

**abdl**



# 2nd Seminar Networks and Development



São Paulo, April 2008



Our times demand that the culture of networking is to be incorporated in the daily practice of organizations, equally in civil society organizations, companies or governments.

The advancement of sustainable development requires the adoption of values like collaboration and cooperation, encouraging the emergence of innovative management actions and practices. Examples of best practices in this meaning of the word will be presented and discussed in the **2nd Seminar Networks and Development**.



## NETWORKS AND DEVELOPMENT

### Context

In the contemporary world, networks are being composed as a new way of social organization, capable of breaking barriers, reducing distances, encouraging collaboration and orchestrating action towards development.

The practice of working together in institutions with different sectors has shown to be an interesting alternative to traditional ways of organizing. In this context, networks appear as the *social arrangement conciliating to integrate various initiatives and promoting the exchange of ideas, knowledge and practices*.

Collaboration, cooperation, development of new identities and stimulation of local and sustainable development will be discussed in the **2nd Seminar Networks and Development**.

### Presentation

ABDL – The Brazilian Association for Leadership Development – and **Lead International** – Leadership for Environment and Development<sup>1</sup> - will set up, in partnership with **Senac São Paulo** and **Rits** – Information Network for the Third Sector- **the 2nd Networks and Development: a place for exchanging ideas and building knowledge**, in July 2008.

The **2nd Networks and Development** will bring together about 200 persons around lectures, round table dialogues, panels of ‘best practices’ and workshops. Within the audience, managers of civil society organizations, network members, professionals in corporate and private social responsibility, public administrators and students will be present.

Representatives of networks and organizations and professionals with a broad experience on the topic of networks for development will make theoretical and practical contributions. Moreover, the participants of **Redesenvolvimento 2007** – the program of Formation in Networks for Development – are partners in the realization of the event and will present the results of this previous program, promoted by ABDL and Lead International<sup>2</sup>

### Goals

- Expanding awareness about the theme of the networks and its relation with encouraging development;
- Encouraging the exchange and dissemination of best practices of network performance;
- Systemizing and disseminating relevant information, experiences and methodologies in the field of networks;
- Encouraging the adoption of collaboration practices in participating organizations.

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<sup>1</sup> See introductions of ABDL and LEAD at the end of this document.

<sup>2</sup> For more information about the program, visit [www.abdl.org.br](http://www.abdl.org.br)

## Topics

The main objective of the seminar is to use the discussion about **the role of networks in the promotion of sustainable development**, addressing the four central themes below:

### Networks and Environment

- Networks and the challenge of climate change
- Mosaic of conservation units

### Networks and Society

- Networks of social movements
- Networks for the promotion of rights
- Networks for the recovery of local cultures and the rise of new identities

### Networks and Public Policy

- Forums to monitor and evaluate public policy
- Movements to promote transparency in public management
- Networks, forums and councils for citizen participation

### Networks and Economy

- Networks and forums to promote local development and income generation
- Networks and cooperations for fair trade
- Arrangements for local production



## Structure

The three days of the seminar are structured as follows:

- **Starting the day:** lectures about the general context of the central themes, with the objective to contribute to reflection and to stimulate debate throughout the day.
- **Networking practices:** parallel panels with case presentations, where network actors and supporters will discuss challenges and advantages of the articulation in networks of specific themes, like:
  - Children’s and adolescent’s rights
  - Networks for Climate Safety
  - Articulation of civil society for monitoring and evaluating public policies
- **Round table dialogue and collective construction:** after the case presentations in the panels, the participants will work on concrete actions in every theme, using, for this, collaborative methodologies.
- **Releases and disclosure:** at the end of each day, a place will be reserved for participating networks and organizations to launch publications, tools, booklets and/or to disseminate actions for aid in the strengthening of networks that act in the promotion of sustainable development.

### 1st day: Opening – Network Society

Guests:	Bernardo Toro Gilberto Gil Manuel Castells	David de Ugarte Ilse Scherer-Warren Pierre Lévy
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### 2nd day: Public Policy & Society

Starting the day	Guests: Antônio Carlos Gomes da Costa Ladislau Dowbor Oded Grajew	
Practices of working in a network	Actors and networks protecting children's rights	Civil society and public policies
Round table dialogues and collective construction	Childhood, Adolescence and Education: dialogue and future	Transparency and participation: dialogue and future
Releases and disclosures	Pré-release of the software "Network of the Networks: network for attention to children and adolescents & Management Manual for a network for attention to children and adolescents. Other events.	

### 3rd day: Environment & Local Development

Starting the day	Guests: Augusto de Franco Thais Corral Nilo Batista Marcelo Furtado	
Practices of working in a network	Environmental Networks: actors and questions	Actors and networks for local development
Round table dialogues and collective construction	Networks and Climate Safety	Dialogues to stimulate local development
Releases and disclosures		

## Guests

The following networks, organizations and professionals are being invited to participate, in a qualified way, in the **2nd Seminar Networks and Development**.

The organizations and foundations below have shown interest in the theme of Networks for Development. **ABDL** already has relations with several of these organizations and has been exchanging information, participating in events and, with some of them, working in partnership since the first edition of **Redesenvolvimento**.

### Partnerorganizations of the 1st Seminar Networks and Development

Avina	Senac São Paulo
Furnas Centrais Elétricas	Fundação CVRD
RITS	Ashoka
GIFE	Cidade do Conhecimento

### Participants of Redesenvolvimento 2007

Artemísia	Associação Metindjé Kayapó	Ashoka Empreendedores Sociais
BMR - Museu da Pessoa	Fundação Telefônica	Instituto Pólen
Instituto RIA	Instituto HSBC Solidariedade	ORBIS/Sesi-PR
Rede de Atenção Integral à Criança de Niterói	Rede de Jornalistas Ambientais	Txai Cidadania e Desenvolvimento Social
Sebrae São Paulo	Rede LEAD	

## Guests

Organizations	Instituto Ethos	Banco Real	
	GTZ - Gesellschaft für Technische Zusammenarbeit	Grupo Positivo	
	IISD - Intl. Institute for Sustainable Development	Instituto C&A	
	Brazil Foundation	IDRC - Intl. Development Research Centre	
	Fundação Banco do Brasil	Portal do Voluntário	
Speakers	Augusto de Franco	Francisco Whitaker	Manuel Castells
	Bernardo Toro	Gilberto Gil	Marta Nuñez
	Carlos Afonso	Gilson Schwartz	Paul Engel
	Carlos Estevam Martins	Heather Creech	Pierre Lévy
	Claudia Ranaboldo	Ilse Scherer-Warren	Rogério da Costa
	David de Ugarte	Klaus Frey	Ruth Cardoso
	Eduardo Marques	Ladislau Dowbor	Sérgio Amadeu

## Products

- A website with all information relevant to the seminar (including preliminary subscription information); audio and video recordings of the main meetings; presentations and slides used in all meetings; workshop products
- A DVD-Rom with the results of the seminar as a whole; video or audio recordings (*podcast*) of the main meetings
- A magazine with a collection of articles of the main speakers, to be distributed for free to the networks of *ABDL-fellows* (300 professionals committed to sustainable development), partner institutions and sponsors of the seminar

## Cultural Activity

At the end of the seminar, a cultural activity will be realised, with presentations of groups that use the network as a means to cultural recovery, rescue and production.

## Parallel Events

The organization of the **2nd Seminar Networks and Development** encourages the participating networks and organizations to organize parallel events, in order to promote encounters and thematic meetings and planning. As an example, the participating networks of **Redesenvolvimento 2007** want to promote an event with entities that focus on questions of childhood and adolescence in Brazil, with the purpose to increase dialogue between different networks, organizations and public agencies, encouraging information- and methodology sharing.

## Sustainable Purpose

The seminar aims for the sustainable use of resources: paper, energy, food, etc. All material will be created with products that are recycled and/or from fair trade and solidarity. Similarly, coffee and snacks will be made by an organization that has as values the principles of environmental balance, ethical-solidarity trade and conscious and healthy consumption.

Therefore, we are seeking partnerships with companies and entities willing to collaborate in such a way that this purpose will be fully reached. At the same time, we are seeking partnerships with **enterprises that work on neutralizing the emission of carbon** for its realization.

## Opportunities and Benefits for sponsors

Contributing to the **2nd Seminar Networks and Development** means sharing a strategic vision on the importance of networks and assuming a leading role in the strengthening of networks for development in Brazil.

We invite your organization to achieve this together with us! Partners of the Seminar will integrate in a real learning community, and will be recognized for contributing directly to the strengthening of networks for development in Brazil. We offer, in this proposal, several opportunities to invest in the **2nd Seminar Networks and Development**, with various benefits for each investor.

The total cost for the realization of the seminar is R\$ 200,000. This amount does not cover the costs for the production of the magazine and the DVD-Rom, for which extra resources will have to be found.

The following sponsorship-quotas are a suggestion of how your organization could contribute to the realization of the **2nd Seminar Networks and Development**.

		Sponsors		
		BRONZE R\$ 25.000	SILVER R\$ 50.000	GOLD R\$ 100.000
Benefits				
2nd Seminar Networks and Development	• <b>invitations to participate in the seminar</b> (besides the representative)	4	8	16
	• <b>copies of the magazine</b> of the seminar	30	60	120
	• <b>name + logo on seminar banners</b>	√	√	√
	• Distribution of <b>advertising material and dissemination</b> at the location of the seminar	√	√	√
	• Name+logo on <b>prominent places of the material to be disseminated, and in the folder, writing pad and the seminar</b>		√	√
	• <b>Exclusive banners</b> at the location of the seminar		√	√
	• <b>Panel participation</b> at the seminar: presentation by the sponsor's representative		√	
	• <b>Participation at the opening ceremony</b> of the seminar: presentation by the sponsor's representative			√
	• <b>Information</b> about the <b>Social Responsibility actions</b> of the sponsor at the <b>portal</b> and the <b>ABDL bulletin</b> (over 3000			√
	• <b>stand</b> at the seminar location			√

Besides the above suggested, **support for the seminar may include different forms of collaboration** in return. For example, it is possible to bear the costs of tickets and housing for speakers and registration of participants.



### History: What happened in the first edition

The first edition of the Seminar Networks and Development (**Seminário Redes e Desenvolvimento**), carried out in partnership by **ABDL** and **Senac São Paulo**, with support of **Fundação Avina** and **LEAD International**, was sponsored by **Fundação Companhia Vale do Rio Doce** and **Furnas Centrais Elétricas**. The final event of the first edition of **Redesenvolvimento** – Program of Formation in Networks for Development – was realized in São Paulo, in July 2006.

### HIGHLIGHTS:

Participation of over 300 persons, 50 networks and social organizations and 40 speakers, of whom specialists and actors in networks.

Among them:

- Amália Medeiros (Furnas)
- Anna Penido (ANDI)
- Augusto de Franco (AED)
- Carlos Afonso (Rits)
- Célia Cruz (Ashoka)
- Edna Roland (Fala Preta)
- Francisco Whitaker (FSM)

- Karen Worcman (Museu da Pessoa)
- Laura Valente (Iclei)
- Rogério da Costa (PUC/SP)
- Rubens Born (Vitae Civilis)
- Sérgio Amadeu (Cáspser Líbero)
- Thais Corral (Redeh)
- Valdemar de O. Neto (Avina)



## Realization

ABDL – Associação Brasileira para o Desenvolvimento de Lideranças (Brazilian Association for Leadership Development)

ABDL- Brazilian Association for Leadership Development- is a civil-society organization of public interest, with the mission to *stimulate leadership for a sustainable world*.

The institution promotes sustainable development by means of training, communication and mobilization programs and actions, to strengthen networks for development, and to promote participation and sustainability.



HISTORY: ABDL was established in 1991, as result of a partnership between the *University of São Paulo* and the *Rockefeller Foundation*, to bring an innovative leadership program on environment and development to Brazil: the LEAD program. Today, ABDL is an autonomous Brazilian organization, a member of the LEAD International network (Leadership for Environment and Development), and supported by several national and international partners who believe in its future and in its methodology of *training for action*.

ABDL incorporates the inspiration from LEAD in all its programs, courses and activities, seeking social transformation through reinforcing collective action by identifying, connecting and stimulating the capacity of intervention by individuals and groups that are committed to development, equity and democracy, in harmony with the planet.

## LEAD International – *Leadership for Environment and Development*

LEAD – Leadership for Environment and Development- is an international network of professionals committed to environmentally sustainable and socially equitable development. LEAD’s mission is to inspire leadership for a sustainable world.

To accomplish its mission, LEAD seeks differentiated persons from the whole world, develops their leadership potential by means of an innovative training program and works together with the network in the mobilization of other people and actions that make a real difference for the future of the planet.

[www.lead.org](http://www.lead.org)

LEAD Brazil  
Inspiring leadership for a sustainable world

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