Hacking Education Policy: New Philanthropy and Policy Reform in Brazil

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Aims

New philanthropy and the “Giving Code” in Brazilian context

Understand how things are done in practice in the interplay between philanthropy and education

Mechanisms, institutions, practices
FILANTROPIA NO BRASIL
Síntese do Relatório
Caroline Hartnell e Andrew Milner

Filantropia para Justiça Social e Paz
Em colaboração com Alliance, WINGS e Rede de Filantropia para a Justiça Social
• 9th biggest economy in the world
• 8th biggest number of billionaires
• 75th in World Giving Index 2017 (Charities Aid Foundation - CAF)

• Corporate philanthropy growing more than other parts of the sector
• Preferred term of “private social investment” than philanthropy

Inequality and human rights:
• Lack of funding for human rights causes and initiatives
• Global witness: 1st in murder of environmental activists

Philanthropy for Social Justice and Peace – PSJP
Philanthropy in Brazil (2018)
New philanthropy in Brazil

Social investment of R$ 3 billion in 2016 (about US$830 million)
Lack of trust in NGOs
Wish to have direct control of resources
Taxation issues
Seen as a problem: weakens civil society
A different context

U.S. foundations awarded $62.8 billion in grants in 2015. 92% of U.S. foundations are independent and family foundations; 3% are corporate foundations.²

Different…
…Size of philanthropic sector
…Approach to “giving”
…Institutional Nature
EDUCATION WAS THE PRIMARY ISSUE AREA ADDRESSED BY GIFE SURVEY RESPONDENTS

- EDUCATION: 84%
- YOUTH DEVELOPMENT: 60%
- ARTS & CULTURE: 51%
- CAPACITY BUILDING FOR CIVIL SOCIETY ORGANIZATIONS: 50%
- COMMUNITY DEVELOPMENT: 48%
- ENVIRONMENT: 47%
- EMPLOYMENT: 46%
- SPORTS & RECREATION: 45%
- HUMAN RIGHTS: 43%
- SOCIAL ASSISTANCE: 41%
- HEALTH: 37%
- COMMUNICATIONS: 27%

BY COMPARISON, AMONG U.S. FOUNDATIONS:
- 80% Education
- 65% Social Assistance
- 61% Health
- 51% Arts & Culture
Concentration of investment

2014: R$3 billion invested
(US$1.7 billion at the time)
(GIFE + BISC surveys)

In spite of more than 25% of members having a budget greater than US$8.5 million, the total investment is concentrated

The top 12%
(13 investors with a budget larger than US$20 million/year) accounted to
About 2/3 of the total

The top investor, not disclosed, has invested more than R$500 million
About 1/6 of the total
Only 14% declare to have no strategy concerning policy 
(Most are corporate institutes and foundations)

76% work with policy in some way to increase impact, scale and chances of success

41% work with knowledge production to influence policy

25% work with advocacy
Within family organisations, it is 45%

Data from GIFE (Group of Institutes, Foundations and Enterprises) Survey 2016
“As a result, these donors are not afraid to challenge traditional ways of thinking, or even disrupt the establishment”
Giving code

Policy Hacking

MULTI-CHANNEL: Multiple and creative vehicles for giving

BUSINESS: language and mindsets; pragmatic, focused on metrics and data, efficiency and effectiveness

TECH entrepreneurs: Creative and restless energy to philanthropy, emphasis on problem-solving

IMPACT: Focused on impact, solving big problems

HACKER APPROACH: Give to issues, want to disrupt, displace, reinvent existing models and systems, and innovate
Hacking by...

Bypassing the state

Disrupting the state
Bypassing the state

Aiming at teachers and students

Bypassing the state

Working in the shadow of the state
Disrupting the state

Disrupt, displace, reform the state

“A Vector” approach

Aiming at policymakers and education civil servants
More than 500 leaders

They receive support from the Lemann Foundation

Lemann Fellows, Talents of Education and Health making the difference in the country.

45% of Lemann Fellows

They work in the public sector, third sector and international organizations highlighting in their areas.
CÍRCULO DE GESTÃO

INÍCIO

META

INTEGRAÇÃO

MONITORAMENTO E AVALIAÇÃO DE RESULTADOS

PLANEJAMENTO

À luz do seu diagnóstico, a escola elabora seu Plano de Ação.

EXECUÇÃO

Elaborado o Plano de Ação é hora de colocar em prática as ações planejadas, não perdendo de vista o monitoramento de notícias, atenções e o relatório.

CORREÇÃO DE ROTAS

MOMENTO DE AVALIAR A EXECUÇÃO E VERIFICAR OS RESULTADOS QUE VÃO SER SINTOMA, COM A INTENÇÃO DE APERFEIÇOAR O PLANEJAMENTO.

REUNIÃO DE BOAS PRÁTICAS

HORA DE COMPARTILHAR! Serão realizadas reuniões trimestrais para a troca de práticas de gestão.

ACOMPANHAMENTO

O acompanhamento é constante durante os processos trimestrais.

TRIMESTRE 1

TRIMESTRE 2

TRIMESTRE 3
2017 Initiatives

- 23 YEARS worth of efforts
- +1.5 MILLION children and youths benefited by QUALITY PUBLIC EDUCATION
- 573 MUNICIPALITIES as partners
- NEARLY 50,000 educators trained

Present in 16 BRAZILIAN STATES
Final Considerations

Space for innovation

Opacity of public-private relationships

Uneven policy arena – risk of excluding other social actors

Exclusion of unpopular or unmeasurable causes and problems

Need of stronger collaboration with other actors, specially civil society
Thank you

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