

RENOVABR

2023 Annual Report



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Introduction

The year 2023 was a time for us to reflect on RenovaBR's role in strengthening democracy. The recent challenges in our political landscape further stress the relevance of our mission, which has always been clear: to provide quality political training, preparing individuals committed to a better, fairer and more democratic Brazil.

With a network of more than 2,000 trained leaders, 176 of whom have held elected office at some point and 647 in public management positions, we pride ourselves on training leaders who are prepared and committed to the common good.

In 2023, RenovaBR stood out by embracing change and expanding new horizons, including politicians already in office in our initial training; defining representativeness, plurality and diversity as a commitment to strengthening democracy; and offering continuing training of excellence with other entities that have a shared vision for a better Brazil.

In addition, we have expanded our reach, strengthened new partnerships and offered support for the creation of organizations that also aim to strengthen democracy in Latin America by training political leadership.

We know that groups and organizations can come and go, but RenovaBR remains firm in its purpose, committed to being an agent of positive change, investing in the future of our country and our next generations.

I thank every member of our RenovaBR community, from the supporters and partners to the candidates and leaders who shape our future.

Let's move forward, with determination and hope, towards a better Brazil for all.



Eduardo Mufarej

RenovaBR's Founder





Bruna Barros

Executive Director of RenovaBR



It is with great pride that I take on this journey at the head of RenovaBR in 2023. A year marked by great challenges and extraordinary achievements, which reinforce the reason for our mission to Brazil and the world.

At RenovaBR, we believe that Brazil's political transformation begins with the education of committed and qualified leaders who regain a promising belief in the country's future.

In 2023, we've expanded our borders, reached new regions and impacted different people. With a consolidated training program, we have reinforced the quality of leadership development, a reflection of attentive listening, careful selection and collaborative commitment to guaranteeing the best result for everyone.

One of our main achievements has been the increase in diversity among our students.

Elevamos a participação de mulheres e negros, contemplando a nossa sociedade diversa e plural. Um motivo de orgulho pessoal, esse avanço coletivo é essencial para um Brasil mais justo e representativo.

Também nos destacamos no cenário internacional: fomos reconhecidos por instituições que medem o impacto de programas de formação política. Esse reconhecimento reforça a relevância do trabalho que o RenovaBR realiza.

Por fim, gostaria de agradecer a todos que acreditam e fazem parte dessa jornada: alunos(as), equipe, mentores(as), parceiros(as), apoiadores(as) e conselheiros(as). O RenovaBR é uma construção coletiva e nosso sucesso é compartilhado com todos.

Parabéns por ajudarem na transformação da política brasileira, formando líderes que farão a diferença em nosso país. Obrigada pela confiança!

Over the course of this year, I've seen the mission of preparing political leaders strengthen in ways that make me even more confident about Brazil's future. At RenovaBR, we are investing in diversity that not only reflects the country we want to build, but also values the plurality of ideas and voices from different parties and positions on the political spectrum.

The support of various organizations and foundations has been fundamental for us to continue moving forward with full force. These partnerships have helped us expand our impact, reaching more people and empowering leaders who are prepared to face the challenges of today's Brazil.

In addition, we have signed partnerships with institutions for our work to strengthen democracy, such as VelezReyes+ and the Organization of American States (OAS), which have brought new perspectives and enriched our training program. These collaborations have strengthened our network and ensured that our students have access to the best tools and knowledge.

I believe more than ever that the formation of committed political leaders is essential for strengthening our democracy.

This endeavor, although challenging, is what will allow us to build a fairer and more inclusive Brazil.

I would like to express my deep gratitude to everyone who has contributed to getting us this far. Each person -whether student, supporter, advisor, mentor, member of the RenovaBR team, monitor, partner or teacher -has played a fundamental role in building what we have achieved together at RenovaBR. Nothing would be possible without everyone's commitment and purpose. Thank you very much for believing in and contributing to renewal.



Rodrigo Cobra

Executive Director of RenovaBR



RenovaBR's Statistics

+75.000

PEOPLE INTERESTED IN
RENOVABR'S COURSES

2.072

LEADERS
QUALIFIED

647

LEADERS IN PUBLIC
MANAGEMENT
POSITIONS

176

ELECTED OFFICIALS
SINCE 2018

+14MM

VOTES RECEIVED BY
OUR LEADERS IN THE
2018, 2020 AND 2022
ELECTIONS

+1.000

HOURS OF CONTENT
PRODUCED IN TRAINING
COURSES

1.247

NEW STUDENTS FOR
2023/2024

29

POLITICAL PARTIES
REPRESENTED AMONG
STUDENTS AND LEADERS

OCTOBER 6th

ADMISSIONS PROCESS

Opening of the first admissions process, focusing on the elections for federal representative, senator, and state representative. At the end of the admissions process, 130 students were chosen to take part in RenovaBR's first class.

2017



JUNE 21st

CONCLUSION OF THE FIRST RENOVABR TRAINING COURSE



2018

JANUARY 22nd

START OF TERM

The course was 100% in person, with monthly meetings. The topics covered included Brazil's Challenges, Political Communication and Leadership.

OCTOBER 7th

2018 ELECTIONS

17 of the 130 RenovaBR students are elected by 7 parties and from 8 different states. In all, the students received more than 4.5 million votes.

APRIL 2nd

RENOVABR CITIES

Opening of the first admissions process for the RenovaBR Cities course, aimed at people interested in running for city councillor and mayor in the 2020 elections .



JUNE 2nd

RENOVABR CITIES GRADUATION 2020

In an extra class , 650 students graduated, surpassing the previous year's rate and the average for distance learning in Brazil. The completion rate reached 92.8%.

NOVEMBER 28th

2020 ELECTIONS SECOND ROUND

We had 2 more mayors and 1 deputy mayor who took part in RenovaBR and were elected.

2019

2020

1st OF JULY

In all , 1,400 people were selected to take part in RenovaBR Cities . The number of students is ten times higher than in the previous course.

DECEMBER 7th

RENOVABR CITIES GRADUATION 2019

1,140 graduates , a rate of 81.4%, much higher than the 30% average for distance learning in Brazil .

NOVEMBER 15th

2020 ELECTIONS FIRST ROUND

1153 students elected from the RenovaBR Cities 2019 and 2020 classes. There were 12 mayors, 2 deputy mayors and 139 city councillors in more than 123 Brazilian cities , from 25 different parties .

APRIL 7th

LAUNCH OF THE BOOK “IMPROBABLE JOURNEY”

The story of RenovaBR and its founder Eduardo Mufarej, telling the behind-the-scenes of the organization's emergence.



SEPTEMBER 4th

IN-PERSON IMMERSION

With the international participation of leaders from U.S. President Joe Biden's campaign team and the president of the Liberta Institute, Luciana Temer.



2021

FEBRUARY 9th

ADMISSIONS PROCESS

Registration opens for the Renova Journey, an admissions process based on socio-emotional skills.

SEPTEMBER 2nd

IN-PERSON IMMERSION

With the participation of former President of the Republic Michel Temer, Corall partner and consultant Arthur Tacla, and Federal Deputy of ES, Felipe Rigoni.



DECEMBER 15th

RENOVABR IS INVITED BY THE TRIBUNAL SUPERIOR ELEITORAL (TSE) TO CONSTITUTE THE OBSERVATÓRIO DE TRANSPARÊNCIA DAS ELEIÇÕES (OTE).

JULY 14th

GRADUATION

194 leaders gathered at the Mané Garrincha Stadium for an event filled with content. The program included panels on the political and electoral context with Paulo Hartung and Murilo Aragão, on Possible Dialogue with thinkers Chico Bosco and Mafoane Odara, as well as testimonies from students about the progress of the Renova Journey and from leaders who are part of the community and hold positions in city halls, municipal councils, and technical roles.

DECEMBER 5th TO 9th

TRAINING WITH INSPER

For the second time, with a focus on the Legislative Branch, RenovaBR and Insper held a training course for 55 first-term parliamentarians, including state representatives, federal representatives, and senators. The aim of the qualification was to prepare parliamentarians for the challenges of legislative positions.



2022



OCTOBER 2nd

2022 ELECTIONS

18 leaders trained by RenovaBR were elected to the National Congress and Legislative Assemblies. A total of 6.8 million votes were cast for the 355 students who ran for office across the country.

- 6,8M VOTES
- 7 FEDERAL REPRESENTATIVES
- 11 STATE REPRESENTATIVES
- 15 FIRST ALTERNATES
- 9 STATES
- 12 PARTIES
- 30% PEOPLE OF COLOR
- 40% WOMEN

Democracy: the line that is never crossed

The year 2023 began with the anti-democratic acts of January 8, carried out against the headquarters of the three branches of the Federative Republic of Brazil: the Executive, Legislative and Judiciary.

With the aim of starting the year by presenting the RenovaBR leaders elected to the 57th legislature of the National Congress, RenovaBR launched the Lines of Democracy campaign, uniting the welcome with the importance of dialog for strengthening politics.

Through our campaign, we showed that it is possible to have a dialog with respect and tolerance so that we can have a fairer and less unequal Brazil. The message was: although they have divergent ideological lines, the RenovaBR leaders are aligned with democracy.

Our political training school is a true open-door community, where knowledge is drawn from the most diverse lines of vision, through dialog with political leaders of different shades, where the starting point, the point of convergence and the point of arrival is the only line that can't be crossed: democracy.

More than ever, we need to recover the plurality of opinions, constructive debate, respectfully divergent positions and build consensus on a country project.





FEBRUARY 9th

BRAZIL UNDER DEBATE: TAX REFORM

The event was attended by Bernard Appy, the Federal Government's Special Secretary for Tax Reform, Marcos Mendes, Economist and Researcher at Insper, and Mário Sérgio Telles, Executive Manager for Economics at the National Confederation of Industry.



2023

JANUARY 17th

LINES OF DEMOCRACY

Launch of the Lines of Democracy Campaign, conceived after the anti-democratic acts of January 8, with the aim of emphasizing the importance of dialogue in strengthening politics.



MARCH 23rd

TRAINING FOR MANDATES - INOP

RenovaBR promoted the first edition of "Training for Mandates," in partnership with the National Institute for Public Budgeting (INOP). With the theme "Parliamentary Amendments and Budget 2023," the aim was to discuss ways of planning and executing public finances.

1st OF APRIL

PARTNERSHIP WITH LEGISLA BRASIL

Start of the partnership with Legisla Brasil for the Strategic Mandate Planning of some RenovaBR leaders elected in 2022.



MAY 25th

BRAZIL UNDER DEBATE: LOW CARBON ECONOMY

The event featured panels that debated the country's context, market opportunities and transitions, and the role of the National Congress in the agenda.



JULY 27th TO 29th

MUNICIPAL PUBLIC MANAGEMENT SCHOOL - FIPE

In-person meeting of the course offered by RenovaBR in partnership with the Fundação Instituto de Pesquisas Econômicas (Fipe), aimed at enhancing the training of those elected in 2020, with essential technical content for political development.

2023

MAY 23rd

LAUNCH +COSTA RICA

This initiative aims to train democratic leaders who wish to hold public office in Costa Rica. Based on the methodology and with the technical support of RenovaBR, the initiative aims to qualify candidates from different political parties and ideologies, with issues such as ethics, public leadership, communication, and public policies.



JUNE 7th

COOPERATION AGREEMENT



RenovaBR is the first third-sector organization in Brazil to form this kind of alliance with the OAS. With this partnership, the aim is to promote events, workshops, debates, studies, and exchanges of experiences.



SEPTEMBER 30th

ALUMNI MEETING IN RECIFE

A meeting of leaders from Pernambuco in a space for exchange and learning. It was a time for sharing challenges, learning, and building joint solutions, as well as strengthening the RenovaBR community's support network.



NOVEMBER 8th

MEETING OF THE ALUMNI NETWORK OF GEORGETOWN UNIVERSITY (USA)

Represented by its Executive Directors, Rodrigo Cobra and Bruna Barros, RenovaBR took part in the meeting of the Alumni Network of Georgetown University (USA), which took place at the Uruguayan Embassy in Brasília.



2023

OCTOBER 17th

ALUMNI MEETING IN SALVADOR

With over 30 participants, it was a space for listening, where the alumni were able to share their political trajectories, challenges, and lessons learned.



DECEMBER 7th

AWARD - 100 BEST NGOS OF 2023

RenovaBR received the "100 Best NGOs of 2023" certificate from the Best NGO Awards, a recognition that is a direct reflection of the work we do in favor of political transformation and strengthening democracy.



100 Best NGOs Award



Our school has been selected to be on the list of the 100 best NGOs in Brazil for 2023 by the Best NGOs Award. Held by the Instituto Doar in partnership with O Mundo Que Queremos, the award's mission is to recognize and publicize the NGOs that stand out the most each year for their excellence in management, governance, financial sustainability and transparency.

To select the 100 Best NGOs in the country, an evaluation methodology was developed that combines information on five major cross-cutting themes: Cause and Action Strategy, Representation and Responsibility, Management and Planning, Funding and Communication Strategy and Accountability.

In this category, there is no ranking, but rather all 100 NGOs are highlighted in alphabetical order.



2

RenovaBR

We are a non-profit, cross-party political training school. We train leaders who improve democracy and public management in Brazil. We also support organizations that want to do the same around the world.



MISSION

Strengthening democracy, training, and qualifying political and public leaders.

VISION

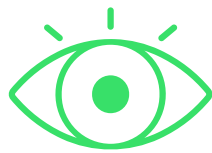
Improving policy to improve people's lives.



VALUES



ETHICS



TRANSPARENCY



LEARNING



PLURALITY



REPRESENTATION

Objectives

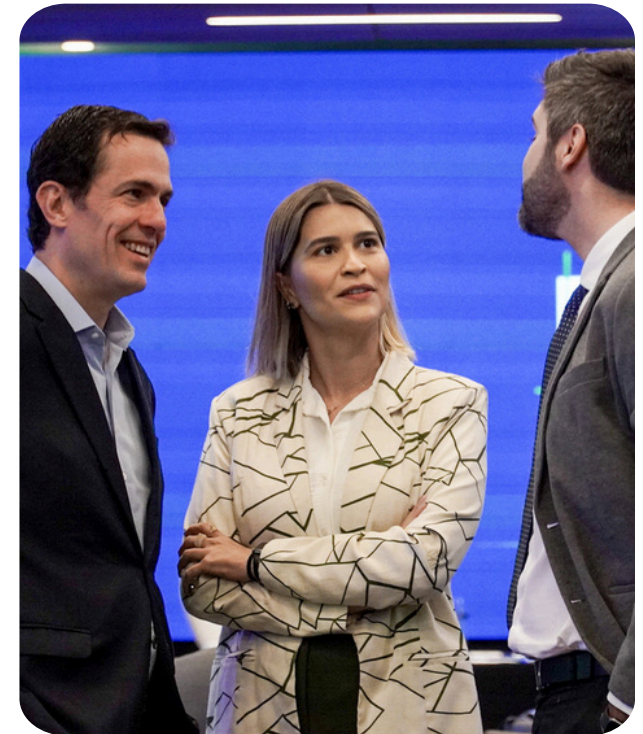


Selecting

Selection and preparation of political talent

Developing

Continuous training of political leaders



Potentializing

Managing the RBR Alumni network



We need leaders who are able to design ways to overcome and, at the same time, are qualified to project

sustainable and promising horizons ”

Paulo Hartung

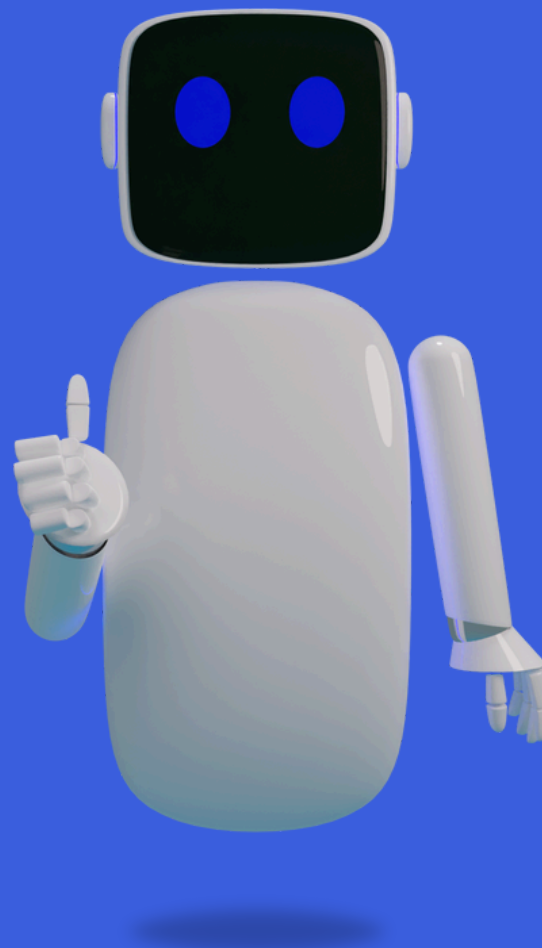
RenovaBR Board Member



3

Admissions Process 2024 Elections

Done entirely through WhatsApp,
making the admissions process
faster, more efficient and accessible.



PROCESSO SELETIVO

**ELEIÇÕES
2024****RENOVA^{BR}**

ADMISSIONS PROCESS

The RenovaBR admissions process for the 2023 and 2024 cycle has been designed and restructured to promote greater accessibility, representation and data structure.

Regarding accessibility, the aim was to promote an intuitive and fluid process through intelligent contact, which would be easier and less costly for the majority of people, making it easier to send answers, videos, schedule a panel and even accept terms.

We established a robust software infrastructure to meet the scale of the process and data infrastructure with governance and easy access between different areas and positions in the institution.

All the stages and content produced for the admissions process were reviewed and created from two main sources: the analysis of historical data from previous admissions processes and the list of competencies updated at the end of 2022, as shown in the image below:





PROCESSO SELETIVO



RENOVA^{BR}

The selection process consisted of six stages in all, all of which were made available to the candidates on WhatsApp. The first stage (stages 1 to 5) was qualifying and eliminatory, and served to ascertain all the candidate's talents and motivation to join RenovaBR. In the second phase (stage 6), which was scheduled via Whatsapp and held later on Zoom, the candidate was assessed on their skills and posture befitting a RenovaBR political leader, in a fully eliminatory stage.

Stage 1: Registration

At the beginning, the candidate received a video presentation about Renova, accepted the Privacy Policy and Code of Conduct. They then began to fill in their personal and socio-economic details.

Stage 2: Political context

A battery of questions aimed at finding out more about the political context in which the candidate was inserted at the time of registration. The questions were related to the candidate's candidacy, party affiliation, mobilization, use of social networks, campaign budget, etc.

Stage 3: Point of view

Questionnaire on political views and opinions on subjects such as ethics, diversity, economics, customs, religion, the importance of democracy **and others.**

Stage 4: Civicsunderfocus

Videos of up to 2 minutes were made available on basic fundamentals of citizenship and democracy, followed by open and closed questions on the content of the video. There were a total of 4 videos on the themes of democracy, integrity in politics, diversity and inclusion and community leadership.

Stage 5: Videointerview

Through a video, this stage aimed to assess the candidate's motivations, values, skills and abilities. The basic script sent to the candidates was: introduce yourself, state your main agenda, what you have already done to contribute to your municipality and what you intend to do once elected.

Stage 6: Virtual Panels

The virtual panel was a simulation of a parliamentary vote, in which the candidates had to demonstrate their negotiation and argumentation skills to defend their position. The stage took place on the Zoom platform and the candidates received detailed instructions on the panel's flow via e-mail and WhatsApp.



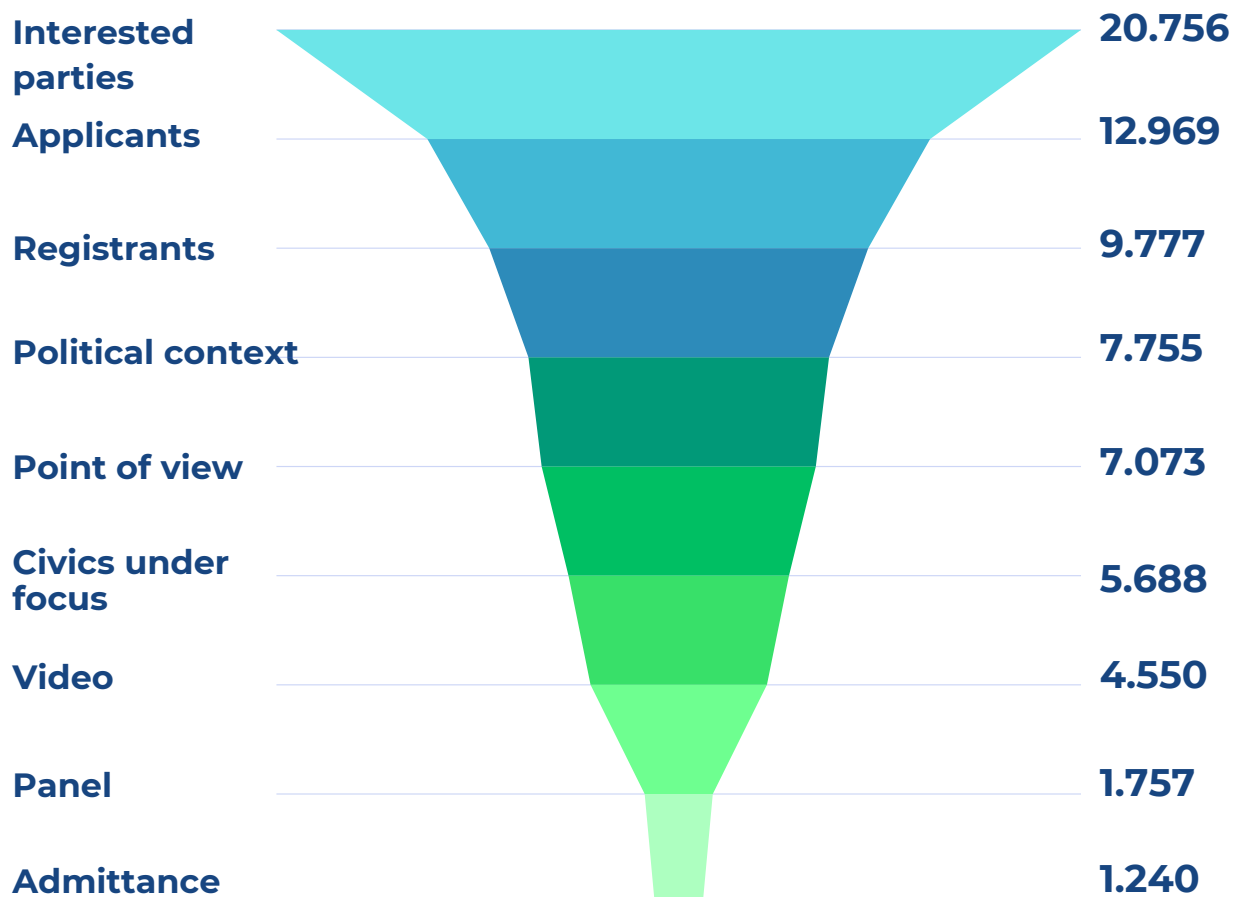
In 2023, RenovaBR received more than 20,000 initial contacts with the application form for the selection process. Of these, almost 13,000 people registered, 4,500 made it to the video stage, 1,757 took part in the assessment panels and 1,240 were approved for the Elections 2024 class.

The experience of registering for the selection process via WhatsApp was also evaluated by the candidates and, at the end of the form, they were asked how satisfied they were with the registration experience. In 2023, the average rating from candidates was 8.9 points on a scale of 0 to 10.

The panel stage also included an evaluation of candidate satisfaction, in which 67.9% of participants rated the experience out of 10 points.

2023 ADMISSIONS PROCESS FUNNEL

In total, we had **20,756** interested parties, **12,969** of whom accepted the terms and started the process. From then on, there were six stages carried out via WhatsApp, until the video was sent, which was the last stage carried out asynchronously.



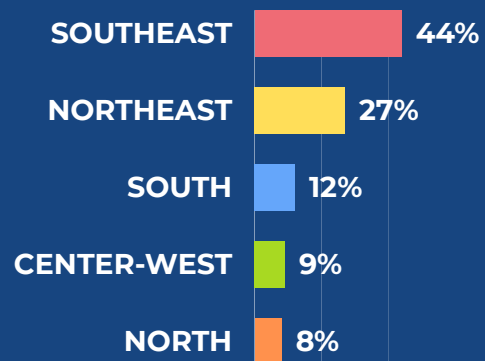
Applications to the Admissions Process

TERRITORIAL SCOPE

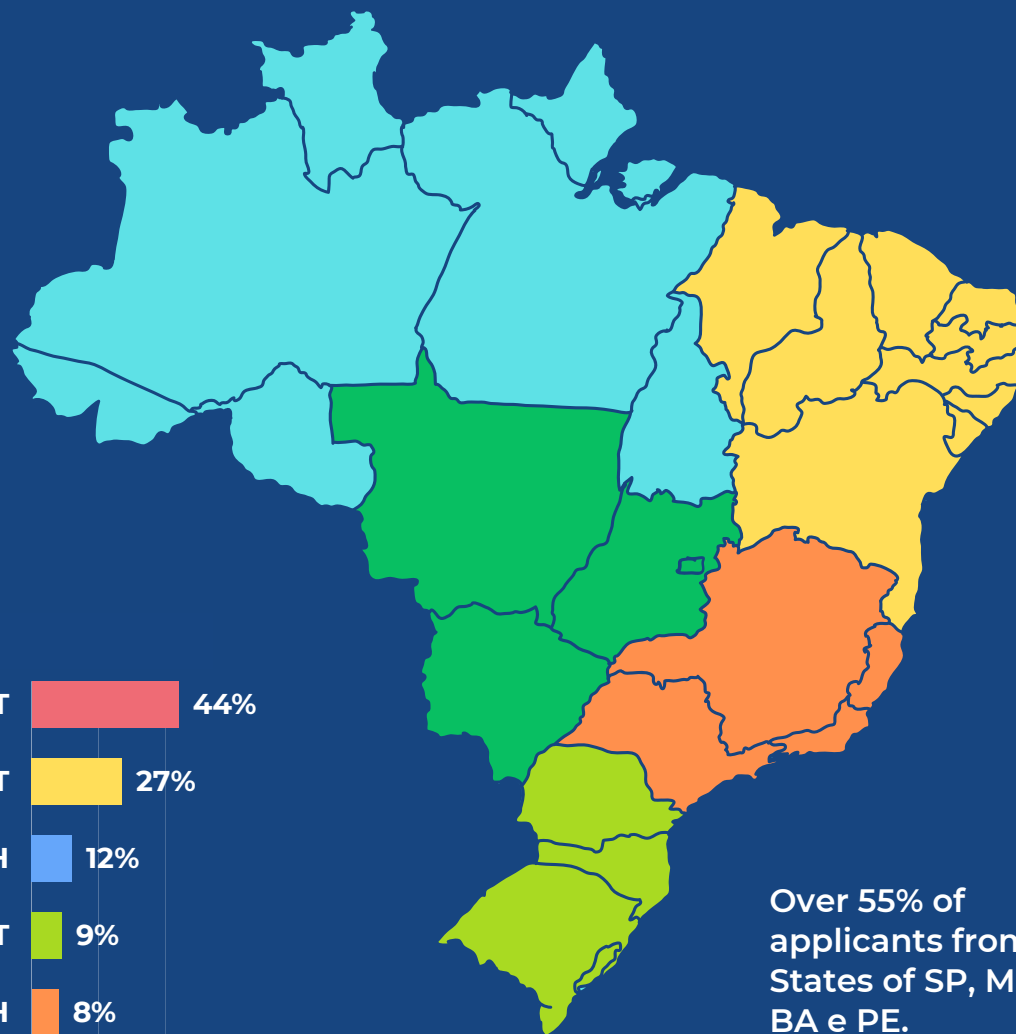
 **2.347**
CITIES

 **42%**
OF BRAZILIAN CITIES

Region

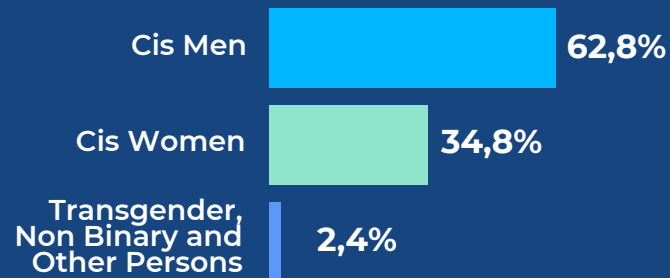


Over 55% of applicants from the States of SP, MG, RJ, BA e PE.

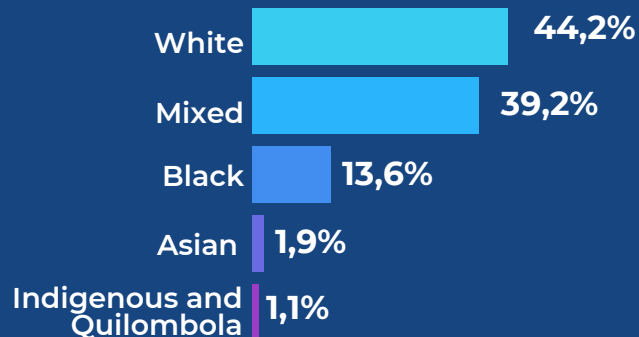


DIVERSITY

Gender



Race and color



We use marketing tools and pieces with regional language and cases to reach historically under-represented groups.

For gender in particular, we have improved the selection through three initiatives:

- 1) partnerships with the Women's segment in foundations and political parties;
- 2) active search for alumni;
- 3) mapping and contacting groups interested in increasing female participation in politic



Over **16%** of the interested parties registered came on the recommendation of RBR alumni.



12 political parties have nominated members to take part in the admissions process

For the first time accepting elected representatives, the admissions process included people with electoral experience and success.



3,077 people or **1/3** of those registered for the selection process had electoral experience



22% of those registered were deputies in previous elections



632 people registered had already been elected or were in office

4

2024 Elections Training

Class of 2023



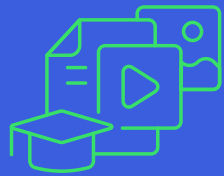
Methodology

The training was built on modern theories and approaches in the field of education. The works “Metodologias Inovativas” (FILATRO & CAVALCANTI, 2018), “The Gamification of Higher Education” (NIMAN, 2014) and “Gamification in Learning and Education (KIM et al., 2018)

were the main guidelines in this process. Based on this content, the Education team adopted four approaches to building initial training, as shown in the table below:

Approach	Description	Keywords
Socio-constructivist	Emphasizes the importance of social interaction in the construction of knowledge. It is built through social interactions, such as group discussions, debates, solving problems together, among other activities.	<i>Forums, debates, synchronous classes, group activities</i>
Cognitivist	Learning takes place through internal mental processes such as attention, memory, perception, problem solving and critical thinking.	<i>Repetition, association, categorization, elaboration, feedback, problem-solving and decision-making</i>
Critical Pedagogy	Focuses on the importance of critical reflection on the social, economic and political reality in which students find themselves, seeking to promote awareness and social engagement in order to transform society.	<i>Case studies, debates, critical analysis of texts and practical actions aimed at social and political engagement</i>
Andragogy	Focuses on how adults learn, taking into account their life experiences, interests, abilities and expectations. It considers that adults have a different set of learning needs and characteristics.	<i>Self-direction and independence; Problem- and experience-based learning; Practical relevance of learning content; Performance orientation and practical application of knowledge</i>

Key Elements of Training



MICROLEARNING

DISTRIBUTION OF CONTENT IN SMALL DOSES, I.E. IN SHORT LESSONS



PRACTICAL CHALLENGES

APPLICATION OF KNOWLEDGE IN PRACTICAL ACTIVITIES



INTERACTIVE ACTIVITIES

STRENGTHENING OF COMMUNICATION BETWEEN STUDENTS, MAKING THE EXCHANGE OF EXPERIENCE POSSIBLE



FEEDBACK

COMMENTS ON STUDENT PERFORMANCE AND SUGGESTIONS FOR IMPROVEMENT



GAMIFICATION

INCLUSION OF THE LOGIC OF GAMES WITHIN THE TRAINING, SUCH AS REWARDS FOR GOOD PERFORMANCE IN THE COURSE

The gamification aspect was very important for achieving the so-called “flow state” described by KIM et al. (2018), in which engagement in the course would depend on the levels of skill and challenge for each student. Too much skill with too little challenge would lead to boredom in the class, while too much challenge for students with little skill would generate too high levels of anxiety.

With a class that was diverse in many ways, we tried to build a course that would be accessible to beginners, but that would also interest more experienced students, offering extra content, synchronous events to ask questions or discuss specific topics and, finally, exclusive opportunities for the most engaged, such as simulations and consultancies.

Initial Training

2023-2024

Hybrid course with online classes and face-to-face meetings, with a total workload of **150 hours**, offered free of charge.

ONLINE MODULE TOTAL WORKLOAD: 90h

HABILITIES 8h

- ETHICS & INTEGRITY
- DIALOG & NEGOTIATION
- LEADERSHIP

FUNDAMENTALS 10h

- STATE & DEMOCRACY
- BRAZILIAN POLITICAL SYSTEM
- TRANSPARENCY
- MUNICIPAL RESPONSIBILITIES
- THE ROLE OF MAYOR
- THE ROLE OF CITY COUNCILLOR
- PUBLIC FINANCES

POLITICS AND COMMUNICATION 20h

- POLITICAL MARKETING PARTIES
- SPEECHES & ORATORY
- IMAGE
- NARRATIVE PROPOSALS
- DIGITAL COMMUNICATION
- FIELD COMMUNICATION

PUBLIC POLICIES 12h (Optional track)

- WHAT ARE PUBLIC POLICIES?
- THEMATIC BLOCS

CAMPAIGN 30h

- PLANNING
- PARTIES
- BUDGETS & FINANCING
- RULES OF THE ELECTORAL GAME
- PROPOSALS
- MOBILIZATION
- TOOLS
- CRISIS MANAGEMENT
- WOMEN/BLACK PEOPLE/LGBTQIAP+ CAMPAIGN

ELECTIONS IN PRACTICE 10h

COMPOSED OF REPORTS FROM ELECTED CANDIDATES, BRINGING PRACTICAL EXPERIENCE AND ACTIVITIES ON TOPICS SUCH AS CAMPAIGNING AND POLITICAL COMMUNICATION.

IN-PERSON MODULE TOTAL WORKLOAD: 60h

DAY TO RENEW BRAZIL 36h

REGIONAL MEETINGS 24h



Public Policies Track

ONLINE MODULE

(optional track)

TOTAL WORKLOAD: 12h

UNITS

INTRODUCTION TO PUBLIC POLICIES

ELECTIONS IN PRACTICE

DIVERSITY & INCLUSION

LESSONS

WHAT ARE PUBLIC POLICIES?

FORMING PUBLIC POLICIES

IMPLEMENTATION OF PUBLIC POLICIES

ASSESSING PUBLIC POLICIES

CYCLE OF PUBLIC POLICIES (PART 1)

CYCLE OF PUBLIC POLICIES (PART 2)

FEDERAL INTERSECTION, MUNICIPAL PUBLIC POLICIES, AND THE LEGISLATIVE POWER

BLOC QUIZ

ELECTIONS IN PRACTICE – SOUTHERN REGION

ELECTIONS IN PRACTICE NORTH EASTERN REGION

ELECTIONS IN PRACTICE SOUTH REGION

STATISTICS

PUBLIC POLICIES

BUDGETARY LAW

FOCUS POINTS

PUBLIC POLICY FOR WOMEN

THE LGBTQIAP+ ACRONYM

ABLEISM

BRAZILIAN INCLUSIVITY LAW

BRAZILIAN INCLUSIVITY LAW – AXES

PUBLIC POLICIES FOR PEOPLE WITH DISABILITIES

BLOCK QUIZ

YOUTH DATA

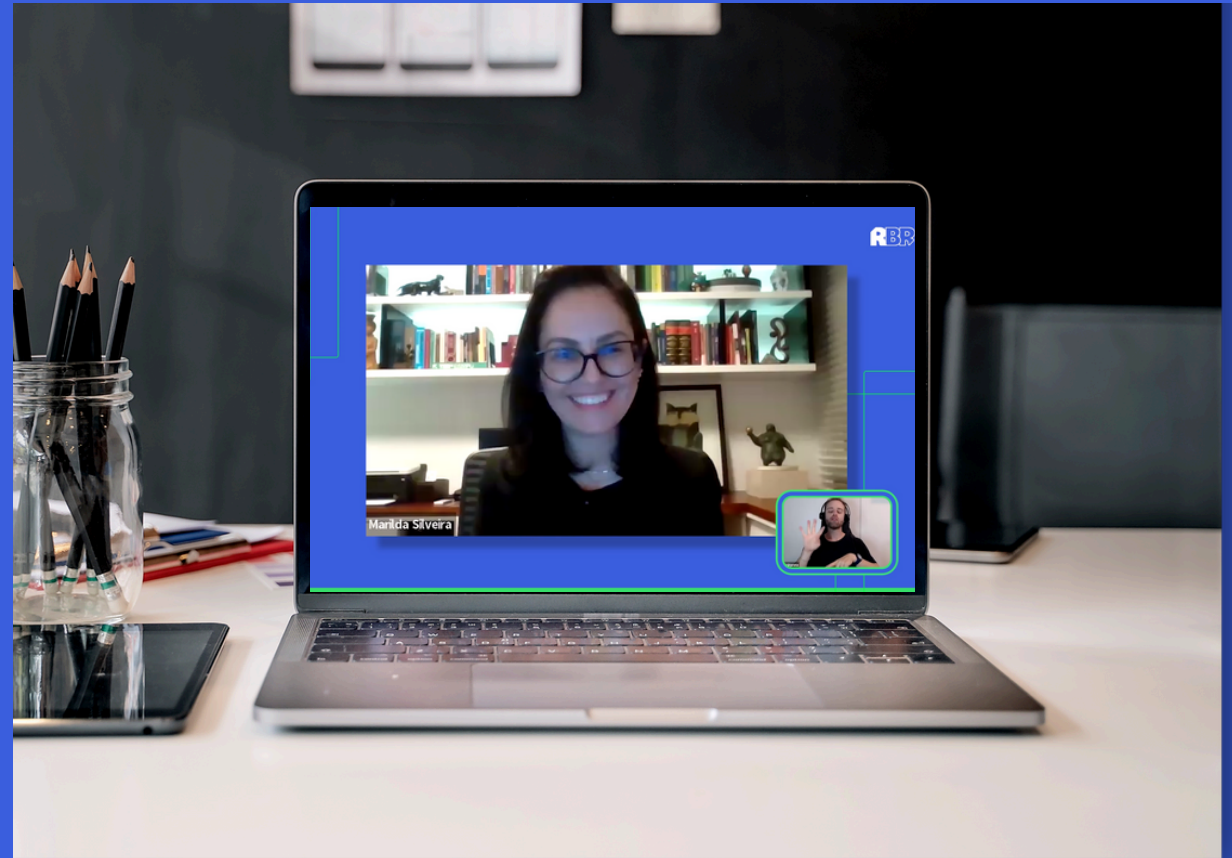
PUBLIC POLICIES & GOOD PRACTICES

POLITICAL AND ECONOMIC CONTEXT OF BRAZILIAN TOURISM

PUBLIC POLICIES – FORMULATION AND EXAMPLES

Simplify it, RenovaBR!

Weekly classes designed to help students with general questions about political campaigns and, in some particular cases, their legal aspects.



PARTNERSHIP

FUNDAÇÃO
Maria Cecília
Souto Vidigal

SPECIAL LESSON

Public Policies

In partnership with the Maria Cecília Souto Vidigal Foundation, the RBR Public Policies Special was held: The importance of early childhood for municipal development.

The Maria Cecília Souto Vidigal Foundation is a national reference in this area and promotes actions that contribute to the integral development of children, with a focus on early childhood. Seen as an important cross-cutting issue for the municipal legislature and executive, the event had 742 participants and an NPS of 97.



PARTNERSHIP



Microsoft

SPECIAL LESSON

Artificial Intelligence - Dave Sloan

For the Elections 2024 Training, Microsoft's Chief Technology Officer, Dave Sloan, gave an exclusive interview to RenovaBR about Artificial Intelligence in the public sector.

The topic of the meeting was the impact of artificial intelligence on the public sector and how the use of AI can be an extremely useful tool for politicians' productivity, saving hours that could be spent directly caring for the population.



Opening Lecture

To kick off the learning journey, we invited the students to our Opening Lecture, an opportunity to learn more about the course, our approach and the content that would be explored. In 2023, there were three incoming classes in August, September and October.

We welcomed to our classroom Mafoane Odara, one of our advisors; our professor and coordinator at the Institute of Economic Research Foundation (IERF), Humberto Dantas; and Kurt Bagley, strategist for the campaign of the President of the United States (2021 -2024), Joe Biden.





We were joined by our guest leaders Izabella Vicente, city councillor in Macaé(RJ); José Luiz Furtado, city councillor in Mogi das Cruzes (SP); Pedro Matos, city councillor in Fortaleza (CE); Rochelle Bazaga, city councillor in Uberaba (MG); Rannya Freitas, city councillor in Sanharó(PE) and Abidan Henrique, city councillor in Embu das Artes (SP).



Lecturers

With a high-level teaching staff, the Elections 2024 Training had 79 teachers, 42 of whom provided exclusive content.



Alan Bueno

Unit:

DIGITAL COMMUNICATION, DIGITAL MOBILIZATION AND BLACK PEOPLE'S CAMPAIGNS

Passionate about entrepreneurship, marketing and technology, I have more than 10 years' experience as an entrepreneur and am also a partner and investor in a number of businesses in these sectors. What inspires me is the possibility of turning ideas into reality and helping other people realize their dreams. I believe that innovation is the key to the success of any business and I'm always looking for new ways to innovate and grow.

/alan-bueno



Ana Nassar

Unit:

URBAN MOBILITY

Ana Nassar has a Master's degree in Political Science from UnBand a degree in International Relations from PUC-SP. Program Director at ITDP Brasilsince 2014, she works in project planning and management. She was environment manager for the 2014 FIFA World Cup and has over 15 years' experience in sustainable development, with a focus on climate change, waste management and urban mobility. She has worked at the British Embassy and the Presidential Secretariat for Strategic Affairs.

/ananassar



Arliton Ribeiro

Unit:

FIELD MOBILIZATION

ArlitonRibeiro is a technician in Administration from SEBRAE, a graduate in Public Administration from UFLA and a master's student in Public Policy at Insper. He worked in LavrasCity Hall and in the Government of Maranhão, via VetorBrasil. He was an assistant professor and Director of Institutional Relations at RenovaBR, and chief of staff to Felipe Rigoni. With more than 13 years in campaigns, he coordinated Fernando Marangoni's victorious campaign in 2022.

/arilton-ribeiro



Arthur Aguillar

Unit:

HEALTHCARE

Economist with a degree from PUC-Rio and a Master's degree in International Development from Harvard. He was project coordinator for the School of Innovation and Public Policy at MEC, supporting the Northeast Regional Development Plan and training local governments. He has coordinated research and impact evaluations in health and education in Brazil, India and Mozambique, collaborating with JPAL, LSE and ASER/Pratham. Focused on public management and applied research.

/arthur-aguillar



Bernardo Brandão

Unit:

TOURISM

Bachelor of Laws, with 6 years of experience as a lawyer in the areas of civil engineering, mining and health, working in Corporate, Civil and Labor Law. He was an advisor to the Deputy Governor of Minas Gerais and has experience as an executive manager in the private sector, focusing on post-acquisition integration. He currently works in Institutional Relations. Candidate for State Representative in 2018 and 2022, trained by RenovaBR.

/bernardosilvianobrandavianna

Lecturers



Carol Bernardelli

Unit:

**DIVERSITY & INCLUSION
(WOMEN)**

Carol, 28, from Capinópolis, is a Food Engineer from UFV. She has developed social entrepreneurship projects for the Government of Minas Gerais and graduated as a leader in political agreements from Harvard. A RenovaBRstudent in 2019, she has dedicated herself to social responsibility and business projects in B2B startups. A candidate for state deputy in 2022, she is currently the manager of RenovaBR, president of the Green Party in Capinópolisand a partner at Home Idiomas.

 /carolinnebernardeli



Carla Chiamareli

Unit:

EDUCATION

A Lawyer with 20 years' experience in social rights, focused on producing evidence, monitoring and evaluating public education policies. For the last eight years, she has dedicated herself to providing technical support in the formulation and implementation of policies that expand the supply of high-quality professional and technological education, promoting the productive and dignified inclusion of young people in the labor market.

 /carla-christine-chiamareli



Clara Marinho

Unit:

**DIVERSITY & INCLUSION
AND SOCIAL
DEVELOPMENT**

A Doctorate student in Public Administration and Government from FGV, has a Master's degree in Economic Development from Unicampand is a specialist in Planning and Public Budgeting from Enap. With a degree in Business Administration from UFBA, she articulates public budget issues with a focus on race and gender, seeking solutions that promote greater equity in public policies and economic development, with an emphasis on social justice.

 /clara-marinho



Cristine Naum

Unit:

ENVIRONMENT

Has a career in Marketing, Sustainability and Social and Environmental Responsibility, in companies such as Via Varejo, LATAM Group, Libra Group and Brasilprev. Strong experience in the third sector and leadership in Marketing, Institutional Communication and Product Development, mainly in the financial sector. She holds a Master's degree in Marketing from ESPM, with a focus on ESG, and teaches Sustainability, Ethics and Governance at ESPM and UNIP.

 /cristinenaum



Cryslan de Moraes

Unit:

FUNDRAISING

Cryslanis the youngest and second most voted councillorin São José, for the NOVO party. He graduated in Public Administration from ESAG and was active in the student movement throughout his degree. He was the founder and first president of JCI São José, as well as being a RenovaBRgraduate and participating in various political renewal networks. He is currently studying for a master's degree in Administration, with a focus on public management.

 /cryslan-de-moraes

Lecturers



Darlan Campos

Unit:

CAMPAIGN PLANNING

Darlan Campos is a political marketing consultant, writer and teacher. Author of the books “Nas ruas e nas redes –estratégias de marketing político” (2017) and “Marketing Político – construção de candidaturas vitoriosas” (2020), he also organized the book “Marketing Político Brasil” (2022). He is the executive director of República Marketing Político and a founding member of CAMP (Clube Associativo de Profissionais de Marketing Político).

 /darlan-campos



Davi Abreu

Unit:

YOUTH

A young man of 21, he is an advocate of quality education geared to the needs of young people. He was President of the Students' Guild for three years, Director of the Municipal Students' Union, FUNDEB Councillor, International Youth Day Ambassador and Leader of Mapa Educação. He has worked as Institutional Relations Coordinator and RenovaBR monitor, and is now Monitoring Manager. He was recently elected State Youth Councillor for São Paulo.

 /davi-abreu-dos-santos



David Marques

Unit:

PUBLIC SAFETY

PhD in Sociology from the Federal University of São Carlos (2016) and project coordinator for the Brazilian Public Security Forum. He has a degree in Social Sciences from UFSCar (2011) and a master's degree in Sociology from the same institution (2014). His work and research focus on the management of crime and violence, especially the role of state institutions linked to public security and criminal justice, with an emphasis on public policies aimed at these issues.

 /david-marques



Deniza Gurgel

Unit:

POLITICAL IMAGE AND WOMEN'S CAMPAIGNING

Journalist and specialist in Political Branding, Image Strategist and Digital Positioning, with over 17 years' experience in communications consultancy. She has coordinated the area in Executive and Legislative bodies, working on campaigns for candidates for the government of the Federal District, the Chamber of Deputies and the Legislative Chamber of the Federal District. Co-author of the book “Encontre sua marca” (Find your brand) and founding partner of Quartzo Comunicação Estratégica

 /denizagurgel



Fábio Ferraz

Unit:

GOVERNANCE AND MUNICIPAL HEALTH

Master in Leadership and Management from CLP, with a module at the Harvard Kennedy School and a Master in Public Policy Management from FGV/SP. He was Secretary of Planning and Innovation, Health and Management in Santos, as well as Director of Housing at COHAB-ST. He worked as Chief of Staff at Alespand as a Parliamentary Advisor in Santos, with experience in social security and labor law. Specialist in Civil Procedural Law.

 /fábio-ferraz

Lecturers



Fábio Ishisaki

Unit:

ENVIRONMENT

He holds a master's degree in Environmental Science and an MBA in Environmental Management and Technologies from USP, as well as a law degree from PUC-SP. Legal coordinator of the Política por Inteiroproject (Talanoa Institute), he is a researcher, lecturer and writer in the environmental field. He is a member of the Brazilian Society for the Advancement of Science (SBPC) and the Association of Environmental Law Professors of Brazil (APRODAB).

 /fábio-ishisaki



Fabricio Caruso

Unit:

CAMPAIGN PROPOSALS

Political strategist since 2009, working in governments and the private sector with a focus on Institutional Relations and Strategic Communication. He has led projects such as the São Paulo Committee for the 2014 World Cup and the creation of a Parliamentary Front in Congress. He was head of the PinheirosSubprefecture and Director of the SP Sports Department. A founding member of CAMP, he signed a commitment with the TSE against Fake News. In 2022, he became Director of Institutional Affairs at Nacional Atlético Clube.

 /ofabriciocaruso



Felipe Michel Braga

Unit:

EDUCATION

Public servant in Minas Gerais and President of the State Education Board, working in education policy, public administration, leadership and negotiation. He holds a Master's degree in Education from Stanford University, an economist degree from UFMG and a public administration degree from the João Pinheiro Foundation (FJP). He has extensive experience in formulating and implementing policies aimed at improving education in the state.

 /felipemichelbraga



Felipe Nunes

Unit:

**NARRATIVE AND
CAMPAIGN PROPOSALS**

Felipe Nunes holds a Ph.D. in Political Science and a master's degree in Statistics from UCLA. Professor of Political Science at UFMG and founding partner of Quaest, he specializes in opinion research and created the Digital Popularity Index (IPD). He has worked as Head of Intelligence in political campaigns and as a consultant for companies such as Rede Globo and Cemig. His work has been published in journals such as the Journal of Politics and the Brazilian Political Science Review.

 /felipe-nunes-phd



Fúlvio Albertoni

Unit:

**MUNICIPAL PUBLIC
FINANCES**

Specialist in Public Administration (FaculdadeMachado Sobrinho) and Urban Planning (Ippur/UFRJ), Master in Social Policies and Public Management (UFJF) and Master in Public Leadership (CLP/Harvard). A civil servant at Juiz de Fora City Hall since 1992, he was Secretary of Finance and held various finance positions. Founding partner of ConsultecnoGP, he works to improve public management and is a consultant in public finance.

 fúlvio-albertoni

Lecturers



Gabriela Rollemberg

Unit:

RULES OF THE ELECTORAL GAME

Co-founder of Quero VocêEleita, lawyer and political scientist, with 15 years' experience in electoral campaigns for parliamentarians, mayors, state governments and the presidency. She is a founding partner of Dome Ventures, the first GovtechCVB in Brazil, focused on innovation and technology in the public sector. Her career includes leading and executing electoral strategies and government impact projects.

 /gabriela-rollemberg



Gabriela Lotta

Unit:

INTRODUCTION TO PUBLIC POLICIES

Professor and researcher in Public Administration at FGV, PhD in Political Science from USP and visiting professor at Oxford (2021). She coordinates the Center for the Study of Bureaucracy (NEB) and teaches at ENAP. A researcher at the Center for Metropolitan Studies (CEM) and affiliated with Brazil.Lab(Princeton), she works in the areas of public policy, bureaucracy and management. In 2021, she was recognized by Apolitical as one of the 100 most influential academics in government.

 /gabriela-lotta



Gil Castillo

Unit:

POLITICAL MARKETING

Political consultant working in Brazil, Latin America and Africa, former president of ALACOP and current Secretary General of CAMP. She is also Director of the internationally recognized Red de Mujeres Líderes Humanistas de Latinoamérica. Awarded by institutions such as ALACOP, CAMP, EAPC and the Napolitan Awards, her work stands out for its promotion of women's leadership and political strategies on several continents.

 /gilcastilloconsultant



Guilherme Papagaio

Unit:

POLITICAL PARTIES

Graduated in Law and studying Business Administration, with a postgraduate degree in Political Marketing and Electoral Advertising, as well as Football Management and Executive. He acts as party president and technical consultant for councillors, deputies and mayors, offering strategic support in campaigns and public administration. He has extensive experience in political management and legislative consultancy.



Hugo Garbe

Unit:

EMPLOYMENT, ENTREPRENEURSHIP AND COMPETITIVENESS

GGraduated in Economics and Accounting, with a specialization in Corporate Finance and Investment Banking from FIA-USP. He has three master's degrees: Business Administration and Economics and Markets from Mackenzie, and Management and Public Policy from FGV. PhD in Economics and Finance from FGV. University lecturer in postgraduate courses and former Director and Vice-President in large multinationals.

Lecturers



Humberto Dantas

Unit:

**STATE AND DEMOCRACY,
MUNICIPAL ROLES AND
POLITICAL PARTIES**

Social scientist, master's and doctorate in Political Science from USP, with a post-doctorate in Public Administration from FGV. He is the coordinator of the undergraduate program in Public Management at Fipe and the graduate program in Political Science at FESP-SP. His academic and professional career is marked by expertise in public policy and management, as well as extensive experience in coordinating educational programs.

[in /humberto-dantas](#)



Irapuã Santana

Unit:

**BRAZILIAN POLITICAL
SYSTEM**

Partner at BFBM Advogados, President of the Racial Equality Commission at OAB/SP and Doctor in Procedural Law at UERJ. He is a former advisor to ministers at the STF and TSE, works as a volunteer lawyer for Educafroand is a columnist for the newspaper O Globo. He also currently holds the position of Prosecutor of the Municipality of Mauá/SP, with a career marked by the defense of racial equality and legal action in social causes.

[in /irapuã-santana](#)



Ivone Oliveira

Unit:

SCIENCE & TECHNOLOGY

She has a postgraduate degree in Public Management from the Cândido Mendes University and a bachelor's degree in International Relations from the IESB University Center. She works as a technical advisor at CGEE and is a member of the Science, Technology and Innovation Observatory (OCTI) team. With experience in analyzing and managing public policies, her work focuses on scientific, technological and innovation development in Brazil.

[in /ivone-alves-de-oliveira-lobes](#)



João Cruz

Unit:

AGRICULTURE

With a degree in Agronomy, a master's and doctorate in Genetics and Breeding from UFV, and a post-doctorate from the Institute of Public Policy and Sustainable Development (UFV). A federal agricultural tax auditor at MAPA, he was MG's Secretary of Agriculture and President of Conseagri. He has worked as a director at Sebrae-MG and in various entities in the agricultural sector. Rural producer at Fazenda Sumaúma, Miradouro, MG.

[in /joao-cruz-lecom](#)



João Moraes Abreu

Unit:

HEALTHCARE

João holds a master's degree in Public Administration from the Harvard Kennedy School and a degree in Economics from USP. He worked in the PPP unit of São Paulo City Hall and is now co-founder and Director of ImpulsoGov, a non-profit startup that uses data and technology to develop products for the SUS. ImpulsoGov's mission is to help SUS become the best healthcare system in the world.

[in /joao-moraes-abreu](#)

Lecturers



Jorge Freire

Unit:

COMMUNITY LEADERSHIP

Actor and cultural producer, specialized in public management, with extensive experience in third sector projects. He was born in Queimados, Baixada Fluminense, and has lived in Rio de Janeiro for over 20 years. He coordinated the network of theaters and the Territorial Projects Center at the Secretariat of Culture and in the mandate of Congressman Marcelo Calero. He was the Racial Equality Coordinator at the City Hall and is currently the social action supervisor at the Moreira Salles Institute.

 /jorge-freire



José Carlos da Fonseca

Unit:

AGRICULTURE

Ambassador José Carlos da Fonseca Junior is the Executive Director of the IBA (Brazilian Tree Industry), after almost four decades in the Brazilian Foreign Service. He was a Federal Deputy for Espírito Santo and Secretary of State for Finance. In the Federal Government, he worked at Itamaraty and the Ministry of Finance. From 2015 to 2018, he was Chief of Staff to Governor Paulo Hartung. Since 2021, he has been co-facilitator of the Brazil Climate, Forests and Agriculture Coalition.

 /josé-carlos-da-fonseca



JPdoWhats

Unit:

DIGITAL MOBILIZATION

Her work focuses on the strategic use of WhatsApp, helping entrepreneurs, companies, organizations, public bodies and political leaders. Journalist, specialist in Political Science and Political Marketing, with 15 years' experience in political, institutional and business communication. She worked in the Chamber of Deputies (2007-2011) and has lived in Florianópolis for 11 years, providing services to clients all over Brazil.

 /jpdowhats



Juarez Guedes

Unit:

FIELD MOBILIZATION

Political strategist with a degree from The George Washington University and extensive experience in winning campaigns across the country. Recognized for his impactful work, he has won the main political communication awards, such as the Polaris Awards (Europe), Napolitans (USA) and CAMP (Brazil). He stands out for developing innovative and effective strategies, and is a reference on the national and international political scene.

 /juarezguedes



Karina Bugarin

Unit:

ENVIRONMENT

She has a degree in Economics from Insper (2008) and a master's degree in Economics from the University of Tsukuba (2011). She is currently Head of Economic Policy at the Talanoa Institute, a doctoral student and researcher at USP (Nereus, LabPub, EPRG) and a consultant for the IDB. She was Undersecretary for Productivity in São Paulo, advisor to Persio Arida, consultant to the World Bank and manager at the Presidency's Secretariat for Strategic Affairs.

 /karinabugarin

Lecturers



Leandro Consentino

Unit:

STATE AND DEMOCRACY

Leandro Consentino holds a bachelor's degree in International Relations and a master's and doctorate in Political Science from USP. He has worked in political education since 2010, teaching at institutions such as Oficina Municipal, Konrad Adenauer, Instituto Sidarta, FESP-SP, and CLP. He was Executive Superintendent of the Mário Covas Foundation. He is currently a professor of Economics and Administration and of the Advanced Program in Public Management at Insper.

 /leandro-consentino



Leonardo Secchi

Unit:

INTRODUCTION TO PUBLIC POLICIES

Doctorate in Political Studies from the University of Milan (Italy) and a post-doctorate in Public Policy from the University of Wisconsin-Madison (USA). He is a professor of Public Administration at UDESC.

 /leonardo-secchi



Ligia Bahia

Unit:

HEALTHCARE

Associate Professor at UFRJ, with a degree in Medicine from UFRJ and a Masters and PhD in Public Health from Fiocruz. She works in the area of Collective Health, focusing on health policies, social protection systems, relations between the public and private sectors in the Brazilian health system, the health insurance market and public and private financing. Her publications include Planose Seguros de Saúde (2010) and Saúde, Desenvolvimento e Inovação (2015).

 /ligia-bahia



Luana Pretto

Unit:

SANITATION

Luana Siewert Pretto is a Civil Engineer from UFSC, with a master's degree in Multicriteria Analysis and a postgraduate degree in Project Management from FGV. She worked at the basic sanitation concessionaire CASAN, was director of Institutional Relations at ASFAMAS and president of Companhia Águas de Joinville. She is currently Executive President of the Trata Brasil Institute, leading important initiatives to promote and improve basic sanitation throughout the country.

 /luana-siewert-pretto



Lucas Cepeda

Unit:

EMPLOYMENT, ENTREPRENEURSHIP AND COMPETITIVENESS

Lucas Cepeda is studying for a master's degree in Public Policy Management and Public Administration at FGV-EAESP, as well as specializing in Public Controllershship at FECAP. He has experience with the executive and legislative branches at all three levels of government, working in policy formulation, data analysis, project and team management. She is currently Manager of Government Relations and Competitiveness at CLP, responsible for the cause's governance and strategy.

 /lucas-cepeda

Lecturers



Lucas Correa

Unit:

HEALTHCARE

Lawyer (PUC-SP), Master in Social and Health Law (Paris X) and in Health Policies, Planning and Financing (LSE/LSHTM), with a Master in Public Management and Leadership (MLG/CLP). He was a researcher at CEPEDISA (FSP-USP), coordinator at SMS-Registro and researcher at the LSE's Health Department. He is a partner and former director of the Health area at Prospectiva Consultoria and is currently manager of the Center for Studies and Promotion of Health Policies (HIAE).

 /lucas-herndes-corrêa



Luciana Quintão

Unit:

HUNGER AND FOOD SECURITY

An economist by trade, she founded the NGO Banco de Alimentos 24 years ago, with the mission of fighting hunger and food waste in Brazil. Born in Gávea, Rio de Janeiro, near the Rocinha favela, from an early age she was concerned about the disparity between poverty and wealth in a country considered to be the breadbasket of the world. This reflection led her to create the NGO, breaking paradigms and promoting significant social impact in the fight against hunger.

 /luciana-chinaglia-quintão



Luciana Stocco

Unit:

DIVERSITY & INCLUSION (PEOPLE WITH DISABILITIES)

With a degree in Social Work from PUC-SP, she develops activities focused on people with disabilities, guiding families and individuals at different stages of life through various services at the Jô Clemente Institute. With extensive experience in defending rights, she currently supervises the rights guidance service and works to prevent and deal with violence against people with disabilities, promoting social inclusion and protection.

 /luciana-stocco



Lu Vianello

Unit:

SPEECH AND ORATORY

Lu Vianello is a communication skills mentor, lecturer, postgraduate teacher and speech therapist. She has a master's and doctorate from UFMG's Faculty of Medicine and specializes in Voice. She has dedicated her career to developing communication skills and creating strategies to overcome barriers. She gives lectures, workshops and mentoring throughout Brazil, helping her clients to improve their skills and competitive advantages.

 /luvianello



Marcelo Paiva

Unit:

CIÊNCIA E TECNOLOGIA

Researcher and Analyst at the Center for Management and Strategic Studies, specialist in the formulation and evaluation of public policies, with experience in prospecting, diagnosis and political mapping. He is studying for a Doctorate in Sociology at UERJ and is researching legislative articulations on public security in the Federal Chamber of Deputies. He has worked as a consultant for the Science and Culture Forum (UFRJ) and as a researcher for the Casa de Rui Barbosa Foundation, focusing on science, technology and education.

 /marcelo-augusto-de-paiva

Lecturers



Marcelo Knobel

Unit:

SCIENCE AND TECHNOLOGY

Educator and researcher, former Rector of Unicamp, with important contributions to advances in Materials Science. Throughout his career, he has dedicated himself to education, science and innovation, promoting significant improvements in these areas. His academic and administrative work has been marked by his commitment to scientific development and the training of new generations.

 /marcelo-knobel



Marcelo Zenkner

Unit:

INTEGRITY AND ETHICS

A partner in the Administrative Law and Compliance areas at TozziniFreire, Marcelo has over 25 years' experience in compliance and anti-corruption policies. He was a prosecutor and Secretary of Control and Transparency in Espírito Santo. Former Executive Director of Governance and Compliance at Petrobras (2019-2021), he holds a master's degree in Constitutional Rights and a doctorate in Public Law. He serves on the boards of the UN and OAB-SP.

 /marcelo-zenkner



Marcos Silveira

Unit:

MUNICIPAL DATA AND CAMPAIGN PROPOSALS

Executive Director of Datapédia, a social business that has been transforming data into intelligence for politics and government since 2015. With a degree in Public Management from FGV-EAESP and a specialization in Public Management and Leadership from Master CLP, he works at the intersection of technology and public policy, promoting data-based solutions to improve decision-making and government efficiency.

 /marcos-silveira



Maria Tereza Paschoal

Unit:

MUNICIPAL EDUCATION

Maria Tereza Paschoal de Moraes is a LIBRAS interpreter, a primary school teacher since 1999 and a lawyer with a law degree from the Eurípedes Soares da Rocha Foundation. With a postgraduate degree in Public Management from CLP, she has been Municipal Secretary of Education in Londrina/PR since 2017, selected in a national process. She held the same position in Ourinhos/SP from 2013 to 2016, with an emphasis on educational management.

 /maria-tereza-paschoal



Marina Thiago

Unit:

EMPLOYMENT, ENTREPRENEURSHIP AND COMPETITIVENESS

Advocacy Manager at Endeavor Brazil and the Movimento Pra Ser Justo, she holds a Bachelor's degree in Law from the University of São Paulo and a Master's degree in Public Policy Management from Fundação Getúlio Vargas. With experience in public policies and advocacy, she works to promote a fairer and more entrepreneurial environment, using her expertise to drive meaningful changes in the political and economic landscape.

 /marina-thiago

Lecturers



Michele dos Ramos

Unit:

PUBLIC SAFETY

Michele Gonçalves dos Ramos has a degree in International Relations from USP and a master's degree in International Security from Sciences Po (France). A member of the Igarapé Institute since 2013, she works mainly on public security issues. She is currently Advocacy and Institutional Relations Manager, coordinating advocacy and mobilization actions. She is also an advisor to Casa Firjan and the Rio de Janeiro City Council.

 /michele-dos-ramos



Nicole Verillo

Unit:

TRANSPARENCY

Nicole Verillo is the co-founder of Transparency International in Brazil, a Public Policy manager from EACH-USP and a post-graduate in Governance and the Public Sector from PUC-RS. With extensive experience in public policy, she was Government Strategy Manager at the Osasco-SP Planning and Management Secretariat. She has also worked at IDIS, AMARRIBO Brasil and Articulação Brasileira Contra a Corrupção e a Impunidade, promoting transparency and anti-corruption initiatives.

 /nicole-verillo



Octaciano Neto

Unit:

AGRICULTURE

Octaciano Neto is an agribusiness activist, former Secretary of Agriculture in Espírito Santo and former president of the Board of Secretaries of Agriculture of Brazil. He is currently director of agribusiness at EloGroup, where he serves the main national and multinational agribusinesses operating in Brazil. His career has been marked by leadership in initiatives aimed at developing and strengthening the agro-industrial sector.

 /octacianoneto



Patricia Tavares

Unit:

**LEADERSHIP AND
POLITICAL ARTICULATION**

She has a degree in Public Administration and a doctorate in Business Administration from FGV, and is a professor at INSPER in undergraduate and executive education programs. Partner and managing partner of Nex-Us Consultoria, she co-founded the São Paulo Music Cooperative and Datapedia.info. Also a partner at People&Results, she has experience in teaching, research, consultancy for public and private organizations, as well as management in non-profit organizations.

 /pattavares



Pedro Hartung

Unit:

**CHILDREN AND
ADOLESCENTS' RIGHTS**

Lawyer and co-founder of Advocacy Hub, he teaches International Relations at FGV and is Director of Policies and Children's Rights at Instituto Alana. He holds a PhD in State Law from USP, with a sandwich doctorate and research at Harvard Law School. Member of the UNICEF working group on children's data governance, he was an advisor to Conanda and joined the UN Legal Policy Office in 2017. He coordinated the Luiz Gama Human Rights Clinic (USP).

 /pedrohartung

Lecturers



Pedro Rodrigues

Unit:

ECONOMIC GROWTH AND ENERGY

Graduated in Law from Fundação Getulio Vargas (2011), with an MBA in Finance from IBMEC Rio (2015) and a postgraduate degree in Natural Gas from IHRDC in Boston (2018). He has over 10 years' experience in the oil & gas and energy sectors.

The creator and presenter of Canal Manual do Brasil, he is also co-founder and director of CBIE Advisory, where he develops analysis and strategies focused on the Brazilian energy market.

 /pe-rodriguesbr



Renata Ferreira

Unit:

SOCIAL DEVELOPMENT

Social Worker, Master in Management and Public Policies from FGV/SP, and consultant in Social Protection. She was the National Director of Basic Social Protection at the Ministry of Citizenship and a National Social Assistance Councillor. She has worked in the management of the Unified Social Assistance System (SUAS) in the city and state of São Paulo. She is dedicated to studies and research into the strategic management of SUAS, with a focus on social protection.

 /renata-aparecida-ferreira



Ricardo de Oliveira

Unit:

HEALTHCARE

He was Secretary of State for Management and Human Resources and for Health in Espírito Santo and has published two books on public management and health. He is a member of the boards of UMANE and the Institute for Health Policy Studies (IEPS), both organizations focused on health promotion in Brazil. He has a solid background in the creation and implementation of public policies and in strategic management in health and human resources.

 /4ricardodeoliveira



Ricardo Rotunno

Unit:

DEFENSE & NATIONAL SOVEREIGNTY

Graduated in Law from the Universidade do Oeste Paulista (1997), he is currently a professor at the Centro Universitário da Grande Dourados and a prosecutor with the Public Prosecutor's Office of the State of Mato Grosso do Sul. He has extensive experience in the field of Law, with an emphasis on Criminal Law, Criminal Procedure, Environmental Law, Public and Social Heritage, as well as working on issues involving Children and Adolescents.



Rita Coelho

Unit:

EDUCATION

She has a Master's degree and is a PhD candidate in Administration at UNIGRANRIO, a degree in Higher Education Normal from Centro Universitário La Salle - Niterói (2005), and is a specialist in Portuguese Language Teaching (2016). She has teaching experience in Early Childhood Education and in the early years of Primary School. She is currently an Administration Assistant at the Fluminense Federal University, working on issues related to curriculum and pedagogical projects.

Lecturers



Roberta Teles

Unit:

CRISIS MANAGEMENT

Journalist, crisis consultant, and Master in Communication from the Catholic University of Brasília. A teacher and lecturer, she has worked for 20 years, devoting the last 12 to the study of crisis scenarios. She is an advisor to the Assis Chateaubriand Foundation and to Diários Associados, one of the largest communication groups in Brazil, with a strong presence in crisis management strategies and institutional communication.

 /roberta-teles



Roberto Guimarães

Unit:

INFRASTRUCTURE

An economist with a master's degree in Economic Sciences from USP, he has extensive experience as an executive and consultant in fiscal, financial, economic, and infrastructure areas in the public and private sectors. He worked for 7 years at the National Treasury and in the private sector on energy, sanitation, and oil and gas projects. He was President of Sanesalto and Chief Financial Officer of Viracopos Airport. He is currently Director of Planning and Economics at ABDIB.

 /roberto-guimaraes



Rodrigo Cobra

Unit:

**STORYTELLING,
CAMPAIGN PLANNING,
POLITICAL PARTIES,
CAMPAIGN BUDGETING,
AND FUNDRAISING**

Graduated in Public Administration from the Federal University of Lavras (UFLA), he served as Head of the Budget and Finance Department at the Lavras City Hall and coordinated election campaigns in Minas Gerais (2010, 2012, and 2014). He was selected by the Vetor Brasil network to work at INEA (RJ) as a management and results advisor. He was also a public consultant at Elogroup and is currently a professor and Director of Operations at the RenovaBR Association.

 /rodrigocobra



Ricardo Rotunno

Unit:

**RULES OF THE ELECTORAL
GAME**

Graduated in Law from UniCEUB and in Political Science from UnB, with a postgraduate degree in Electoral Law from the Luiz Flávio Gomes Institute and in Constitutional Law from IDP. With more than 10 years' experience, he works in the area of Electoral Law, advising candidates and politicians on electoral and public law issues, as well as working with Electoral Compliance. He is a founding member of ABRADep and the OAB-DF Electoral Law Commission.

 /pedreira-rodriigo



Roni Vitorino

Unit:

DIVERSIDADE E INCLUSÃO

She currently works as an advocacy assistant at the Jô Clemente Institute (IJC), helping to defend and guarantee the rights of people with intellectual disabilities, promoting their protagonism. She has participated in the Self-Advocacy Program since 2013 and worked on the Legal Capacity and Supported Decision-Making Project (Open Society Foundation). She was a speaker at the 15th and 16th UN Conferences on the Rights of Persons with Disabilities.

 /roni-vitorino

Lecturers



Rubens Duarte

Unit:

DEFENSE AND NATIONAL SOVEREIGNTY

Rubens de Siqueira Duarte Holds a PhD in Politics and International Studies from the University of Birmingham (UK) and is a professor in the Postgraduate Program in Military Sciences at the Army Command and General Staff School. He coordinates LABMUNDO and is an associate researcher at the OIMC. He holds a master's degree in Political Science from IESP-UERJ, a bachelor's degree in International Relations from PUC-RJ, and a law degree from UNIRIO.

 /rubensduarte



Sérgio Avelleda

Unit:

INFRASTRUCTURE

A lawyer with an MBA in Executive Management from INSPER, he was São Paulo's Secretary of Mobility and Transportation, where he led the adherence to Vision Zero. He also chaired Metrô and CPTM, was Director of Urban Mobility at the WRI Ross Center in Washington, and is a member of the SLOCAT Board. He is currently coordinator of the Urban Mobility Center at Arq.Futuro/Insper and founding partner of Urucuia. He is an article writer for Revista Ferroviária and a columnist for Rádio Bandeirantes.

 /sergio-avelleda



Sonia Lota

Unit:

NEGOTIATION

Managing Partner of Sonia Lota Consultoria, specialized in Communication and Culture, she is a psychologist with a postgraduate degree in Work Psychology from FGV and in Distance Learning from UniCesumar. She has worked in HR, with an emphasis on Training, Development, and Recruitment in companies such as Coca-Cola, Itaú-Unibanco, and Othon Hotéis. A consultant in performance management and leadership development, she also teaches MBA and specialization courses at Insper, Saint Paul, and FIA.

 /sonialota



Tatiana Ribeiro

Unit:

EMPLOYMENT, ENTREPRENEURSHIP, AND ENTERPRISE

Tatiana Ribeiro is the executive director of Movimento Brasil Competitivo, a master's student in Management and Public Policies at FGV, and a graduate in Social Communication, with specializations in Political Science, Management, and Strategy. With more than 10 years of experience in the third sector, she leads MBC initiatives in competitiveness and digital transformation. She was External Communications Manager at Falconi, leading the repositioning of the consultancy's brand.

 /ribeirotatiana



Tatiana Tucunduva

Unit:

URBAN PLANNING

She is a researcher at the USP Global Cities Synthesis Center at USP's Institute for Advanced Studies and a lecturer in the Postgraduate Program in Smart and Sustainable Cities (PPGCIS) at UNINOVE. Author of the books "Smart and Sustainable Cities" and "Climate Change: From Global to Local", she has extensive experience in urban sustainability, smart city planning, and the impacts of climate change on cities.

 /tatianatucunduva

Lecturers



Vilma da Conceição

Unit:

PUBLIC FINANCE

She has a degree in Economics from UERJ (2014) and a master's degree in Business Economics and Finance from FGV/EPGE (2018). She worked as an economic advisor at the State Department of Finance of Paraná (SEFA-PR) and is a licensed researcher at the Brazilian Institute of Economics of FGV (IBRE/FGV). She has experience in public finance, with a focus on tax collection, tax reform, fiscal responsibility, and public deficit.

 /vilmacp



Vinicius Santana

Unit:

DIGITAL MOBILIZATION

With a degree in Public Administration from UNESP and a specialist in Project Management from USP, she has experience in the private, public, and third sectors, working on communication and advocacy projects. Since 2016, she has worked as a political consultant and coordinator of electoral campaigns, focusing on the strategic management and execution of projects that promote greater impact and efficiency in the political arena.

 /viniciussantanasp



Vitor Colares

Unit:

LGBTQIAP+ CAMPAIGNING

Public Manager and Journalist, with experience in communication vehicles, the Government of Minas Gerais, the Legislative Assembly, the Chamber of Deputies, the Federal Senate, and Belo Horizonte City Hall. He has worked on several election campaigns and as a consultant for private sector brands. His career includes extensive work in communications, public policy, and strategic consultancy, combining skills in the public and private sectors.

 /vitorcolares



Walter F. de Simoni

Unit:

ENVIRONMENT

Director of Political Articulation and Dialogue at the Talanoa Institute, specialist in climate, cities, and public policies. Previously, he was Climate and Cities coordinator at WRI Brasil and Transportation coordinator at Instituto Clima e Sociedade, as well as Superintendent of Green Economy in Rio de Janeiro. A climate strategy consultant for large companies, he holds a degree in Economics and Environmental Studies from Tufts University in Boston.

 /walter-figueiredo-de-simoni



William Callegaro

Unit:

DIVERSITY & INCLUSION (LGBTQIAP+)

William is a lawyer, specialist in Fundamental Rights, and activist in Human Rights and Sexual and Gender Diversity. He currently holds the position of Secretary of the LGBT Socialist Segment of the State of São Paulo and is the State Legal Coordinator of the National LGBTI+ Alliance. With a career focused on promoting the rights of the LGBTI+ community, he works to defend equality, social inclusion, and the protection of fundamental rights.

 /williamcallegaro

Lecturers



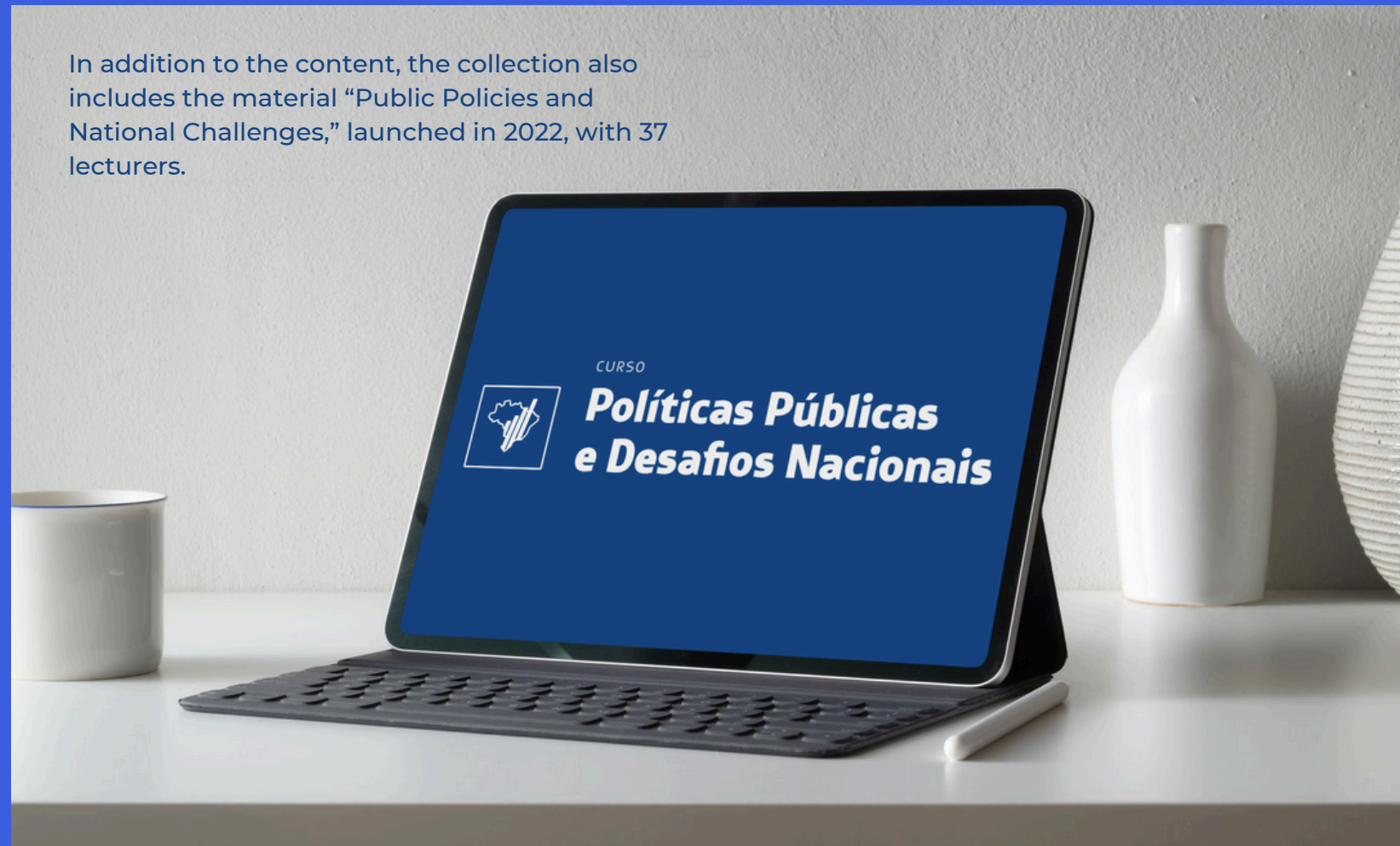
Zander Navarro

Unit:

AGRICULTURE

Doctor in Sociology (England) and postdoctoral fellow in Political Science at MIT, he has worked as a researcher at the universities of Amsterdam and Toronto. He is currently a professor at the Institute of Development Studies (England), a retired professor at UFRGS, and a researcher at Embrapa. With a distinguished academic career, he has extensive experience in sociology, political science, and development studies.

In addition to the content, the collection also includes the material “Public Policies and National Challenges,” launched in 2022, with 37 lecturers.



Teaching Assistance

Tutoring plays a fundamental role in the development of RenovaBR students, serving as a bridge between theoretical content and the practical application of knowledge.

For students, tutoring is an essential source of support, promoting continuous learning and helping academic performance.


Through tutoring, students have the opportunity to clarify doubts, receive personalized feedback and improve their political projects, ensuring solid preparation for future challenges. In addition, tutoring helps develop crucial skills for a political campaign, such as collaboration, communicating complex ideas and problem-solving.




Teaching Assistants carry out various activities aimed at student success, from monitoring development and engagement in classes to drawing up performance reports. During the tutoring sessions, the tutors guide the students in reviewing content

and developing practical activities, ensuring that each student receives the support they need to progress. Individual consultations are also held to provide specific feedback, help overcome difficulties and strengthen strengths.

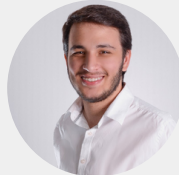
Furthermore, tutoring encourages a sense of community by promoting interaction between students, creating a support network and exchanging experiences within the RenovaBR Community. This collaborative environment contributes to learning and a sense of belonging, further strengthening the participants' educational experience.




Eloá Monsores
Teaching Assistance and student experience manager



Joyce Nani
Political Scientist and Coordinator of Party Strategy




Gustavo Barbosa
Public manager and fundraising advisor



Jacqueline Rodrigues
Specialist in Social Responsibility and Partnerships


Teaching Assistants




Vítor Paiva
Lawyer and Communications Leader



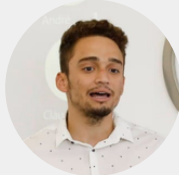
Kelli Kadanus
Journalist and Specialist in Constitutional Law




William Bradley
Historian and facilitator of development and skills




Luã Lessa
Lawyer and Master in Public Management




Gabriel Faustino
History teacher and activist for education




Mizia Brito
Internationalist and Strategic Consultant




Márcia Silva
Engineer and People Manager



Pedro Montes
Lawyer and Specialist in Mobilization



Dayane Matos
Lawyer and Specialist in Electoral Law



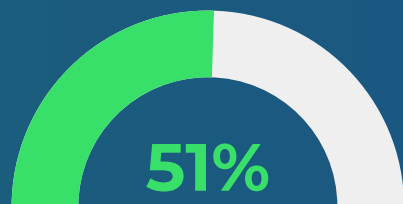
Tiago Araújo
Lawyer and Specialist in Public Management

**Class of
2023**

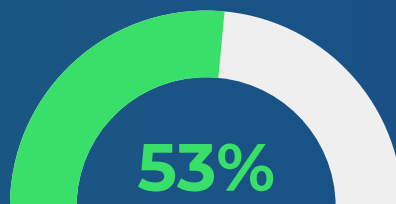
**1.246 New
Students**

Class A: **236** students (August)
Class B: **477** students (September)
Class C: **533** students (October)

DIVERSITY



**Cis women,
Trans and
Non-binary
people**



People of Color



Parties



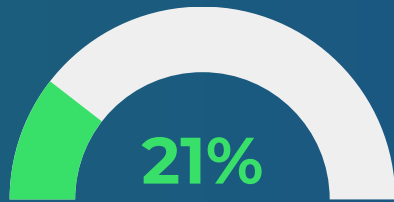
**States
+ DF***

*All of the Federative States

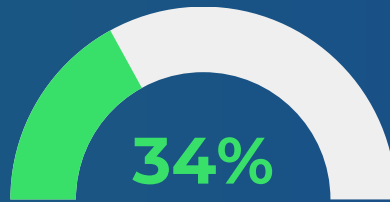
2023
Classes

95 Elected
Alumni

DIVERSITY



Women



People of Color



Parties



States

2023 Classes

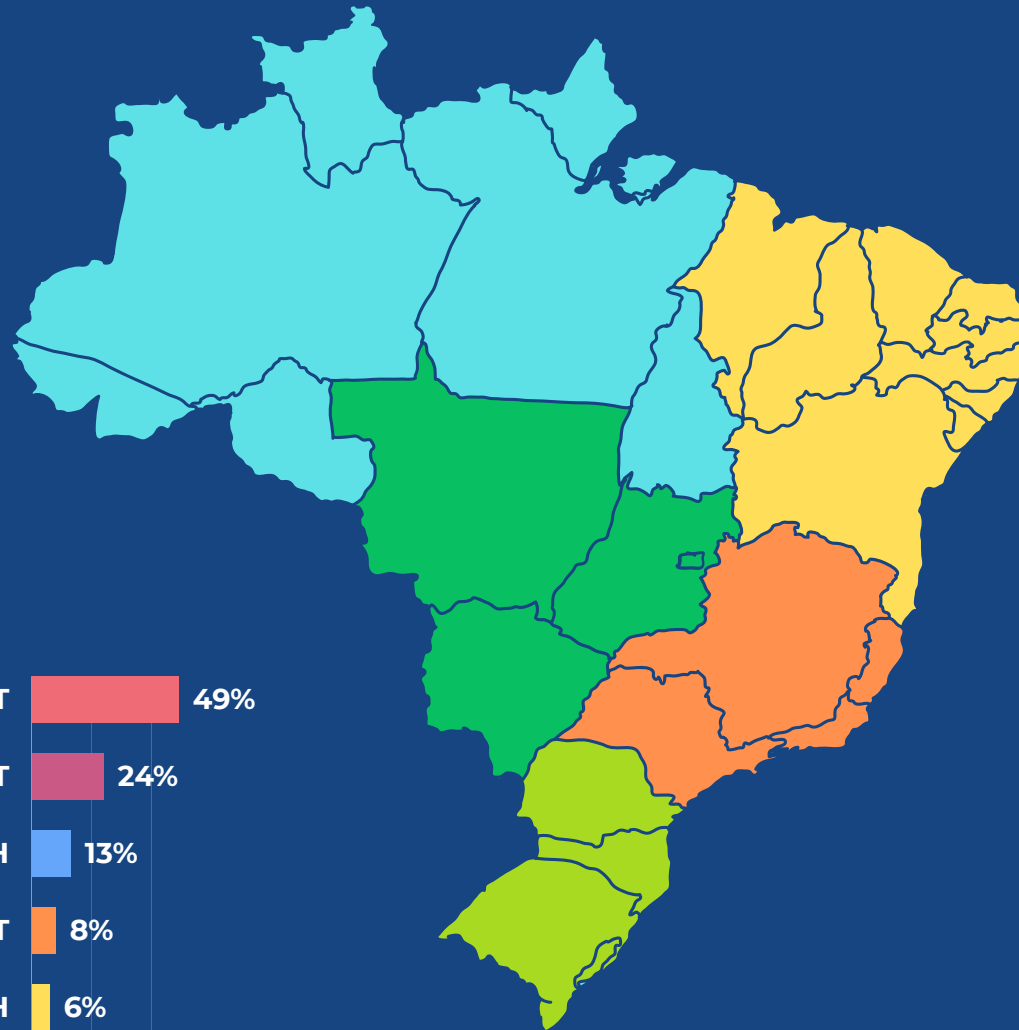
TERRITORIAL SCOPE



544
CITIES

9,7%

THE STUDENTS SELECTED FOR THE 3 CLASSES ENTERING IN 2023 ARE PRESENT IN 9.7% OF BRAZILIAN CITIES.

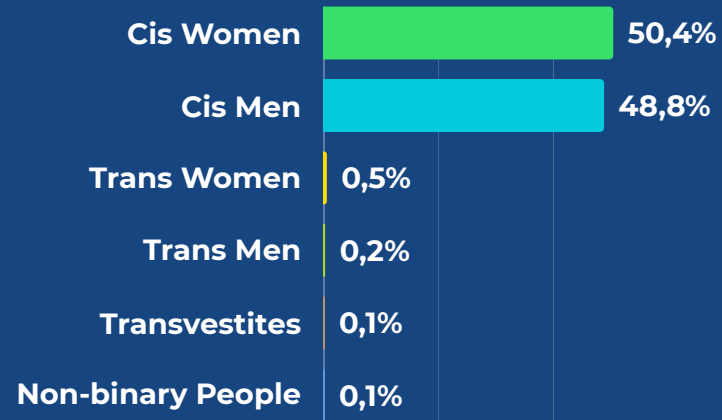


Region

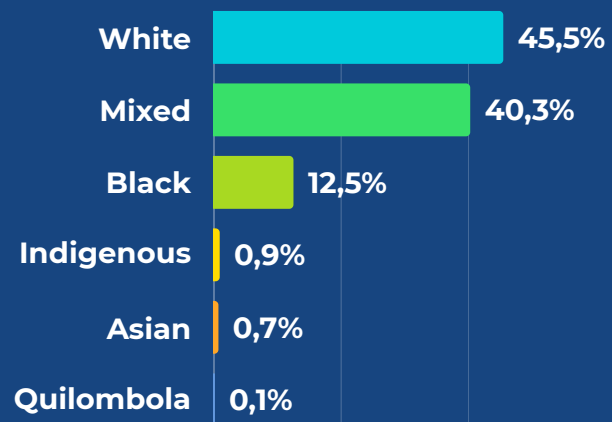
2023 Classes

DIVERSITY

Gender



Race and color



We use marketing tools and pieces with regional language and cases to reach historically underrepresented groups.

For gender in particular, we have improved the selection through three initiatives:

- 1) Partnerships with the Women's segment in foundations and political parties;
- 2) Active search for alumni;
- 3) Mapping and contacting groups interested in increasing female participation in politics.



142 leaders trained in previous years by RenovaBR were students in the 2023/2024 cycle.



More than **25.9%** of the class was made up of recommendations from the alumni community and parties.



26 political parties were represented by the students selected in 2023.

For the first time accepting elected representatives, the selection process included people with electoral experience and success.



554 people or **45%** of students entering in 2023 had electoral experience.



82 students already had a mandate.

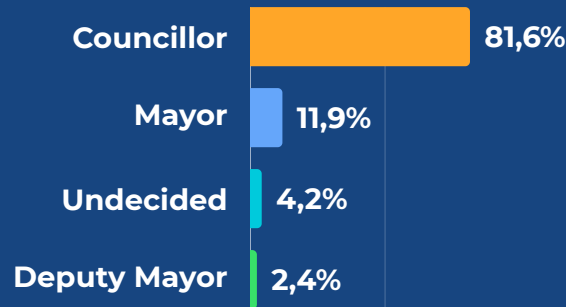
2023 Classes

AGES



OFFICES

Interest in running:



ADDITIONAL INFORMATION



89% of students have higher education and/or postgraduate degrees.

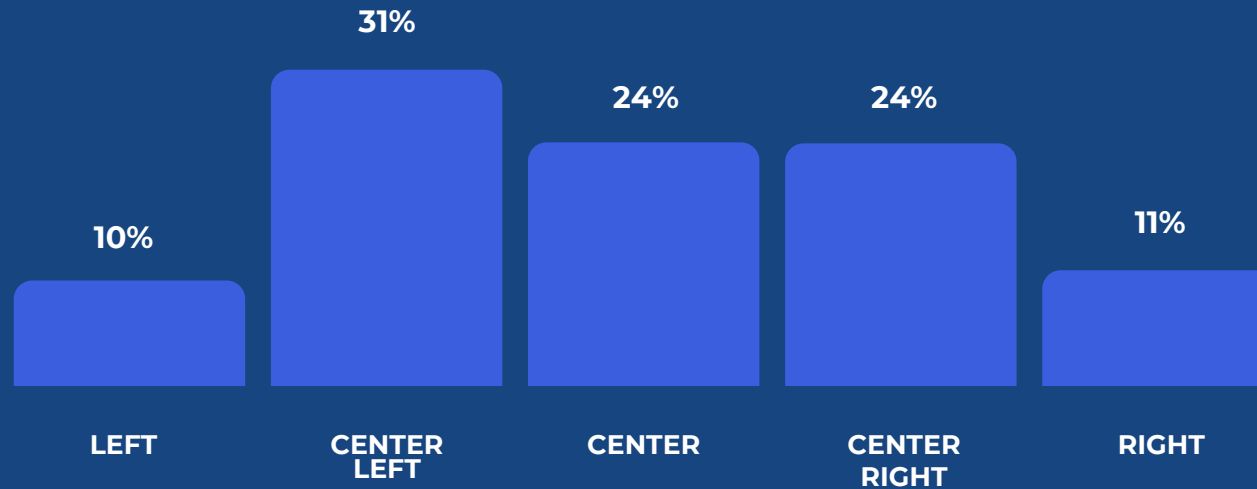


44.2% of students entering the class of 2023 work as civil servants.

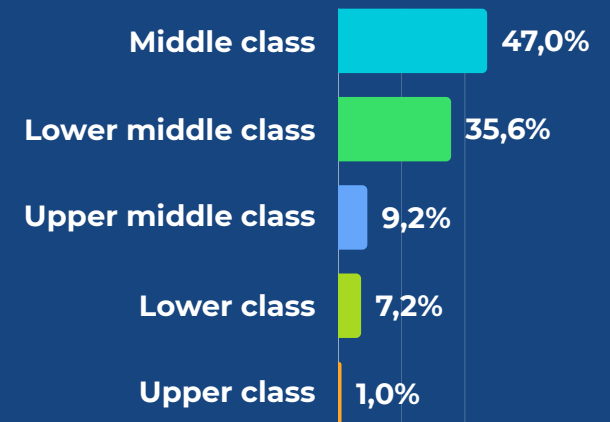


42% of students entering the class of 2023 declare themselves to be from the lower or lower-middle class.

POLITICAL LEANING



SOCIAL CLASS



5

Continued Training

RenovaBR alumni continue to study in order to exercise the best possible mandate in a society that is constantly evolving. To this end, we invite experts to help leaders with the challenges facing Brazil and its cities.



Continued Training

The frequency and format, whether face-to-face or virtual, varies according to the content, the teaching staff and the mandate period in which the courses are held.



Building a campaign – The struggle begins before the ballot box

In this lesson, we share how the agreements and scenarios of a candidacy, pre-campaign and women candidates' campaign are devised, as well as the challenges and lessons learned.

Global Corruption Index

Partnership: Institute Transparency International (TI)

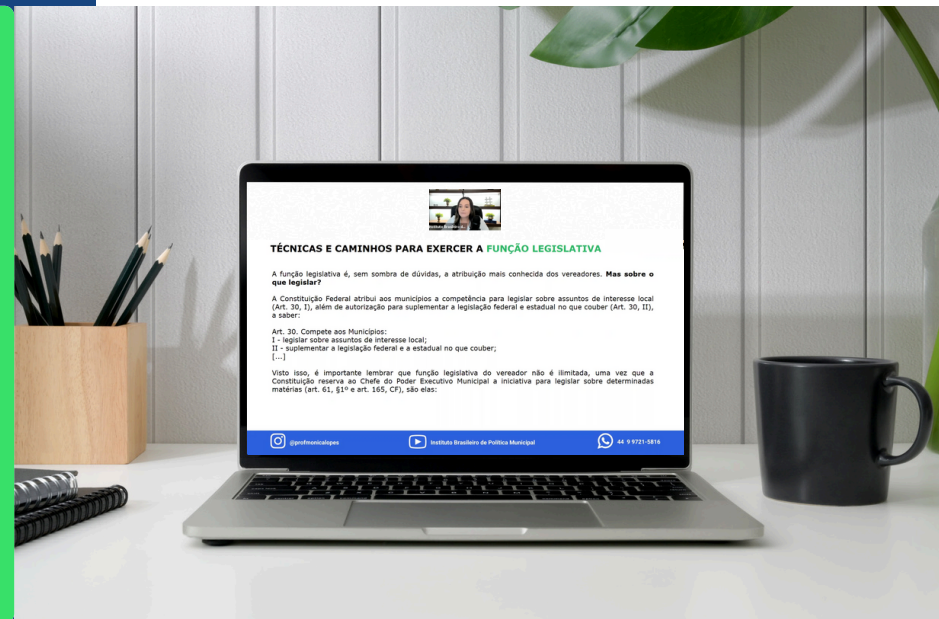
Chaired by **Guilherme France**, researcher at Transparency International (TI), the meeting included a presentation of the results of the global Corruption Perception Index and was mediated by **Mônica Rosenberg**, RenovaBR leader and authority on the fight against corruption.



An active councillor's mandate

Prof. Mônica Lopes

Presentation of methods for creating and approving well-founded bills, how to understand and oversee the municipal budget, and ways to leverage their mandate.



Digital Mobilization

Prof. Alan Bueno



We offered the opportunity to hone engagement and mobilization skills in a broad and meaningful context. The central objective was to enable participants to build engaged and motivated communities ready to make a difference in the world.

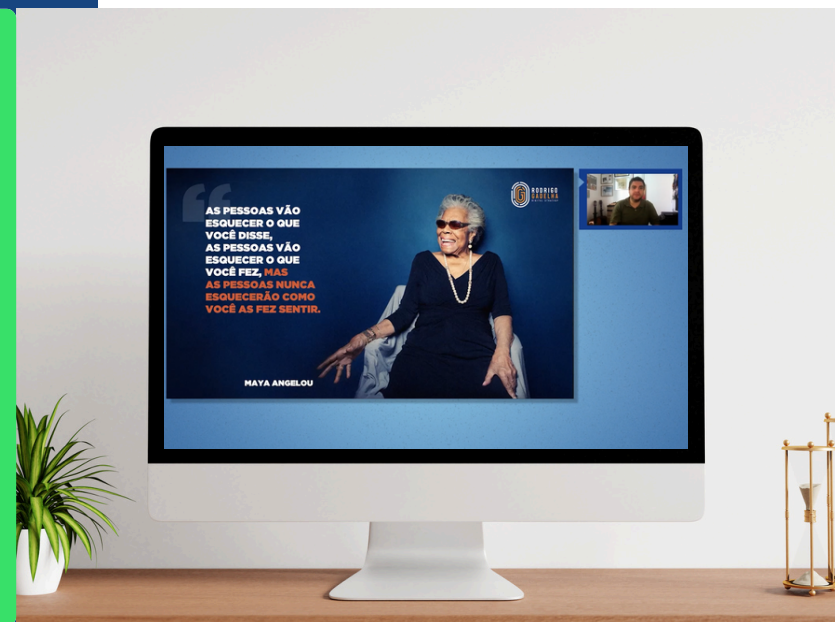


Proposals for Social Media

Prof. Rodrigo Gadelha



We explore the integration of the digital world perspective into the electoral scenario, discuss innovative communication strategies and address topics related to winning over the contemporary voter, who is increasingly present on social networks.





OEA | Escola de GOVERNO

Cooperation Agreement with the Organization of American States (OAS)

Cooperation agreement signed with the Organization of American States (OAS) to train political leaders from the countries of the region in areas such as the defense of democracy, transparency, management, and sustainable development. The idea is to hold courses, workshops, and joint continuing education events.

OAS Scholarship

From the RBR Alumni network, Vitória (ES) city councillor Karla Coser has won a 75% scholarship in the OAS Latin American Program, which promotes innovation in governance. The scholarship was awarded following a letter of recommendation from RenovaBR.

"Five years ago, the OAS started the School of Government project to train leaders in the direction of democracy. The partnership with RenovaBR is part of this mission. It's an opportunity to exchange experiences with leaders from different countries."

Silverio Zebral Filho

CHead of Public Governance Unit (OAS)



"Thanks to RenovaBR, I got the letter of recommendation and a 75% scholarship at Georgetown University. It was a unique opportunity and a dream that was only possible with RenovaBR's support."

Karla Coser

RBR Alumni



6

Training for Mandates

We offer training focused on strategic issues for elected officials and their cabinets. Our aim is to broaden the dialog and bring knowledge based on data and evidence to as many leaders as possible.



School of Public Management

The School of Public Management training, in partnership with the Institute of Economic Research Foundation (Fipe), took place online and in person for the students elected by RenovaBR during the 2020 municipal election cycle.

There were 12 online classes, divided into three blocks of dates, with guiding themes for public administration. The choice of each one was made collectively, based on a survey aimed at understanding which themes seemed most challenging and needed to be strengthened among the participants.

After a round of online classes between May and June, around 68 councillors from 22 parties, who work in municipalities in 15 different states, met in person between June 26 and 28 in São Paulo. Topics such as leadership, political careers, and core public management issues were covered.



School of Public Management - FIPE

Online

104

Councillors enrolled

18

States

18h

Online Training

12

Synchronous lectures

In-person

68

City Councillors

15

States

61

Municipalities

95%

They rated the topics covered in the training as useful and relevant.





Parliamentary Amendments and the 2023 Budget

PARTNERSHIP



Event held in Brasília with the aim of providing courses on strategic issues for the role of parliamentarian.

The course marked a new moment for the institution. It went beyond training people to work in politics and promoted the ongoing training of elected parliamentarians and their teams, expanding RenovaBR's presence in the National Congress.

Classes were aimed at all parliamentarians, regardless of whether they were RenovaBR students.

Parliamentarians and advisors learned about the types of parliamentary amendment and details of planning and executing public finances. The class was given by Inop's executive director, Renato Melo, and Inop's budget advisor, Romero Arruda.

Parliamentary Amendments and the 2023 Budget - INOP

In-person

45

Parliamentarians

10

RenovaBR Leaders

12

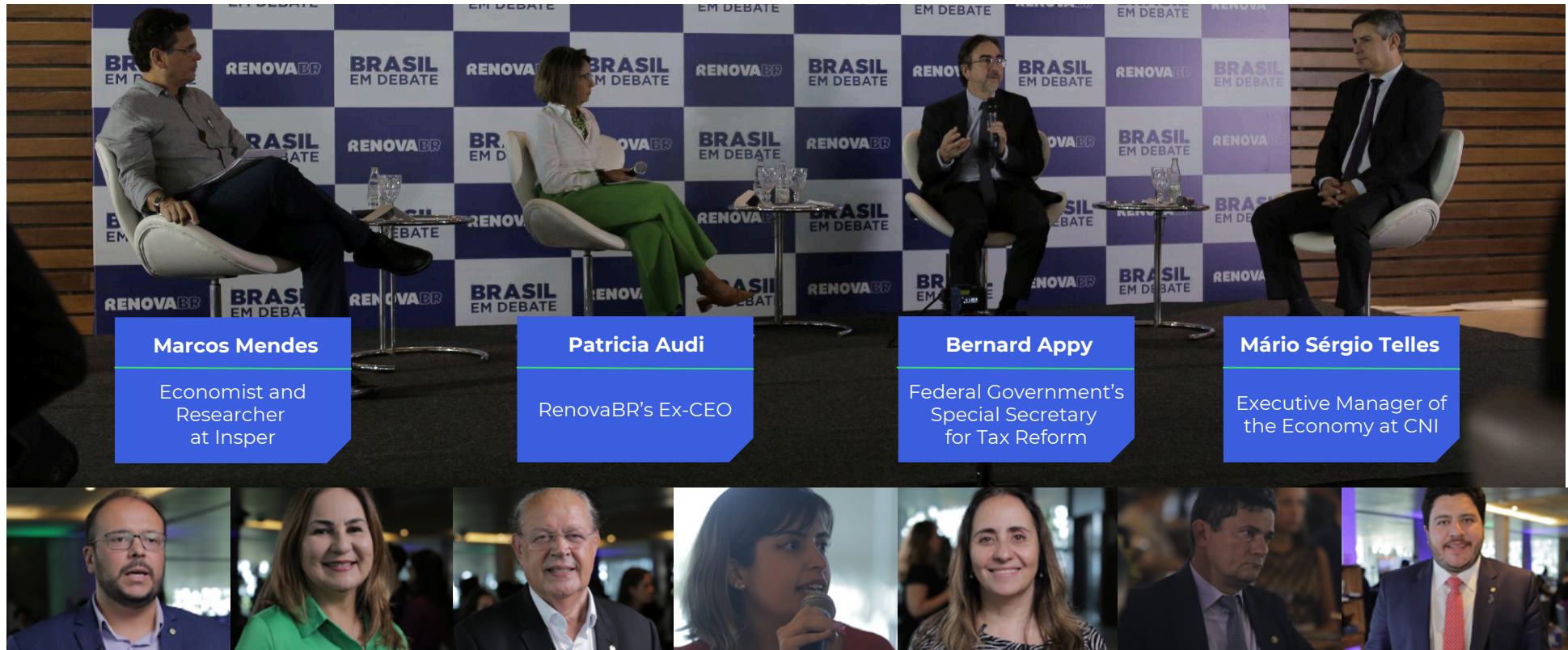
States

13

Parties



Brazil under Debate



Marcos Mendes
Economist and Researcher at Insper

Patricia Audi
RenovaBR's Ex-CEO

Bernard Appy
Federal Government's Special Secretary for Tax Reform

Mário Sérgio Telles
Executive Manager of the Economy at CNI

TAX REFORM

In its first edition, the event was held in Brasília and its theme was tax reform.

Participating in the debate were Bernard Appy, the Federal Government's Special Secretary for Tax Reform, and Marcos Mendes, Economist and Researcher at Insper,

and Mário Sérgio Telles, Executive Manager of Economics at CNI.

Through the event, we were able to promote the first moment of discussion with the members of the National Congress on one of the main agendas of the

federal legislature. The event was attended by 37 congressmen from the most varied parties, as well as partner institutions such as the Competitive Brazil Movement, the Independent Fiscal Institution, and the Center for Public Leadership.

2nd BRAZIL UNDER DEBATE: LOW CARBON ECONOMY



In the second edition of Brazil under Debate, we gathered data and evidence to stimulate interest in the political agenda on the low-carbon economy. With the presence of parliamentarians, representatives of the public sector and the private sector, we promoted a rich discussion

son the agenda, which came into focus with the arrival of the Ministry of Economy's Green Package.

In the first panel, experts discussed Brazil's context on the agenda. In the second, mediated by the founder of RenovaBR, Eduardo Mufarej,

the focus was on the challenges of expanding the carbon market in the country.

The third panel dealt with the role of the executive and legislative branches in regulating the market and the understanding of this agenda by political agents.

RBR Cities Roundtable

Aimed at the leaders elected to the executive, the RBR Cities roundtables served to connect and exchange opportunities and solutions for the municipal level.



4
Mayors

2
Deputy
Mayors

5
Parties

5
States

Mandate Planning

Designed to strengthen teams and find strategic solutions for even more effective work. After diagnosing each team, immersive events were held to define goals, objectives, and values.

The action took place with federal deputies Camila Jara (PT/MS), Gisela Simona (UNIÃO/MT), and Pedro Aihara (Patriotas/MG), and with state deputies Carlos Lula (PSB/MA), Fábio Alex (Podemos/PR), Leo Siqueira (NOVO/SP), Lohanna França (PV/MG), and Marina Helou (REDE/SP).



7

RBR Alumni

In 2023, we worked to encourage student participation in the Alumni Platform – a virtual environment full of features, with access to strategic content, networking, and qualified support to enhance the journey of our elected leaders.

The Alumni network also has the opportunity to exchange experiences, share bills, success stories and even publish job opportunities for positions in public administration. Today we have direct access to 71% of all our students via the platform and WhatsApp.

BENEFIT



Connection with RenovaBR Leaders;



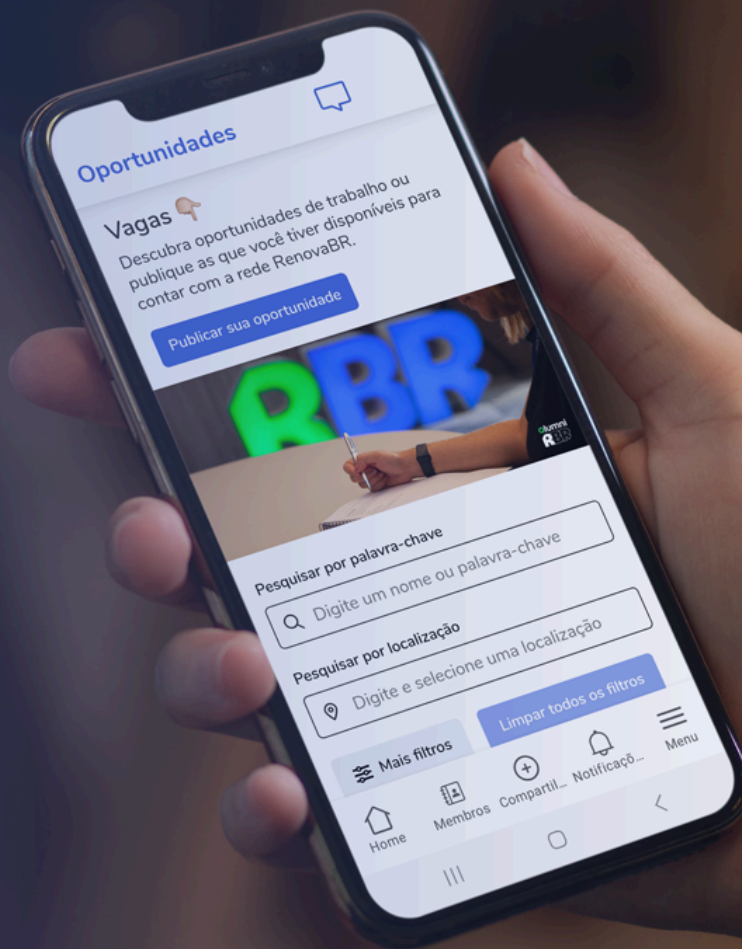
Exclusive events for the RBR Alumni Community;



Professional opportunities in the public sector



Debates and exchanges of public policy experiences.



RenovaBR Community Values

The values of the RBR Alumni community serve as guidelines for all actions and activities that take place within the network platform and/or at online and face-to-face events held under the guidance of RenovaBR.



Plurality



Dialogue



Collaboration



Protagonism

Mission:

To provide a healthy environment for RenovaBR alumni, interested in politics and public policies, where they can connect, develop, and promote impactful changes.

Vision:

To create a strong network capable of promoting a positive impact on politics and society.

CASES WITHIN THE RBR ALUMNI COMMUNITY CYCLE

Stage - Empowerment



Luciana Barros
2019 Class

After attending a class on fundraising in collective campaigns as part of RenovaBR's initial training, she undertook further training and became an expert on the subject.

Stage - Connection



Milene Bordini
2019 Class



Andreia Souza
2019 Class

In partnership with two other RenovaBR alumni, Milene Bordini and Andreia Souza, they founded the "National Front of Women in Politics" with the aim of providing mentoring and training to strengthen the journey of women in politics.

Stage - Collaboration



André Fraga
2019 Class

André Fraga, a councillor in Salvador/BA, contributed to the development of the online workshop "Building your volunteer network", sharing real examples and success stories.

RBR Alumni Profile

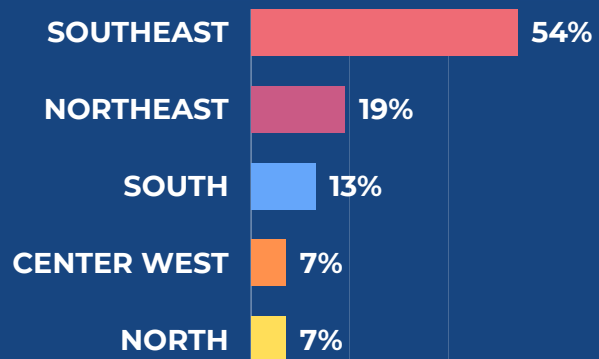
2.072 RBR Alumni

REGIONAL SCOPE



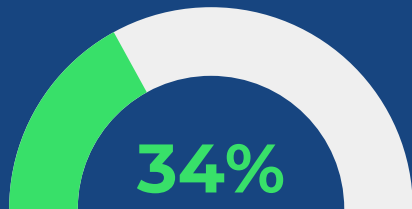
26 states + DF

Region _____ %

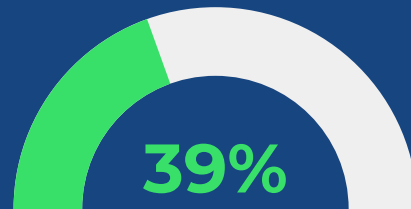


2.072 RBR Leaders
trained*

DIVERSITY



Women



People of Color



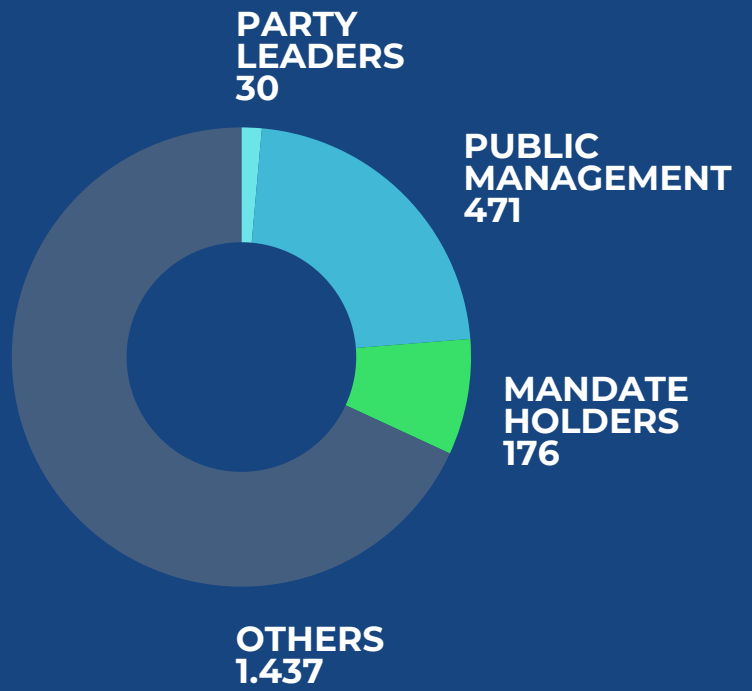
Parties



States

*Classes from the 2018, 2020, 2021, and 2022 cycle

Distribution of RBR Leaders*

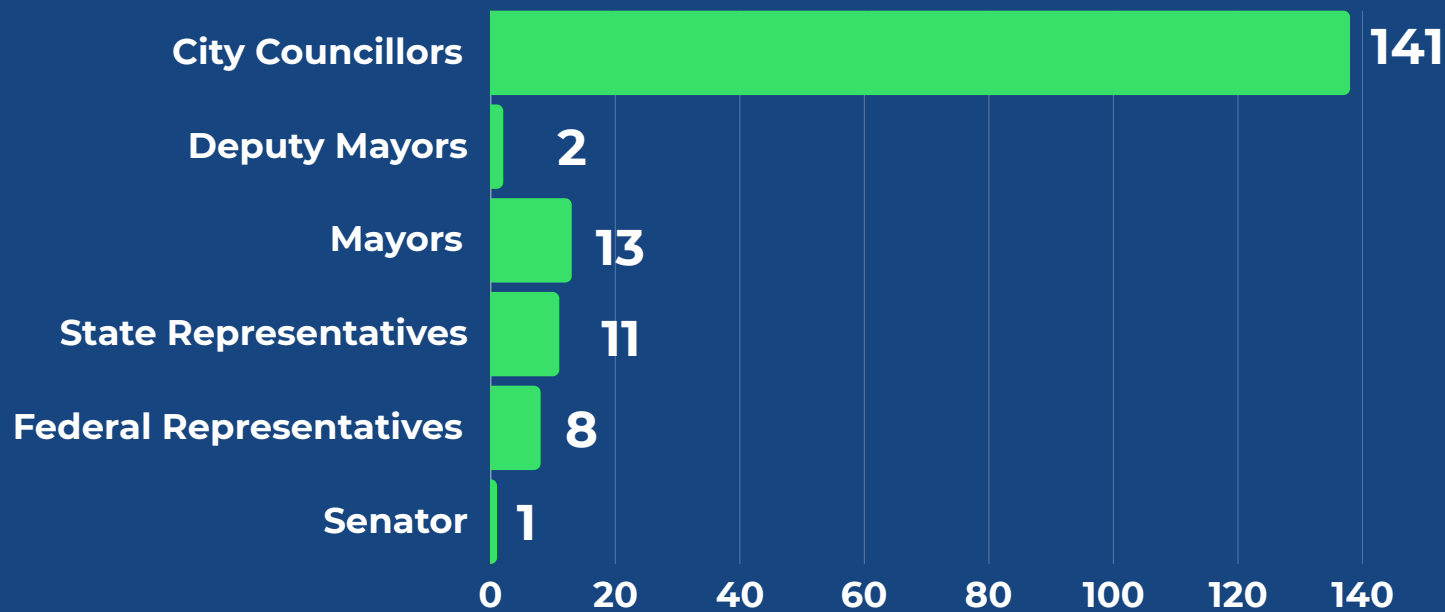


677 RENOVA BR LEADERS THAT HOLD LEADERSHIP OFFICES IN THE PUBLIC SECTOR



*Classes from the 2018, 2020, 2021 & 2022 cycle

176 RenovaBR Leaders holding office



29
PARTIES



20
STATES



5
REGIONS



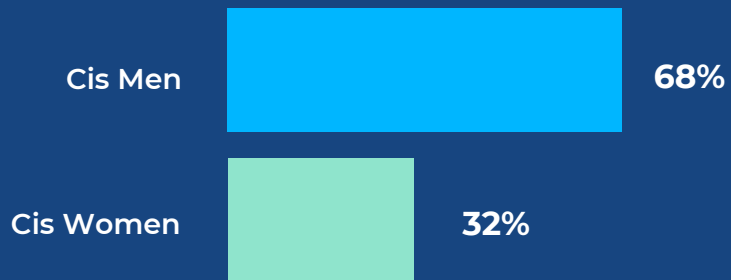
14
FIRST
ALTERNATES



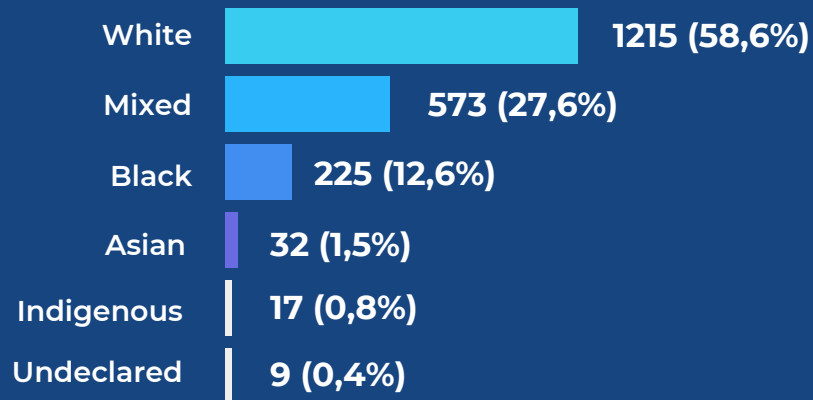
22
SECOND
ALTERNATES

DIVERSITY

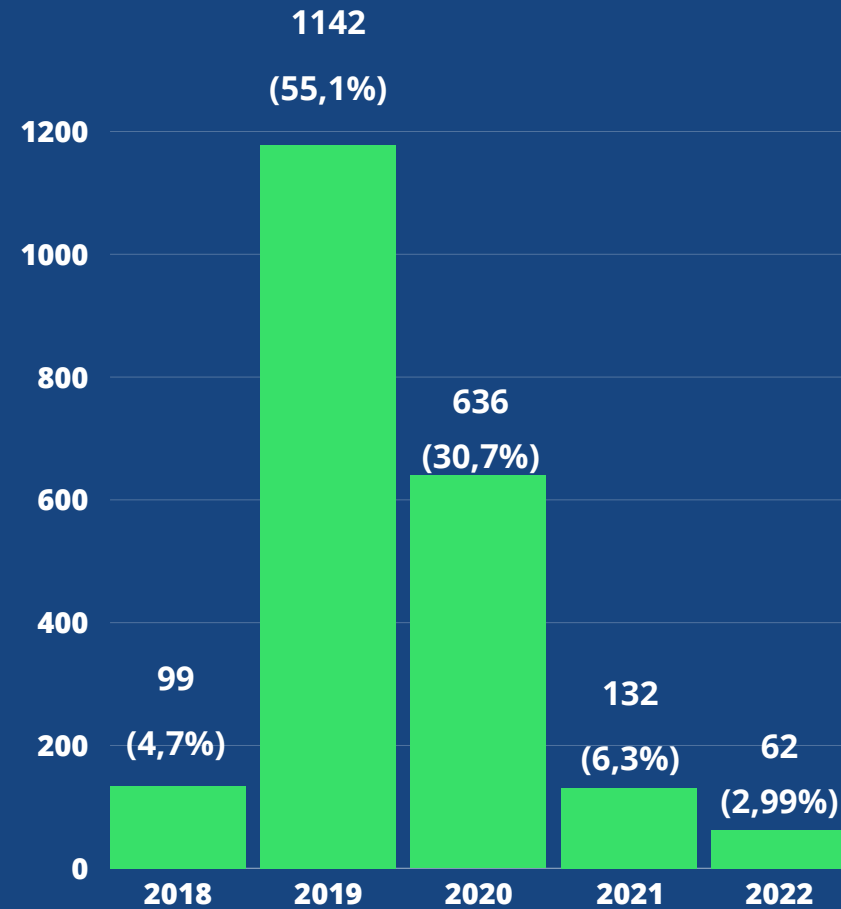
GENDER



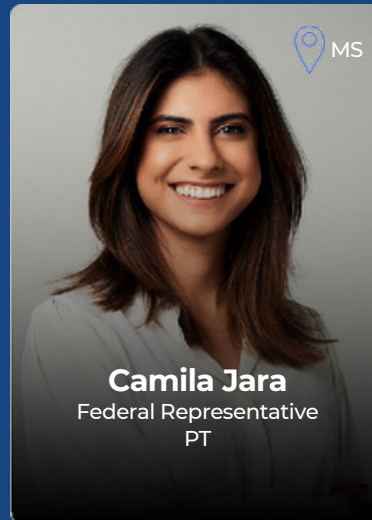
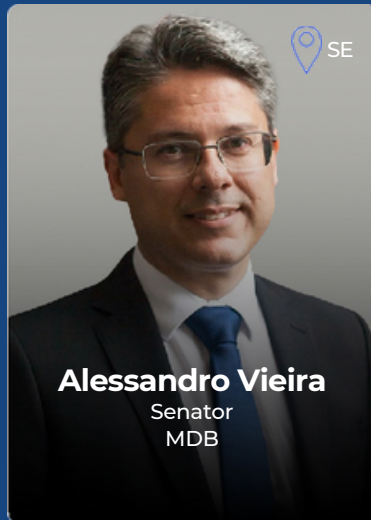
RACE & COLOR



ALUMNI BY CLASS



RBR Alumni **National Congress**



RBR Alumni State Legislatures



Alumni RBR Standouts in Public Management



Joenia Wapichana
FUNAI
President



Felipe Rigoni
Secretary of the
environment of the
State of Espírito Santo



Augusto Botelho
National Secretary
of Justice



Lucas Abrahão
Secretary for International
Relations and Foreign
Trade of the State of
Amapá



**Fabricio Cobra
Arbex**
Chief of Staff of the
City of São Paulo



Danielle Garcia
Secretary for
Women's Policies of
the State of Sergipe



Aline Torres
Secretary of Culture
of the City of São
Paulo



Renan Ferreirinha
Secretary of Education
of the City of Rio de
Janeiro



Marcelo Calero
Secretary of Culture
of the City of Rio de
Janeiro
Cidade do
Rio de Janeiro



**Washington
Bonfim**
Secretary of Planning
of the State of Piauí



Lucinha Mota
of Justice and
Human Rights of the
State of Sergipe



Rossieli Soares
Secretary of
Education of the
State of Pará

8

Impact





Social Impact Assessment of RenovaBR Trainings - IDIS

In partnership with the **Institute for the Development of Social Investment (IDIS)**, RenovaBR is publishing the social impact assessment report of its training project, which was based on a cost-benefit analysis.

IDIS is an organization founded in 1999 and a pioneer in providing technical support to social investors in Brazil. It is the only Brazilian institution certified in the SROI methodology by Social Value International to carry out this type of evaluation.





Social Return On Investment (SROI) is a type of evaluation of organizations created by the UK Cabinet Office. The protocol seeks to evaluate projects and programs and then measure the impact observed. It is one of the most recognized evaluation methods in the field of social impact.



The main drivers of the assessment are:

- Understanding the impact of RenovaBR through an assessment study that demonstrates the effectiveness of the investment in the initiative.
- Assisting RenovaBR by identifying potential points for improvement and optimization of the impact generated by the initiative with its direct beneficiaries (students).

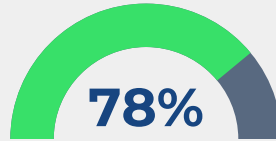
According to the participants in the Social Return on Investment (SROI) survey, RenovaBR's trainings improve and generate positive impacts on topics such as:

 <p>Civic and ethical conscientiousness and practices</p>	 <p>Self-knowledge</p>	 <p>Professional Relationships</p>	 <p>Critical and technical perspective</p>
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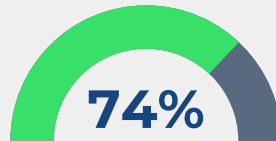
When considering the cycle from 2018 to 2022, the analysis revealed that every **R\$1** invested in the institution's political training turns into **R\$3.10** in benefits for those served. **In other words, the impact generated for the public served was 3 times greater than the amount invested.**

<p>EVERY R\$1 INVESTED IN RENOVABR'S POLITICAL TRAININGS</p>	<p>R\$ 1</p> 	<p>URNS INTO R\$3.10 IN BENEFITS FOR THOSE WHO RECEIVE IT</p>	<p>R\$ 3,10</p>
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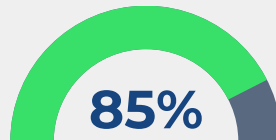
It is important to note that the survey shows that the financial return is not a direct financial value. It is reflected in benefits such as **capacity building, political education, training in public policy and access to a qualified network.**



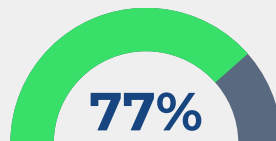
STATE THAT THE TRAINING HAS HELPED THEM ACQUIRE MORE KNOWLEDGE AND RECOGNITION OF THE RIGHTS, DUTIES AND ROLES OF PUBLIC MANAGERS AND SOCIETY;



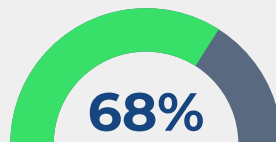
STATE THAT THE TRAINING HAS HELPED TO FOSTER THEIR ETHICAL BEHAVIOR ;



STATE THAT THE TRAINING HELPED THEM TO PLACE GREATER VALUE ON KNOWLEDGE BASED ON DATA AND EVIDENCE;



STATE THAT THE TRAINING HELPED THEM DEVELOP A MORE CRITICAL VIEW OF THE WORLD;



STATE THAT THE TRAINING HELPED IMPROVE THEIR SELF-CONFIDENCE (SELF-ASSURANCE);

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International

RenovaBR's model has been applied in other countries. In partnership with the VélezReyes+ foundation, we have created a playbook to share our methodology.

SEE MORE

renovabrplaybook.com



PARTNERSHIP **vélezreyes+**

+Costa Rica

Inspired by RenovaBR, the +Costa Rica initiative was based on the methodology and had all the technical support of RenovaBR to qualify candidates from different political parties and ideologies on issues such as ethics, public leadership, communication and public policy. The first generation of trained leaders ran in the municipal elections in 2024.

Supported by VélezReyes+, a philanthropic institution, the program offers free comprehensive training, with courses focused on the skills and competencies essential for citizen representation and the exercise of political management.

RenovaBR took part in the launch of the organization. The event was held at the Tribunal Supremo de Elecciones (TSE) and was attended by national authorities and leaders, such as Max Esquivel Faerrón, acting president of the TSE.



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Transparency



PwC Audit

In keeping with our commitment and values of ethics and transparency, and of looking after the resources of our supporters, we carry out an annual review and external audit of our accounts and financial statements. In 2023, our accounts were audited by **PwC**, one of the world's largest independent auditors.

We were granted **exemption from the ITCMD** tax on donations for a period of three years, as we are an organization certified by the State of São Paulo as promoting human rights, under the terms of the legislation. **This exemption generated savings of R\$90 ,000 in 2023 and is estimated to save more than R\$1 million in expenses by 2026.**

To access the
audit for 2023
and previous
years, click here:

<https://renovabr.org/transparencia>



Strategic Partners

RenovaBR exists thanks to thousands of people who believe in and encourage political education. From individuals to philanthropic institutions, private entities, and other organizations that contribute resources and services that enable the transformation of society through politics.



TYPES OF PARTNERSHIP

EDUCATION:

offering joint courses, guest lecturers and classes at training events.

SERVICES:

institutional support related to legal services, air transportation, publicity, among others.

NETWORKS:

presence in networks of civil society organizations to exchange experiences.

Partisan Foundations

RenovaBR also signs cooperation agreements with partisan foundations.





Supporting RenovaBR is essential to continue improving the qualification of public leaders in Brazil, so that they can promote sustainable development, strengthen democracy, fight corruption and guarantee a fairer society for all citizens.



Florencia Robalinho

RenovaBR Supporter





Because it is the responsibility of all of us to contribute to building a healthier, more representative and participatory democracy in Brazil. And today, RenovaBR plays a leading role in qualifying the new political leaders who will be able to make this goal a reality.



Levindo Santos

RenovaBR Supporter



Supporters

Alexandre Batista Fregonesi
Alfredo Egydio Arruda Villela Filho
Ana Cristina Perez Ribeiro
André Falcão De Faria
Andre Moreira Fraga
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Diogo Bezerra Duarte
Diogo Pereira
Edmar Fernandes De Araujo Filho
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Elisabeth Tohi
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Jamir Calili Ribeiro
Jayme Brasil Garfinkel
João R Dos Santos
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Marcelo Fernandez Trindade
Marcos D Junior
Marcos Da Veiga Pereira
Maria Cecilia Rossi
Maria Fernanda Rocha Tabacow
Maria Izabel Gribel De Castro
Mauro Bergstein
Mendel Schwarz

Michelle Melo
Minoru Martins Kinpara
Olimpio Matarazzo Neto
Patrice Phillipe Nogueira Baptista Etlin
Pedro Americo De Santana Silva Lopes
Pedro Fernandes Drevon
Rafael Almeida
Rafael Lores Meis
Rafaela Targa Stramandinoli Antonuncio
Raphael Vilela Dos Santos
Regina Célia Da Graça Feijó
Roberto Bielawski
Roberto Zandavali Carnasciali
Robson Gonzales
Rogerio Chor
Romeu Lacerda de Camargo Neto
Salo Seibel
Sebastião Coracy De Oliveira
Sergio Luiz Loew
Tales T S C E Silva
Teresa Cristina Ribeiro Ralston Botelho Bracher
Tiago Lima Mitraud De Castro Leite
Valquiria Melnik Blicharski Dalagnol
Victor Alejandro Natenzon
Victor Henrique Ramon Ramon
Walter Schalka
William Lohn

RenovaBR Team

RenovaBR is the result of the work of many hands. We are grateful and proud to have assembled a competent and dedicated team, capable of leading us to so many achievements.



Aleska Janegitz
Events



Ana Martins
Communication



Bruna Barros
Executive Director



Bruna Cahali
Communication



Carol Bernardeli
Relations



Davi Abreu
Relations



Eloá Monsores
Student Experience



Filipe Fernandes
People & Management



Gabriel Ferreira
Data



Gabrielly Menezes
Data



Gisele Jofre
People & Management



Guilherme Cavalcanti
Data



Henrique Curi
Institutional Relations



Ionatan Gottfried
Institutional Relations



Ingrid Cerquinho
Student Experience



Isabela Huerta
Education



João Mattos
Communication



Jun Tanikawa
Education



Lorena Miranda
Data



Lucas Feitosa
Communication



Luís Felipe
Finance



Maíra Perazzo
Strategic Affairs



Marjorie Lynn
Education



Mikaely Santos
Community



Natália Almeida
Communication



Noemi Vieira
Collaborator



Oswaldo Filho
Community



Otávio Teixeira
Finance



Rodrigo Cobra
Executive Director

Board

Our Board is made up of people with extensive experience and national and international notoriety, who offer different visions to support RenovaBR in its mission to transform politics.

ADMINISTRATIVE BOARD



Claudio Szajman



Daniella Raimundo



Eduardo Mufarej



Felipe Rigoni



Irina Bullara



Jean Marc-Etlin



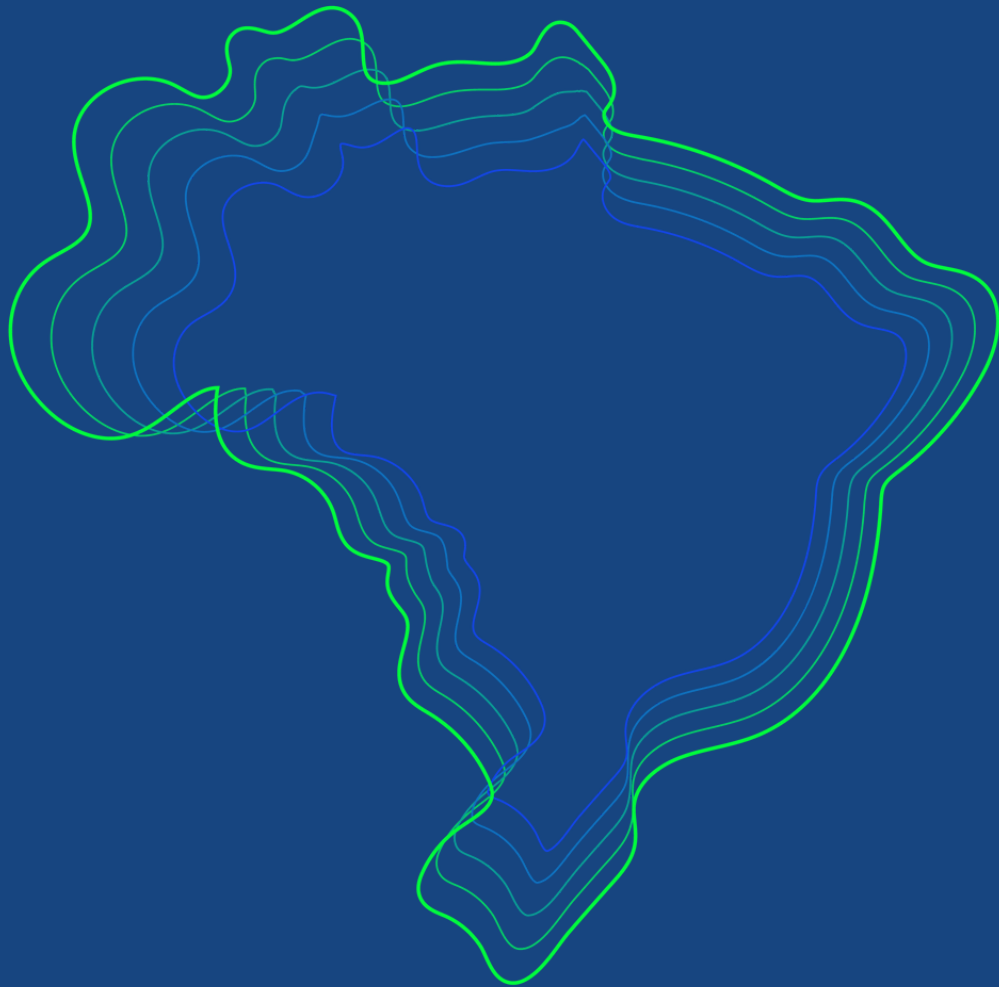
Mafoane Odara



Paulo Hartung



Wolff Klabin



RENOVABR



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