As part of the second phase of the project, we are helping document and share the student's experiences at UFPA with researchers at the University of São Paulo and MIT, who are investigating how the tool may be incorporated into other disciplines and how it can be used in wider youth initiatives as part of undergraduate curricula.

The success of the second phase of Promise Tracker has prompted MIT Center for Civic Media and Co:Lab at USP to find ways to incorporate learnings from this project in their curricula. As a consequence, the MIT Center for Civic Media is launching a new course - Technology and Social Change - during the fall semester of 2016, while Co:Lab will offer a new course in spring 2017 called Open Government.

Humanitas360 has played a direct role in the second phase of Promise Tracker with the primary goal of understanding how technology can have an impact on citizen engagement in Latin America. The collaboration with the MIT led Humanitas360 to sign a MOU with MIT to formalize and, strengthen this partnership. It also resulted in the celebration of a MOU with University of São Paulo, which paved the way for future collaboration between Humanitas360 and Co:Lab at USP. We are excited to continue to support this project in 2017 and look forward to the opportunity to build a repository of experiences and learning lessons from Promise Tracker that will be shared with social civic entrepreneurs, researchers, educators and students in the wider Humanitas360 network throughout Latin America.

RECO App - Pimp My Carroça

RECO is a mobile app that aims to improve the interactions between the general population and catadores (trash collectors) started by *Pimp My Carroça*. This app works in a similar way to UBER, meaning users can "hire" trash collectors to collect their recyclables from specific locations. We have supported these entrepreneurs throughout the process of developing the idea and creating a business plan. In addition, we partnered with MISTI - Brazil Program in order to engage MIT students to help in the early stages of developing the application as the team started to get a sense of their needs and context to create the best product possible. The project is currently being accelerated and supported by Humanitas360.



Humanitas360's team meets with Mauricio Garcia from Cannalivio - June 2016.

DRUG POLICY

Objective:

- Stimulate comprehensive, balanced, and evidence-based debate about drug policies that promotes health and human rights.

We want to re-frame the current discussion on drug policy and medical cannabis in Latin America by putting people at the center of the issue. There are too many people who lack access to the medical treatment they need because of outdated, unbalanced drug policies. Hundreds of thousands of people in Latin America diagnosed with multiple sclerosis, Alzheimer's disease, seizures, and HIV/AIDs are restricted access to safe drugs and treatment. We believe it is critical to shift drug policy conversations away from a substance-free mentality that punishes people who depend on these drugs and towards discussions that treat drug policy as a public health issue that needs to be regulated.

Our commitment is to:

- **Promote Research & Educate Citizens:** One of the challenges of discussing medical cannabis is that there is limited evidence-based research and information on how it should be regulated, especially within Latin America. Even the research that is available is often difficult to find or access. Additionally, many laws use complicated language that is hard to fully understand. Our aim is to support and coordinate research projects among our partners to develop evidence-based, easily accessible information for citizens.
- **Foster Debate:** Governments officials, the scientific community, and people are divided over the best way to handle medical cannabis laws. Our aim is to foster debate and include people from both sides of the table in the conversation including medical experts, legislatures, medical cannabis medical users, and citizens who want to engage in this conversation.
- **Work Together:** Parallel to research, education, and debate, our primary goal is to work together with governments, the health community, producers, patients, and people to implement human-centered drug policies.



Visit to Cannalivio - June 2016.



Dr. Raquel Peyraube speaks during panel on drug policy - June 2016.

A YEAR IN REVIEW: DRUG POLICY

Considering our objectives under the area of drug policy, we have initiated or supported the following projects/ programs this year which have helped increase access to evidence-based social and legislative research on medical cannabis, provide a platform for experts and citizens to share best practices and challenges of medical cannabis, and support different social entrepreneurship projects to help our team and citizens better understand these issues. These projects/ programs focused mainly on collaboration with Latin American governments, debates both between experts and citizens to identify best practices and challenges, and community engagement.

Studies and Research

Latin America Medical Cannabis Map

One of our primary objectives is to promote research and educate citizens on drug policy. Medical cannabis has gained recent attention in Latin America as Colombia was the first country to legalize medical cannabis and a number of countries allow citizens with specific medical conditions to import CBD products. One challenge we have identified is that lack of information or misleading information available to Latin American citizens about medical cannabis in their country.

In order to promote research and educate citizens about medical cannabis progress and legislation, we will shortly be launching an interactive map on our website that will allow citizens to access clear and accurate information on the status of possession, sale, transportation, and self-cultivation of medical cannabis in each Latin American country.

We want to make sure this map is consistently updated. Therefore, we will also be reviewing this map on a monthly basis to ensure it remains accurate. Additionally, we are also in the process of working with each national government in Latin America to ensure this information is correct through an additional level of verification. This process has also opened the door to build new relationships with governments in Latin America that will allow us to work with countries to implement human-centered drug policies moving forward.

A YEAR IN REVIEW: DRUG POLICY

Community Platforms

Panel on Drug Policy 2016

In June, Humanitas360 organized a panel discussion on drug policy throughout the Americas with experts, activists, and business from Brazil, Uruguay and Colorado - which was the first state in the United States to legalize medical and recreational cannabis. The panelists included: Governor John Hickenlooper of Colorado; Dr. Raquel Peyraube, Clinical Director of ICEERS; Judge Jayme Garcia Jr., Judiciary system of the State of São Paulo, Brazil; Mrs. Katiele Fisher, mother and activist who has fought for the legal right of her daughter to use medical cannabis; Mr. Jordan Lewis, cannabis entrepreneur and Founder of Silverpeak Apothecary Aspen, Colorado.

These experts are rarely in a same room together and the panel gave them a platform to discuss how to move forward with drug policy in Latin America and build relationships with experts in the field.

Panel about Drug Policy & Restorative Justice: "How to Make Policy Work" during the Biennial of the Americas Summits 2016 - June 2016.





Screening of "Kingdom of Shadows" at the 6th Jose Ignacio International Film Festival in Uruguay - January 2016.

A YEAR IN REVIEW: DRUG POLICY

Social Entrepreneurship

Cannalivio

Drug reform is being addressed at different paces in Latin America. Most recently, Colombia was the first country in Latin America to legalize medical cannabis. During the debate on medical cannabis in Colombia this year, our team made it a priority to learn more about the role of the government and enterprises to understand the complexities of drug reform.

In June 2016, members of Humanitas360 visited one of these enterprises - *Cannalivio* - based out of Medellín, Colombia. *Cannalivio* is an enterprise that produces therapeutic and cosmetic products derived from cannabis. We believe it is important to engage all sectors of society, and by engaging this enterprise we were able to learn more about how the private sector is reacting to national drug reform and some of the challenges of medical cannabis in Colombia. These conversations help us shape our understanding of the challenges faced by Latin American in reshaping its drug policy.

6th Jose Ignacio International Film Festival

Humanitas360 has made it a goal to educate citizens and foster debate in non-traditional and creative ways. One of the programs supported in 2016 to achieve this goal was the 6th Jose Ignacio International Film Festival in Uruguay where a special screening of "Kingdom of Shadows" was shown to over 2,500 community members. One of the film's producers is Humanitas360's supporter, Carlos Gomez. The movie denounces the catastrophic results of the drug-related violence in Mexico and Latin America; it is intended to engage and inform citizens on the current drug war and offers an alternative way to look at the issues through a human-centered/ public health lens.



Adriano Marrey Penitentiary outside the city of São Paulo - 2016.

PRISON SYSTEMS

Objective:

- Support innovative solutions and approaches to social prevention, access to justice, rehabilitation, and reintegration into society.

Humanitas360 is dedicated to empowering and improving the quality of life for people in Latin America prison systems that are exposed to inhumane conditions. These conditions include long-term overcrowding greater than 200 percent of the designated levels, general hygiene abuses, lack of medical services, and inhumane and degrading abuses. We believe that society should be aware of these conditions. Additionally, a number of countries need to reform their prison systems or develop new strategies to improve the implementation of these laws.

To address these issues, Humanitas360 is committed to:

- **Empower Inmates:** We believe that empowering inmates can lower recidivism rates and improve the quality of life for thousands of people. When convicts leave the prison system, they should leave with skills that will allow them to reintegrate into their communities without having to resort to recidivism. Our goal is to work with our partners and develop programs to empower inmates while they are in prison and create stronger rehabilitation programs, so they have necessary skills to reintegrate into society.
- **Create Awareness:** We want every citizen to know the facts about the inhumane conditions that exist within the prison system and to engage communities to change the culture of reintegration. Latin America has an extremely high level of recidivism, in part because of the inhumane conditions where they have to live, lack of tools and resources to reintegrate into society, and social stigmas from society. We are committed to addressing these challenges and change this culture.
- **Address the Root of the Problems:** If the current recidivism rates, overcrowding, and prison conditions are not addressed, this system will collapse. Our aim is to work with penitentiary systems, governments, justice systems, civil society, and our partners to develop new prison reforms and identify the best strategies countries can use to implement these laws.



Inmates that form the choir and band "Próximo Encontro" performs a concert at the Adriano Marrey Penitentiary - October 2016.

A YEAR IN REVIEW: PRISON SYSTEMS

Considering our objectives under the area of prison reform, we have supported the following program this year which have helped empower inmates, create awareness of the conditions of prison systems in Latin America, and begin preparing for research in the future to understand how social entrepreneurship projects can impact inmates. This program focused heavily on collaboration, advocacy, and engaging civil society with inmates.

Studies and Research, Community Platforms, and Social Entrepreneurship

Adriano Marrey Penitentiary Program

Humanitas360 supports a program with several initiatives focused on music, art, and theater in the Adriano Marrey Penitentiary in São Paulo. The primary objectives of this program are to:

1. Support inmates in the program to develop skills they can use once they are released and successfully re-socialize/ re-integrate into society,
2. Invite civil society within the walls to change the current negative attitudes and stigmas about inmates, and
3. Draw awareness to the overall prison conditions in Latin America.

Theses goals are aligned with our goals and objectives to empower inmates, create awareness, and address what is failing in Latin America's prison systems.

Humanitas360 has also helped consolidate and make the program more consistent, ensure its long-term success and research on how the program influences inmates after release (e.g. recidivism rates). From that point on, it will be possible to develop a replicable and scalable model that can be used throughout Latin America.

Humanitas360 has also helped facilitate events held by the program, including a recent visit by Italian singer Andrea Bocelli to support a performance by the inmates' choir and band Próximo Encontro and bring awareness to the situation of the Brazilian prison system.

MOVING FORWARD: PROGRAMMATIC PRIORITIES FOR 2017

General

- Launch at least one study under each priority issue (governance and transparency, drug policy, and prison systems) with partner institutes. For each project, produce simplified material that citizens can easily access.
- Seek at least one formal partnership agreements with a major media outlet.
- Launch a campaign to increase the number of followers on our social media platforms to reach a larger audience of citizens.

Governance & Transparency

- Release the Citizenship Index for Brazil.
- Work with Locomotiva Research & Strategy to plan future citizenship indexes for other Latin American countries.

Drug Policy

- Continue to develop the Inter-Parliamentary Network on Drug Policy with Senator Juan Manuel Galán of Colombia to foster education about drugs which uses a human-centered framework.
- Finalize the medical cannabis map and ensure the content is kept up-to-date on a monthly basis.
- Build new relationships with corresponding government officials overseeing national drug policy to stay updated on legislative progress.
- Develop new partnerships with governments, institutions, and citizens in Latin American countries (especially those with progressive drug policies) to support decriminalization and legalization of medical cannabis and develop best practices as a guide for other countries.

Prison Systems

- Release a Prison Systems map that looks at national prison systems for each country in Latin America.
- Work closer and strengthen our relationship with the Adriano Marrey Penitentiary Program and collect initial data about the current inmates engaged in the program to understand the impact of these programs in the medium-term.
- Reach out to social enterprises working with prisoners in Brazil and countries with more developed re-socialization programs to understand what types of programs exist, how they work, and the current progress/ success.

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