

World Economic Forum on Latin America 2011

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Social Entrepreneurs – Latin America 2011



Verónica Abud - Fundación Educacional y Cultural La Fuente - Chile

Fundación La Fuente makes reading fun and accessible to children by setting up libraries in schools, community centres and operating a mobile library in the remote areas in Chile. Through a partnership with Chile's largest shopping mall operator, the foundation runs libraries in low- and middle-income shopping centres where families spend their leisure time. La Fuente reaches 1 million children throughout Chile.



Marta Arango – CINDE – Colombia

CINDE promotes the creation of healthy physical and psychological environments for the development of children and youth living in vulnerable conditions in Colombia and Latin America. Its community support networks have been adapted in 27 countries, positively affecting more than 10 million families.



Rodrigo Baggio - Center for Digital Inclusion (CDI) - Brazil

CDI fosters social inclusion by using information and communication technologies as tools to encourage active citizenship. Through its community centres, the organization provides free computer equipment and software, and implements educational strategies for training local instructors. CDI also works in low-income communities and with institutions assisting individuals with special needs, including the physically and mentally disabled, the visually impaired, homeless children, prisoners and indigenous populations.



Marcela Benitez - Social and Economic Recovery of National Rural Villages at Risk of Disappearing (RESPONDE) - Argentina

RESPONDE promotes the social and economic recovery of rural communities in Argentina at risk of disappearing due to poor services and migration. Its programmes foster the entrepreneurial spirit of villagers and the sustainable development of their communities.



Martin Burt - Fundación Paraguaya - Paraguay

Fundación Paraguaya was the first microfinance institution in Paraguay and continues to promote entrepreneurship among people with limited resources, particularly underprivileged youths. Through a national programme in rural and urban schools, the foundation has helped to mobilize over 1,000 members of the business community to mentor more than 50,000 young people. Fundación Paraguaya is also embarking on a poverty elimination pilot project.



Elizabeth Hausler - Build Change – USA

An international non-profit social enterprise that designs earthquake-resistant houses and trains builders and homeowners in developing countries to build them. It empowers homeowners to drive the reconstruction process themselves so they can feel confident their new home will keep them safe. It instils in local communities the necessary knowledge and skills to design and build earthquake-resistant houses, now and in the future.



Maria E. Johannpeter - ONG Parceiros Voluntários - Brazil

Serving as a matchmaker between people and organizations, Parceiros Voluntarios (PV) prepares people, corporations, schools and universities to exercise citizenship through organized volunteer work. Conversely, it prepares non-profit organizations to receive and effectively deploy the skills and goodwill of the volunteers that provide their services. PV has over 245,000 screened and trained volunteers registered in its database. Over 1,900 large- and medium-sized companies actively participate in lending their expertise to 2,287 non-profit organizations in 74 cities in the state of Rio Grande do Sul.



Roberto Kikawa – Projeto Cies – Brazil

Projeto Cies offers low-income communities free access to doctors and advanced equipment, which are usually available in private hospitals. In two years, the organization has served more than 24,000 people in 15 Brazilian cities in three different states, and has attracted the attention of other cities in Brazil and abroad, including in Angola, Colombia, Italy, Niger, Panama and Venezuela. specialties.



Helio Mattar – Akatú – Brazil

The Akatu Institute for Conscious Consumption works to raise the awareness of citizens about their role in maintaining a more sustainable planet through consumer choice. People are encouraged to change their consumption habits to: value corporations that are more socially responsible; choose products and services that are more sustainable; and use and discard products or services in a more sustainable way. This is achieved through communications and educational activities targeting community/opinion leaders, young people in schools and universities, and employees of partner companies.



Adair Meira – Fundação Pro Cerrado (FCP) - Brazil

FPC teaches disadvantaged youth about the environment. Places them in industry jobs where they serve as company-sanctioned environmental educators. By connecting environmental education with vocational training and job placement, FPC works to ensure that Brazil's next generation will be more eco-friendly while encouraging immediate reforms within industries. More than 12,000 youth have taken part in the program to date, and FPC has expanded to two Brazilian stages.



Mary Anne Müller Prieto - Fundación Origen - Chile

Fundación Origen has pioneered a revolutionary educational model that uses organic agriculture as a way to reach at-risk youth and dropouts. Through its agroecological school, 10,000 students have graduated with a technical degrees in farming and a specialization in organic agriculture, learning life skills through mentor-teachers along the way. Fundación Origen has demonstrated that quality education can be provided to the poorest sections, breaking the cycle of poverty and improving opportunities for individual students as well as transforming families and communities.



Fernando Nilo - RECYCLA Chile SA - Chile

RECYCLA is the first and only financially sustainable social business exclusively dedicated to e-waste recycling in Latin America, providing job opportunities for socially vulnerable people. Since its inception, it has implemented a triple bottom line business model that creates environmental, social and financial value: recycling electronic waste and establishing the first industrial Green Seal in Latin America; providing opportunities to former prison inmates who seek a second chance in life; and economic value through financial sustainability.



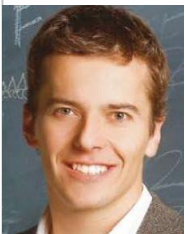
Claudio Padua - Instituto de Pesquisas Ecológicas (IPE) - Brazil

Instituto de Pesquisas Ecológicas (IPE) promotes conservation and sustainable development in impoverished communities throughout Brazil. To achieve its mission, IPE carries out a number of activities, including research of rare or endangered species, environmental educational programmes, sustainable alternatives for income generation of local communities, policy advocacy for biodiversity conservation and sustainability, carbon offsets and reforestation of degraded areas, and partnerships with the private sector to improve their overall social and environmental responsibilities.



Francesco Piazzesi - Echale a Tu Casa – Mexico

Echale begins working in communities by first creating social housing production units, and offering training to the community in both financial literacy and basic construction skills, Echale helps the community set up a credit union to facilitate savings and loans, and works with the federal mortgage institution to facilitate home ownership to Echale community members. Echale promotes eco-friendly solutions for home building, including houses that are made from 90% earth; include solar heaters, gray water biodigestors and rainwater harvest systems. Nearly 26,000 homes have been built through Echale. Additionally, the process of construction has generated 130,000 jobs and USD 65 million of income for those engaging in the micro-construction industry.



Tomás Recart - Enseña Chile - Chile

With this educational venture Tomas Recart strives to combat the systematic lack of educational opportunities in Chile. Based on the model of Teach for America it could achieve already significant impact. By enlisting Chile's top university graduates to teach for two years in low-income communities, Enseña Chile aims to build a massive force of leaders in all fields, who have the perspective and conviction that comes from teaching successfully, and who are advocates for the extra challenges faced by the educational system.



Sebastião (Tião) Rocha - Centro Popular de Cultura e Desenvolvimento (CPCD) - Brazil

The CPCD was created in 1984 to promote informal education and community development through reciprocal learning, play, games and mobile libraries. Based on a premise of whether education is possible without a school, CPCD developed a database with over 80 alternative teaching methods and tools for teachers. CPCD has also developed a series of small enterprises where young people can begin to generate an income and prepare for employment. To date, 20,000 people have benefited from CPCD's innovative programmes.



Eugenio Scannavino Neto - Saúde e Alegria - Brazil

Saúde e Alegria works to improve the health and development of more than 200 communities in the Amazon. The organization's hospital boat delivers good quality health service to some of the country's most remote areas. Through its education and communication programme, illiteracy rates have decreased and young people are taking part in the Moporongo Communication network, which involves running community radio and producing video programmes. By working with individual communities, Saúde e Alegria builds leadership and self-determination.



Claudia Valladares - Banca Comunitaria Banesco - Venezuela

Banesco's Banca Comunitaria provides credit access and financial products and services to low-income families in Venezuela. This not only contributes to the empowerment of entrepreneurs, but reduces poverty through economic development and social transformation. Banca Comunitaria has created a network of 176 commercial allies and retail agents, and offers 24/7 services for conducting online banking transactions.



Felipe Vergara - Lumni - Colombia

Lumni is the first organization to bring to market successfully the concept of human capital contracts. Whereas student loans require students to pay back both the full principal of the loan plus interest payments and fees, human capital contracts only require graduates to pay back a percentage of their income after graduation. This creates a win-win scenario as post-university income differential exceeds the amount the student pays the investor. In addition, investors in Lumni have received a double bottom line (the ROI exceeds the DJIA by 7 points, and investors have raised the education level among the poor).