

**Youth** / *Development Network*  
**Sustainable**

**Networking around a project  
of youth development and  
community sustainability in Brazil**

*A proposal*



# What?

An international community of practices focusing on a socioenvironmental development project in a town between the cities of Rio de Janeiro and São Paulo, to develop together scalable solutions that could be useful anywhere, regardless the size.

Immense communities are made up of small ones...

# Important

Like the United States - but even more so -

Brazil is a “melting pot” of ethnicities, colors, religions and traditions, mixing the cultures of

- the indigenous original peoples,
- the European and Asian migrants; and
- the 5 million Africans brought as slaves.

# Perspectives

With the globalization of cultures, the challenges that Brazil already faces will soon be posed for other countries, especially those with equally heterogeneous populations and growing inequalities in an increasingly degraded environment.

# Overview

Our NGO, Instituto Evolua Mauá (*Evolve Maua Institute*), aims at developing a community mindset to increase the social cohesion and improve our reality – mainly by working with the young people and preparing the local youth for a challenging future.

## **An invitation**

Considering the similarities amidst the regional socioenvironmental challenges around the world, we are sure that an online Community of Practices, focusing on a development project in Brazil, will be an opportunity to explore the potential of international networking by following and interfering in its progress.

# Our commitment

Our Institute will keep the network alive by creating a platform where our international partners will be able of participating in the process as if they were here.

We have members who will guarantee the harvest and monthly broadcast of the collective intelligence and cross-cultural pollination fruits.

# Our country

**Brazil:** world's 5<sup>th</sup> largest and 6<sup>th</sup> most populous country.





# Our region

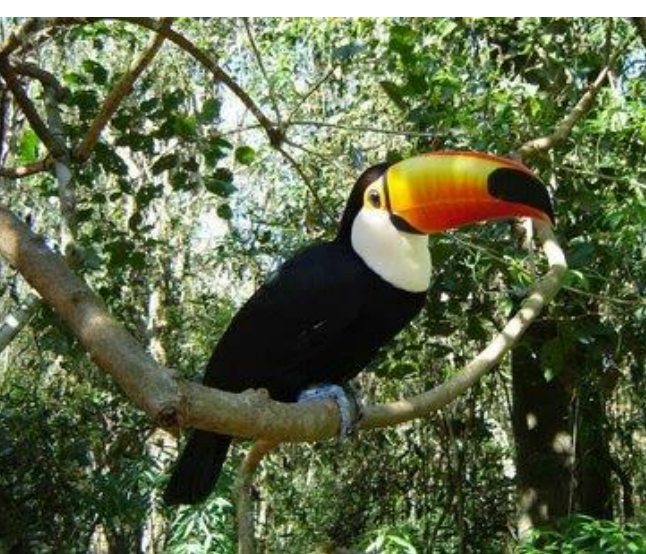
Located where the three main Brazilian states – São Paulo, Rio de Janeiro and Minas Gerais – meet, Mauá's mountains, Atlantic rain forests, waterfalls, trails and altitude attract thousands of visitors every weekend, all year round.



# Our nature at risk

The region is considered by the UN's Convention on Biological Diversity as a global "biodiversity hotspot".

Its myriad species are at risk due to the increasing number of tourists and new dwellers.



## Our people

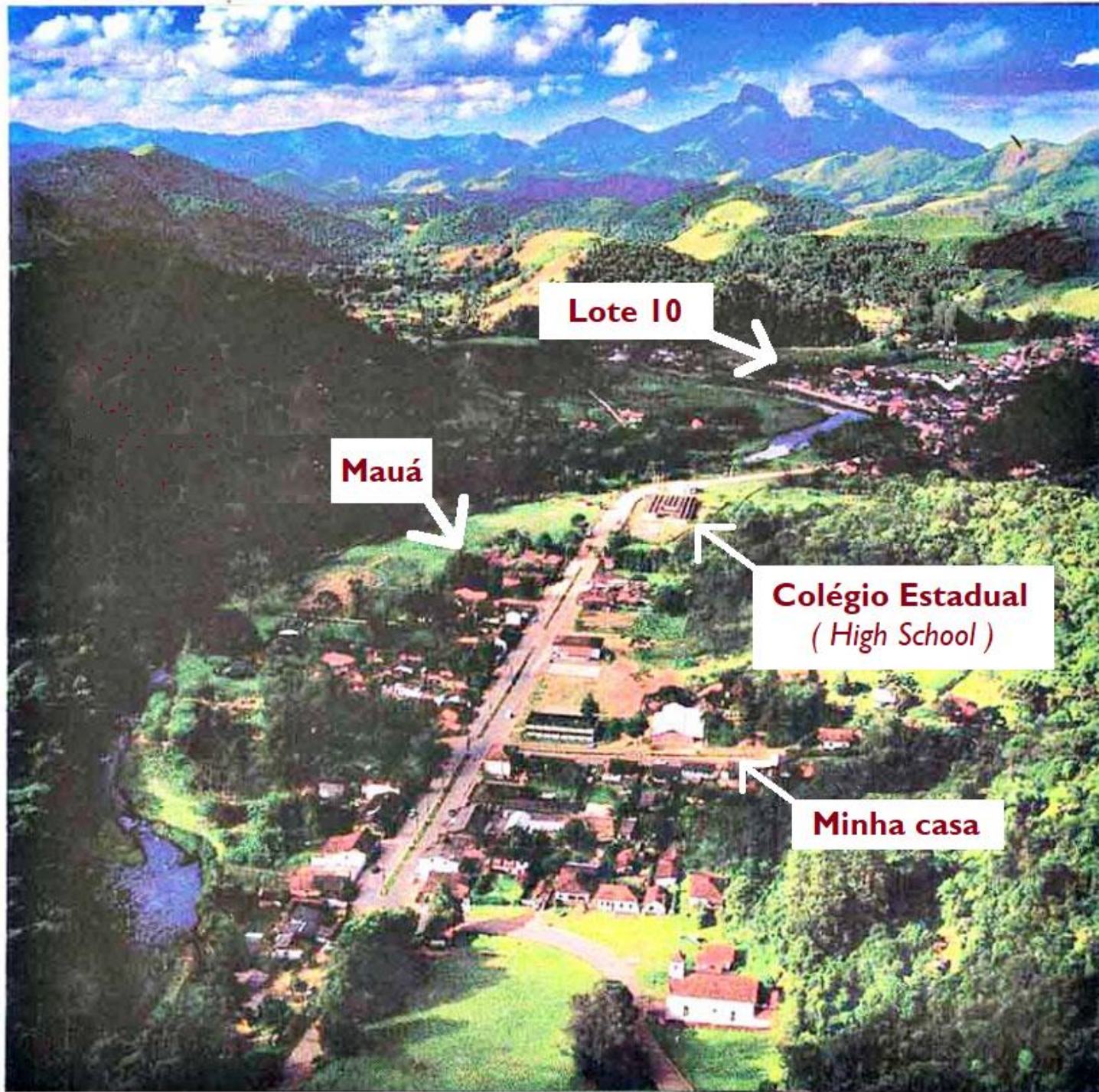
Around 10,000 people live in the seven towns that constitute the “region of Visconde de Mauá”.

The two most important villages are very close to each other: “Mauá” and “Lote 10” (the most populous one).

The main income source is the tourism trade.

The state High School, in Mauá, is the only one in a radius of 35 miles, and receives 500 students coming from all the seven towns, from Rio and Minas states.





*Visconde de Mauá, RJ - Brasil*

# Our challenges and objectives

The challenges are so many; there must be a way to address all of them in their common root.

After decades of voluntary social work, we understood we shall focus on what is determinant for the future and local sustainability: **youth development** and **community communication**, in order to interfere in the cultural basis of our reality.

# Our Institute's priorities

Needed to address the community cultural basis :

1. Community communications;
2. Youth development & socioenvironmental education;
3. Urbanistic improvements to revert a slummy process;
4. Wastes' productive & nature-friendly management;
5. Local economy, income generation.



# Our previous projects

The volunteers who have created the Institute are very experimented people, some of them involved in sustainable development and environmental education since the late 1970s.

1979



1981



2021





# Our previous projects with the USA

Since 1992, we have been in touch with youth development programs in the US. Now, all our new projects include this component, such as the ethical education practices from "O Caráter Conta!"

1992



Foto: Moura das salas de tal-til-classes para os educadores norte-americanos residentes no Encontro 441 de Proteção Ambiental

1993



meto-ambiente natural e da importância da saúde, outros e prepará-los para viver num ambiente altamente tecnológico e informatizado ou ainda a apoiá-los em iniciativas geradoras de renda. Mas todos valorizam os aspectos organizacionais, liderança participativa, planejamento e controle, com as crianças e jovens aprendendo a se reunir, discutir, decidir, planejar e avaliar suas atividades e assim se preparando para exercerem de forma inteligente, produtiva e solidária a sua cidadania e seus projetos de vida.

Cinco milhões não incluem todos os jovens americanos e há muitos outros em alto risco de se tornarem indolentes para o real desenvolvimento de sua sociedade e de si mesmos. Mas os 441 em 1993 constituíram uma massa crítica de solidariedade comunitária e se tornaram pessoas que poderão se revelar decisivas para a viabilização dos Estados Unidos no século XXI.

Em outubro de 1993, em sua sede próxima a Washington, para participar do Encontro 441 de Proteção Ambiental que reuniu 260 mestres e líderes da organização que desenvolvem projetos em clubes onde estão os jovens

Companheiros das Américas  
Comitê Brasília/Washington

Partners of the Americas  
Washington/Brasilia Committee.

1999-2018





# Development and education





# Our current projects

- Foster the partnership with the local High School and its students, creating a young “community of practices” to learn how to face the regional challenges.
- Create an international network to upgrade the effectiveness of our initiatives and spread around the best practices we will develop together.



# Our current emergencies

With young people more organized, we will focus on:

1. Create channels of community communication, to level up the understanding about our reality and alternatives;
2. Implement local economy resources such as entrepreneurship, professional and vocational trainings, microcredit, local currency, urban agriculture etc.

# Contacts

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