

RENOVA^{BR}

ANNUAL REPORT 2021



RENOVABR

ANNUAL REPORT 2021

FOUNDER'S MESSAGE



Eduardo Mufarej

Year after year, through the work of RenovaBR, I reaffirm the feeling that the transformation of politics through the formation of new leaders has already begun, in every sphere of this country. Ulysses Guimarães once said: “Is the current composition of the Congress bad? Wait for the next one. It will be worse. And worse. And worse”. RenovaBR was born precisely as a reaction to this phrase, as we believe that the scenario will only continue

to get worse, if the country continues to disqualify the political class. What we propose to do every day is to select people with incredible life journeys, who do not yet participate in institutional politics, but who have a genuine calling to serve the population. We recognize that being a politician is an arduous task and we need people who are prepared, who see public life as a mission and not a business. In the end, who chooses the candidates is the voter and he or she

has numerous options. Therefore, it is up to us to facilitate the placement of more and more qualified options, committed to democracy and that make their decisions based on data and evidence. We believe that only by increasing the quality of our politicians, we will be able to effectively combat the country’s problems, reducing inequalities, generating more wealth and offering better living conditions for the population.

CEO's MESSAGE



Irina Bullara

“Hire character, train skills.” This is one of Peter Schutz’s maxims and it was spread in an uproarious way in the main hirings and in recent selection processes in the Brazilian educational environment. After a professional trajectory of years in the educational system, bringing these lessons of mine into politics was certainly a challenge. Therefore, in 2021, for the first time

in the history of RenovaBR, we developed both a selection process and structured training, based on a socio-emotional curriculum for our students. And they will be Brazil’s next political leaders. After all, how else can we have good politicians in the country, working more ethically and really prepared for our great challenges? This is the type of questioning that motivates our work at RenovaBR,

which also makes it increasingly necessary and relevant. Our objective is that qualification and political renewal are no longer just a dream and become, in fact, a Brazilian reality. We want ethical people in politics, concerned with others and who fight to do things differently, proposing lasting solutions for the country. This is what makes us get up every day to transform Brazilian politics.



The great magic of RenovaBR is that Democracy is not simply taught here. It is applied and exercised every day. At every moment, we are reminded that behind different ideologies and political positions, there are real people with projects, dreams and difficulties. It is this diversity that makes us stronger.



Mônica Rosenberg
RENOVABR STUDENT/SP



Like me, several people who did not consider entering politics at first took on this challenge because they found in RenovaBR an environment with purpose. Politics done the way it needs to be done, ethically and with quality, can often seem like a lonely path. However, by being part of RenovaBR, we see that we are not alone in this ideal.



Pedro Aihara
RENOVABR STUDENT/MG



For a woman to participate in party politics today and run in an election to win, she needs to feel safe. RenovaBR gives us this security, investing in our knowledge and preparing us for the exercise of a mandate. I am grateful for the training received and I am ready to reciprocate with work that will make a difference in people's lives.



Gisela Simona
RENOVABR STUDENT/MT



RenovaBR classes were fundamental for the organization of the campaign. Despite having extensive experience managing SUS, I was able to learn a lot of new things about how to manage and conduct an electoral campaign. In fact, having experienced teachers makes the whole process much more efficient.



Daniel Soranz
RENOVABR STUDENT/RJ

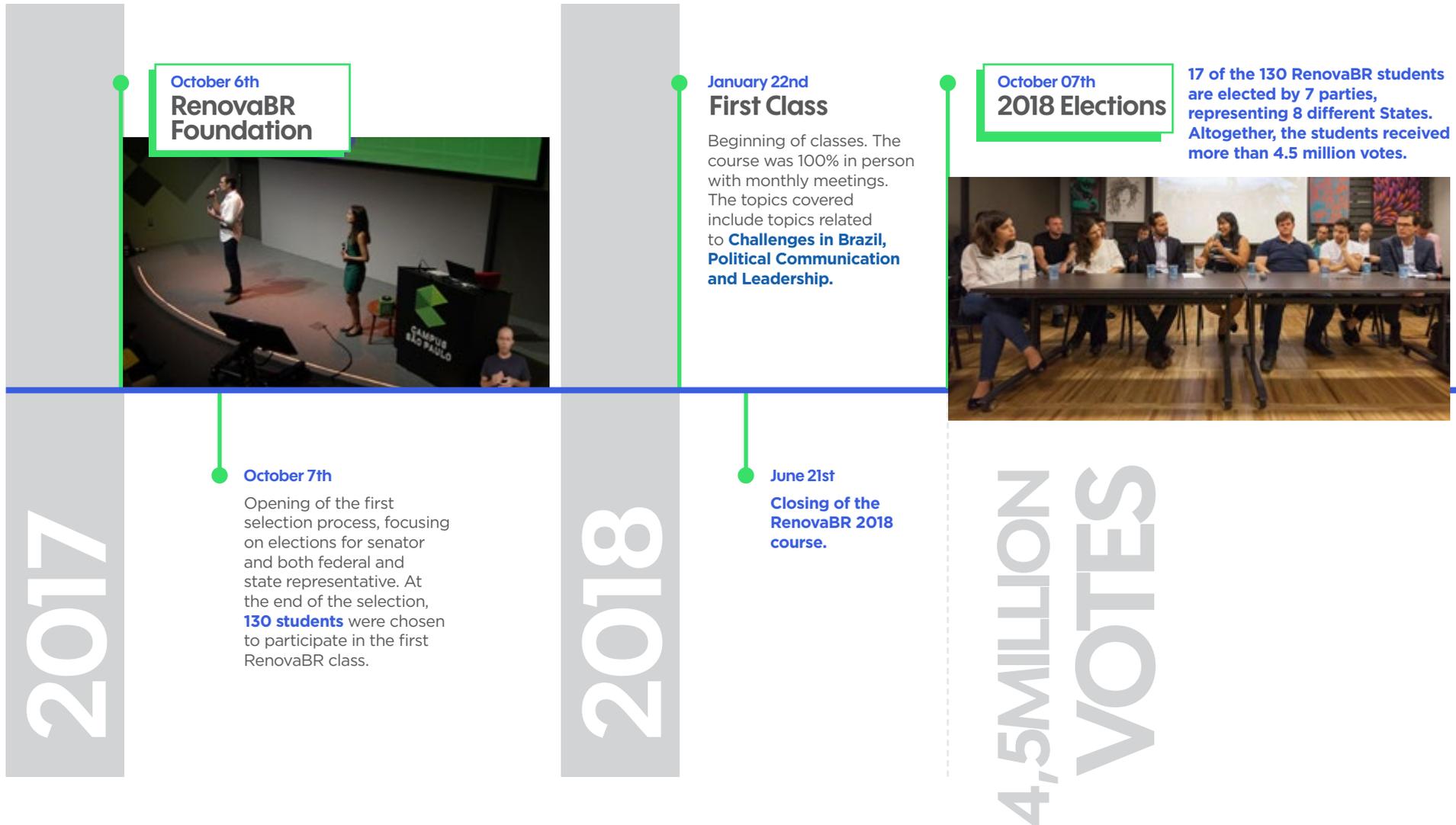
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RENOVABR

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OUR STORY

RenovaBR is a training school for new political leaders. We select and qualify Brazilians from the most diverse origins, beliefs and political positions to transform politics in their practices and compositions.



2019

April 2nd Second class

Opening of the first selection process for the **RenovaBR Cities** course, aimed at people interested in running for councilor and mayor in the 2020 elections.

July 1st

Altogether, 1,400 people were selected to participate in **RenovaBR Cities**. The number of students was **ten times greater** than that registered for the previous course.

5 DE OUTUBRO

Renovate Brazil: A collective exercise that is part of the RenovaBR Cities course. It had the objective of testing the capacity for mobilization and achievement of RenovaBR students, leaving a positive legacy. **Squares, parks, daycare centers, sports courts and other public facilities in poor condition were renovated** in 455 municipalities in Brazil.

December 7th

RenovaBR Cities graduation, with a total of **1,140 graduates**, a rate of 81.4%, much higher than the previous average of 30%.

May 15th

End of the **RenovaBR Cities** selection process, with 31,000 applicants from **all States in Brazil**.

August 5th

Beginning of **RenovaBR Cities** classes, in online and multiplatform learning models. The content is linked to the main challenges of Brazilian municipalities, leadership and political communication. The total workload was 96 hours, and the training also includes regional meetings.



1.140 GRADUATES

OUR STORY

2020

January 8th 3^a class

Opening of the selection process for the **extra group** of RenovaBR Cities, aimed at people interested in running for **councilor and mayor in the 2020 elections**.

February 16th

End of registration for the extra class. **700 students** were selected to attend the **RenovaBR Cities 2020 Journey**, with a focus on the legislative and executive power among more than **13 thousand** subscribers from all over Brazil.

March 13th Covid-19

Covid-19 pandemic promotes changes in the dynamics of some RenovaBR classes. Live transmissions were held with themes related to the challenges imposed by Covid-19 and classes were released on our YouTube channel. The entire RenovaBR team started working remotely.

February 07th

Beginning of the Advanced Modules of the RenovaBR Cities 2019 course. RenovaBR students from all over Brazil met in São Paulo to attend the classes, focused on municipal elections. The 650 participants were selected from the 1,170 in the class of 2019.

March 10th

Beginning of **RenovaBR Cities** classes, in an online, multiplatform learning model. The content was directed to the main challenges of Brazilian municipalities, leadership and political communication. The total workload was 96 hours.



May 15th

Renovate Brazil - Covid-19: a collective exercise as a course completion activity with the objective of testing the capacity of mobilization and achievement of RenovaBR students in the midst of the biggest and most recent health crisis.

June 2nd
Graduation of RenovaBR Cities 2020, with a total of **650 graduated students**, surpassing the rate of the previous year and the average of distance learning in Brazil. **The completion rate reached 92.8%.**



October 28th
Launch of the CONFIRMA! Web series. Sketches that address topics such as the attributions of mayors and councilors, the impacts of municipal politics on daily life and the dangers of fake news. There were 4 episodes with the goal of citizen political education in the face of the electoral scenario that totaled more than **1.1 million views.**

92,8%
 conclusion rate

November 15th | First Round
2020 Elections

First round of municipal elections in Brazil. There were **153 students elected** from the RenovaBR Cities 2019 and 2020 classes. There were **12 mayors, 2 vice-mayors and 139 councilors** in **more than 120 Brazilian cities.** The representation of **women reached 22% and that of blacks reached 30%**, in addition to belonging to **more than 25 different parties.**

November 28th | Second Round
2020 Elections

Second round of municipal elections in Brazil. We got **2 more mayors and 1 deputy mayor** who were students of RenovaBR.

mayors
12

vice
 mayors
2

councillors
139

mayors
+2

vice-mayors
+1

OUR STORY

2021
January to October

January 13th

RenovaBR's first podcast, **Amazing Cities**, was launched, focused on presenting solutions to the problems of Brazilian cities.

February 10th

Implementation of the **BOT Rê** that worked as a virtual answering service for students and interested parties.



April 23rd

End of the registration period for the Renova Journey focused in Brazil's challenges, with more than **12 thousand subscribers**, affiliated to **30 of the 33 Brazilian parties**, residents of 1/4 of the cities in Brazil, **44% black and brown, 24% women** and a demand three times greater than the previous group.

February 09th

Fourth Class

Opening of registrations for the **Renova Journey**, a selection process developed based on socio-emotional skills.

April 7th

Launch of the book **"Improbable Journey: The History of RenovaBR"** by founder **Edu Mufarej**. All proceeds from the sale of the book were donated to the project itself.



12 THOUSAND
REGISTERED

July 10th

Immersion of the Renova Journey:

those approved by the examination board had a day of training and qualification, with more than **5 hours of content** and **458 people**. Students created and launched more than **102 petitions online**, which in total garnered more than **400,000 signatures**.

150 students
44% of women
36% black and brown

May 03rd

Renova Journey Examination Board Phase:

a stage that involved more than 100 participants from all over the country in a total of **262 examining boards**, with **524 hours** of interviews and **92% participation**.

August 30th

Presentation of the RenovaBR new class, in Brasilia. 150 students

were approved, coming from all states of the country, **44% of them being women, 36% black and brown, 78% belonging to 21 political parties** and 22% still unaffiliated.

September 18th

First face-to-face immersion with the new group of students, with the participation of the greatest specialist in transformative communication, **Carmine Gallo**.



October 2nd

Second face-to-face immersion, which included the participation of the former President of the Republic, **Michel Temer**, the partner and consultant of Corall, **Arthur Tacla** and the Federal Deputy of ES, **Felipe Rigoni**.



September 7th

Beginning of the course, with a master class by **Yascha Mounk**, author of the book "The People vs. Democracy".



OUR STORY

October to December
2021

October 7th RenovaBR 4th Anniversary



October 16th

Third face-to-face immersion with the participation of **Ricardo Paes de Barros**, researcher and professor at Insper and also with the founder of **União Amazônia Viva**, **Nina Valentini**.

November 6th

Fourth face-to-face immersion with the international participation of **US President Joe Biden's campaign team leaders** and the **president of Instituto Liberta**, **Luciana Temer**



November 27th

Fifth and final face-to-face immersion with the participation of **João Paulo Borges**, Specialist in Political Communication and **Alan Bueno**, Digital Marketing Strategist.

December 09th and 10th

Partnership with **Inspere** in the **Continuing Education** of our alumni elected in 2020, through the **Urban Innovation** course, held at the Future of Cities Laboratory.



December 15th

RenovaBR is invited by the Superior Electoral Court (TSE) to compose the Election Transparency Observatory (acronym OTE, in Portuguese).



December 11th to 14th

#CTRenovaBR: 250 elected students and alumni gathered for the Face-to-Face Meeting in São Paulo. There were 4 days of a lot of content, exchanges and learning shared with special guests such as **Eduardo Giannetti, Pedro Malan, Paulo Hartung, Ana Carla Abrão, Mafoane Odara, Marta Suplicy**, among others.



OUR VALUES



OUR VALUES



Knowledge

As a school, our great mission is to share knowledge, guided by both data and evidence. Knowledge is a precious asset that needs to be increasingly present in the political debate.



Independence

We are suprapartisan. Remaining independent amidst countless actors, agendas and demands of politics is essential for us to carry out our work of qualifying everyone, regardless of origin and position.



Transparency

Truth is a practice that goes beyond discourse; accountability is a duty to society.



Democracy

We are democrats. We defend the dialogue, collectivity, respect for differences; we form political leaders with absolute commitment to democracy.



Representativeness

A democratic society requires the inclusion of everyone in political-institutional and power spaces. We seek different ways of welcoming diversity and making it effectively present to change the political scenario.

A close-up photograph of a person's hand hovering just above a vintage, light-colored computer keyboard. The scene is set in a dimly lit room with a strong blue and green color palette, suggesting a modern or futuristic setting. The background is blurred, showing other people and lights. The text 'MANIFEST: RENOVATE HOPE IN POLITICS' is overlaid on the left side of the image.

MANIFEST:
RENOVATE HOPE IN POLITICS

Who has never lost hope in politics?

Let's be honest. We've all had that feeling.

Every time we lose hope in politics,

Brazilians run out of food on their plates.

Every time we lose hope in politics,

children stay away from school.

Every time we lose hope in politics,

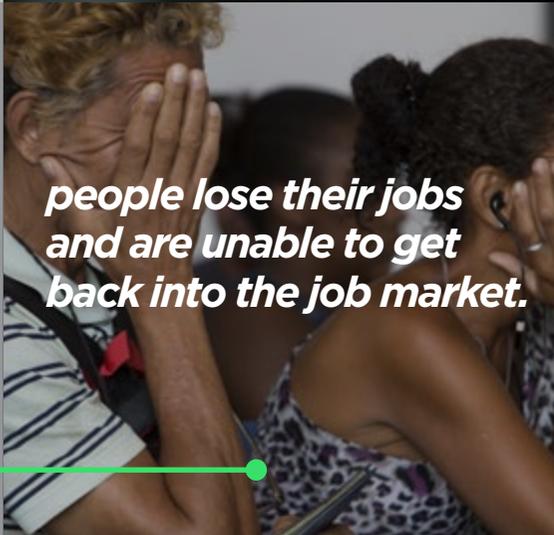
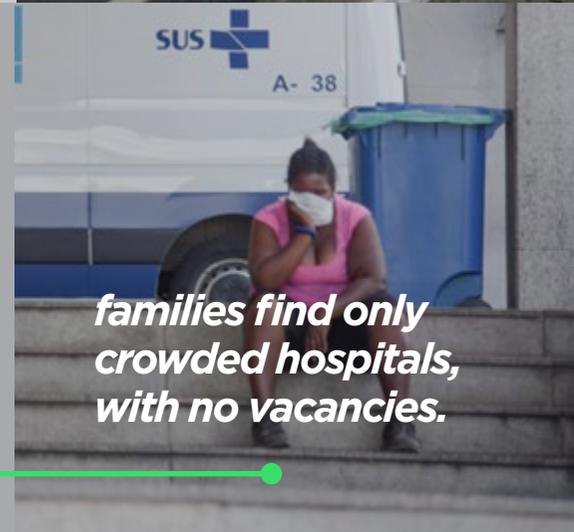
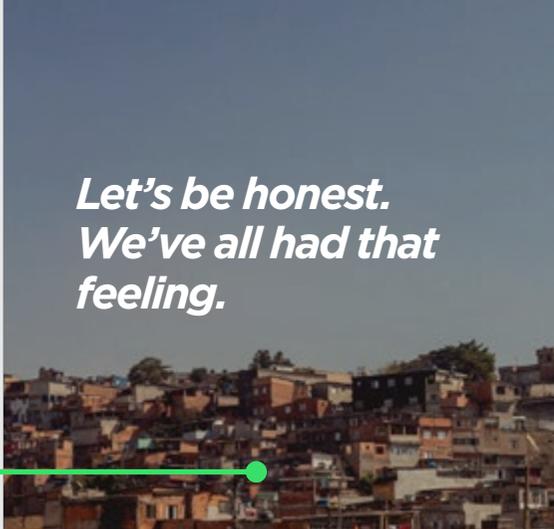
families find only crowded hospitals, with no vacancies.

Every time we lose hope in politics,

people lose their jobs and are unable to get back into the job market.

Every time we lose hope in politics,

countless companies close their doors.



**Every time we lose
hope in politics,
our Brazil stops
growing.**





Hope is a serious matter.

And it was with the aim of renewing the hope of Brazilians in politics that, in 2017, we created a school unlike anything that had been done before. A school for training new political leaders. A school that develops technical and socio-emotional skills to empower new generations. A school that prepares new people to renew Brazilian politics and, as a result, renews our hopes. After all, it is from the school that we must see not only our children's future, but also the future of our country.

• **That's why
RenovaBR exists.**



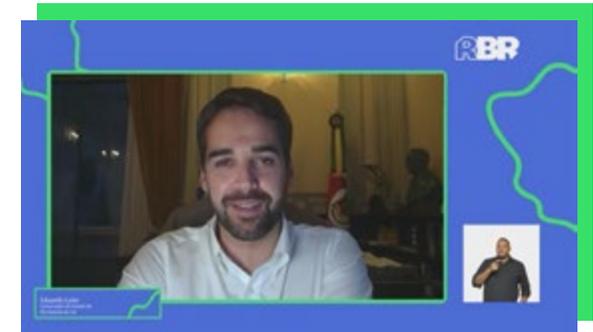
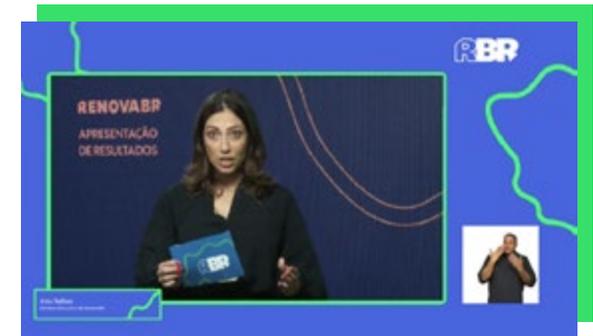
**RESULTS
PRESENTATION
EVENT 2020**

RESULTS PRESENTATION EVENT 2020



Transparency is paramount for our school.

In 2021, based on an online event with live broadcast on the school's YouTube channel, we brought together RenovaBR founder Eduardo Mufarej and executive director Irina Bullara to present the impressive results of the previous year. In the 2020 municipal elections, more than 150 students from 25 parties were elected in 123 municipalities in 20 states. Altogether, there were 12 mayors, 2 deputy mayors and 139 councilors.



On the occasion, we had the participation of the Minister of the STF and former President of the Superior Electoral Court (TSE), Luís Roberto Barroso and the former Governor of Rio Grande do Sul, Eduardo Leite, in addition to mediation by the TV presenter, entrepreneur and philanthropist, Luciano Huck.



SELECTION PROCESS: RENOVA JOURNEY

Renova Journey

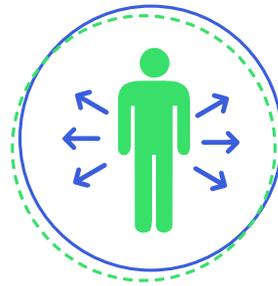
In 2021, we implemented a selection process based on a socio-emotional matrix. The Renova Journey was innovative, as it combined selection and training in the same process, called Citizenship Training, through which participants were trained regardless of the outcome of the selection process. During this process, participants had the opportunity to develop five major socio-emotional skills:



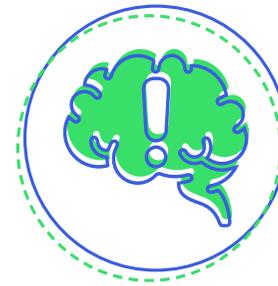
Integrity



**Public spirit /
Democracy**



Leadership



Critical Thinking



Self knowledge

The Renova Journey had 7 stages, divided into 3 phases: presentation, development and interaction. In addition, throughout the initial period, there were no barriers or elimination assessments. The participant himself defined his progress according to the schedule, without any intervention of the RenovaBR team. Through this process we were already evaluating the resilience ability of each participant.

Main numbers:



more than
12.000
subscribers



more than
1.000
people rated



102
petitions made

More
3x times
higher than in
2018

262 evaluation
boards, totaling
524 hours,
high participation
rate of  **92%**

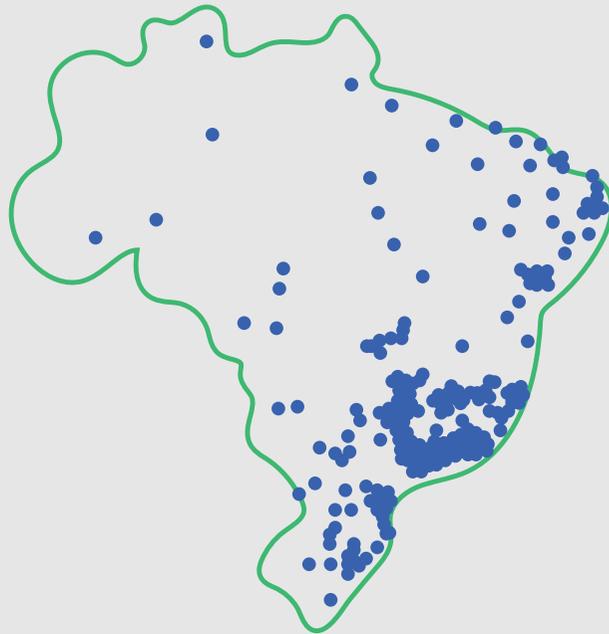
obtaining more than
400 thousand
signatures
throughout
Brazil



ALL
regions in Brazil

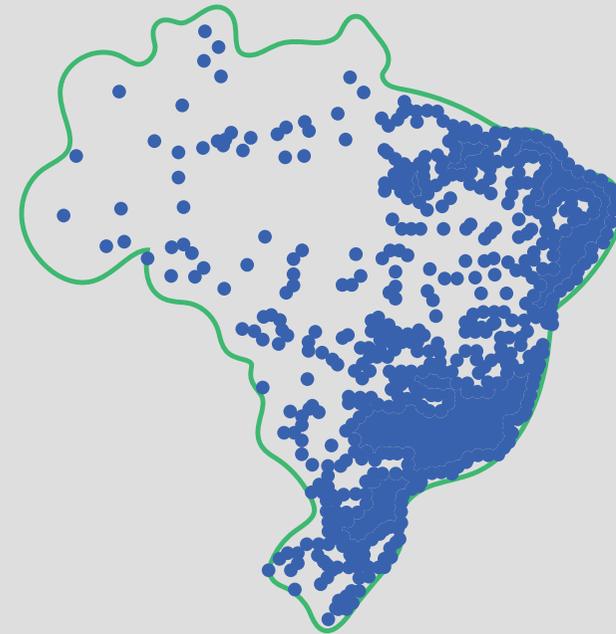
1/4 of Brazilian
municipalities

ALL
100 largest cities



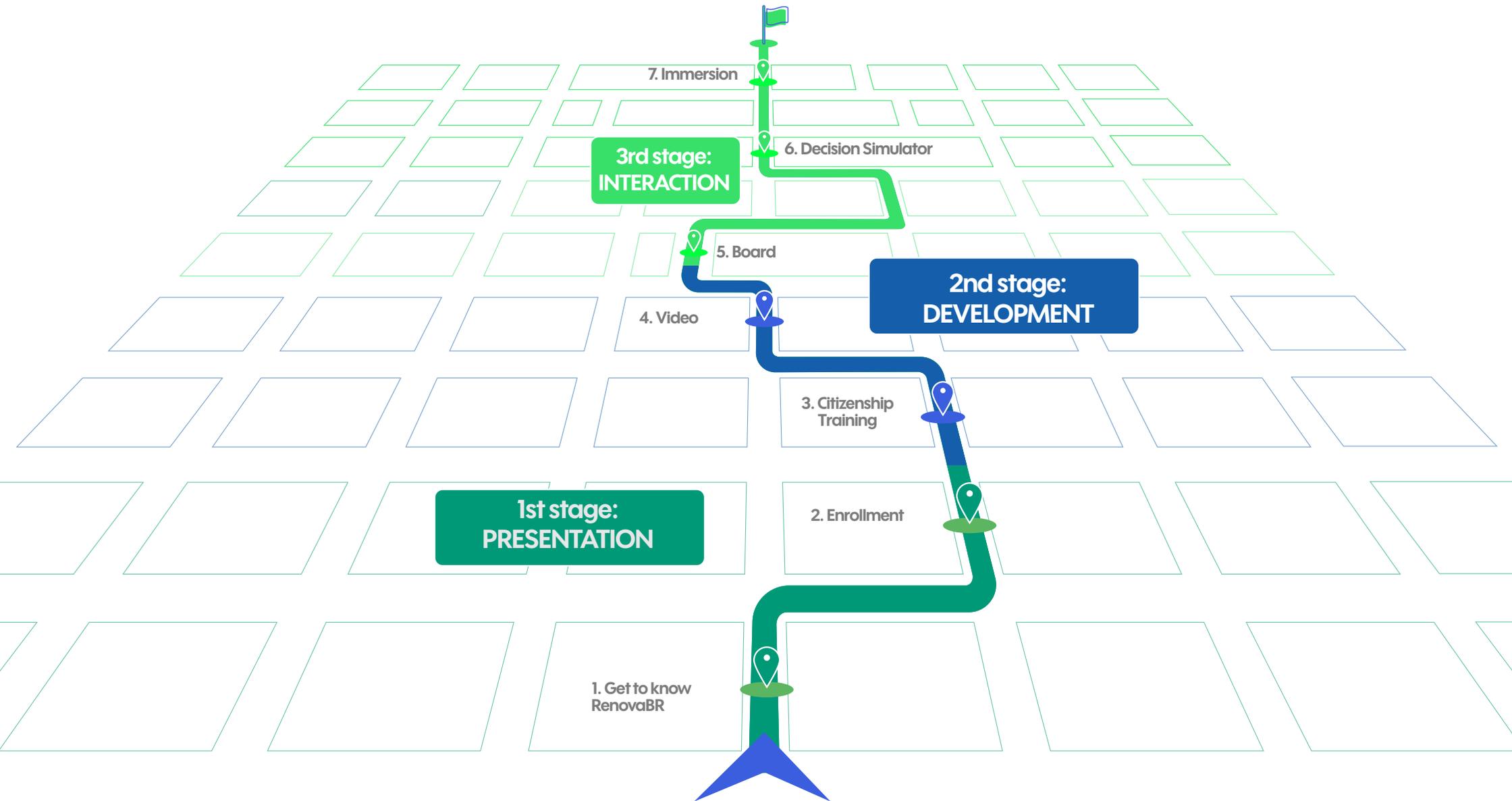
2018

3x



2021

Renova Journey Stages



1st STAGE | PRESENTATION

**It was time to introduce
RenovaBR to the students.**

Step 1: Get to know Renova

Moment of reading and understanding of the non-negotiable premises for those willing to participate in the journey. With the adhesion, we seek to explain the characteristics of the entire selection process, ensuring better alignment with all the premises.

Step 2: Registration Form

Here the participants register their personal information, social networks and intentions for the next elections. Step performed on our selection platform.



2nd STAGE | DEVELOPMENT

Like any good school, we understand that it is necessary to share knowledge, in our case to strengthen democracy and prepare people for politics. This is the time to present the basic structuring contents and provide a complete learning experience before carrying out the practical activities.

Step 3: Citizenship Training

Exclusively via WhatsApp, candidates had access to small portions of content on essential political topics. It was an unprecedented, free and accessible form of interaction to show that politics is discussed, with dialogue and respect for geographic, racial, gender and thought diversity.

Step 4: Video

Next, students were asked to send a video, without cuts or editing, lasting 1 minute (60 seconds) answering the question: "What have you done and/or lived that motivates you to enter politics?". Videos with a duration longer than the proposal were automatically disregarded. This activity was carried out on our selection platform.

**NO
RATCHETS**

for groups representing race, gender, regionality, income, education...



24%

of women



44%

of black and brown



31

of the 33 Brazilian political parties
+ *non-affiliated

More Than
6.000

People impacted by
our content



63%

of students
uploaded videos



2.350

videos uploaded

From phases 1 to 4, RenovaBR **did not carry out any type of approval**. The registrants themselves decided on their own continuity or withdrawal from the process. **20% of them sent videos**, which reinforced the designed aspect of "natural selection" and dedication expected from the applicants. Between those that sent it, **55% declared that they were interested or inclined to run for office in 2022**.

3rd STAGE | INTERACTION

At this stage of the process, the candidates interacted with each other and with the RenovaBR team. This phase consisted of steps 5, 6 and 7.

Step 5: Examining Board

The examining boards were held in an online format and aimed to get to know the participants a little better through the analysis of their history, in addition to conversation circles with the participants.

Step 6: Decision Simulator

Activity planned for the team to know the candidates' perception of what can or should be done in the most different situations. It was an online test, for which candidates received an invitation by email.



More than
1.200
People examined
by the board



More than
500
hours



More than
40 examiners around
the country



80%
of scheduling

95%
of these got
examined



515
candidates
were invited



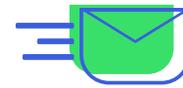
98%
of them completed
the task

3rd STAGE | INTERACTION

Step 7: Immersion

Moment in which the participants put into practice the skills and competences necessary for the exercise of the policy. At this stage, they interacted more closely with each other, in many groups, and had access to more elaborate and relevant content.

 **4:30'**
hours long



515
guests



26
states + DF



43%
women



51%
black, brown
and indigenous



30
parties



average of
4.50
participants

Extra Step: **Interview**

At the end of the seven steps, we realized the need to get to know the selected candidates individually in order to check who were the best candidates. The interviews focused on competitiveness and campaigning; they clarified certain points of attention observed during the process; also, we did the analysis of all candidates' social networks via IPD.



343
interviews



152
students



PROFILE OF STUDENTS APPROVED IN THE 2021 SELECTION PROCESS

150 STUDENTS



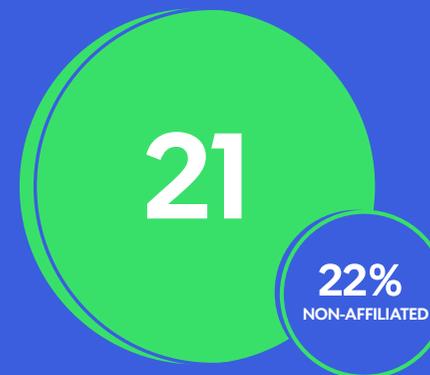
WOMEN



**SELF-DECLARED BLACK
AND MIXED-RACE**



STATES



PARTIES

CLASS PRESENTATION EVENT

BRASÍLIA, 2021

Watch:



 **RenovaBR**





TRAINING: THEORETICAL MODULE

THEORETICAL Module

The classes of the theoretical module approved in 2021 started in September and were completed in December. The training was carried out in a hybrid format, with 200 hours of content in video classes, lives, monitoring, immersions and face-to-face meetings. Altogether, 44 subjects were taught by specialists, who are important national and international references in their fields, such as **Yascha Mounk**, **Carmine Gallo**, **Ricardo Paes de Barros**, **Kurt Bagley**, **Carolina Goic** (Senator in Chile), **Cornelia Liermann** (Federal Deputy at Argentina), **Pedro Malan**, **Eduardo Giannetti**, among other professionals.



Considering all the training, from September to December, the students evaluated it with an NPS of 97, confirming the success of the platform as a whole and both the online and in-person events.



Face-to-face Immersions

In addition to the content of video classes, lives and monitoring, we carried out **five face-to-face immersions in São Paulo**. In compliance with the health protocols of the COVID-19 pandemic, about 20 students were present at each meeting, based on a draw previously held during online classes. There were opportunities for exchanging knowledge and experience, allowing, mainly, the interaction between the class, the teachers and the RenovaBR team.

To make it possible for all selected students to go to São Paulo, we established a partnership with GOL Airlines, promoting all these connections throughout our country.





Face-to-face Immersion



September 7th

MASTER CLASS

BEGINNING OF THE COURSE

WITH A MASTER CLASS

PRESENTED BY YASCHA MOUNK,

AUTHOR OF THE BOOK "

PEOPLE VS. DEMOCRACY"

Yascha Mounk

PhD from Harvard
and professor of
the John Hopkins
University



Face-to-face Immersions



September 18th
First Face-to-face Immersion

THE FIRST PERSONAL
IMMERSION WITH
THE NEW STUDENTS
INCLUDED THE
PARTICIPATION OF
SPECIALIST N° 1 IN
TRANSFORMING
COMMUNICATION:

Carmine Gallo

Bestselling author; Harvard instructor and international leadership advisor.



Face-to-face Immersions



October 2nd
Second Face-to-face Immersion

IN THE SECOND PRESENTIAL IMMERSION, WE HAD THE SPECIAL PARTICIPATION OF THE FORMER PRESIDENT OF THE REPUBLIC:

Michel Temer

Lawyer and Doctor in Constitutional Law. He was Federal Constituent Deputy, President of the House of Representatives, Vice-President and President of the Republic.



Face-to-face Immersions



October 16th
Third Face-to-face Immersion

IN THE THIRD PRESENTIAL
IMMERSION, WE HAD
THE PARTICIPATION OF
THE RESEARCHER AND
TITLE TEACHER AT INSPER:

Ricardo Paes de Barros

Reference researcher in the areas of social inequality, education, labor market and poverty.



Face-to-face Immersions



November 6th

Fourth Face-to-face Immersion

IN THE FOURTH PRESENTIAL IMMERSION, WE HAD THE INTERNATIONAL PARTICIPATION OF THE LEADERS OF THE CAMPAIGN TEAM OF US PRESIDENT JOE BIDEN.

Kurt Bagley

With more than a decade of experience developing and leading large-scale campaign programs, Kurt began his career with elections in Salt Lake City. Later, he oversaw the largest program in the history of the DCCC (Campaign Committee on the Democratic Party in the US Congress). Most recently, he led the team of 1.3 million volunteers who worked on Joe Biden's successful campaign.



Face-to-face Immersions



November 27th
Fifth Face-to-face Immersion

THE LAST

IMMERSION HAD THE

PARTICIPATION OF THE

SPEAKER PREPARER:

Paulo Ferreira

Speaker trainer; therapist; organizational development consultant; columnist for The São Paulo Times; author published in Brazil, Europe and the United States; TEDx volunteer since 2015; speaker trainer at EDsPaloAltoCollege (USA); worked as creative and content director and worked for some of the most important communication groups in Brazil (Talent, DPZ, Publicis and Grupo Total).

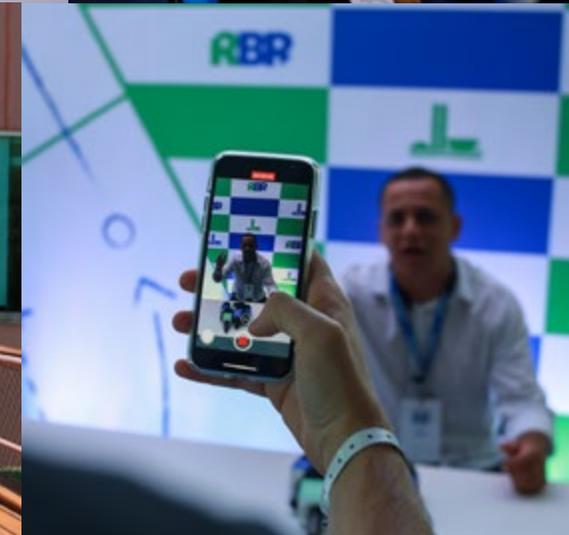


Face-to-face Meeting: RenovaBR Training Center



December 11th to 14th
#CTRenovaBR

After easing health control in relation to the COVID-19 pandemic and the positive impacts of vaccination in the country, in December 2021, we held a face-to-face meeting with all students in the class for the first time since the beginning of our course. There were 4 days of classes and workshops in Embu das Artes (SP) with the participation of 139 students and 100 alumni elected in 2020. Altogether, there were 40 hours of content on public policies, leadership and political communication with national and international references.



Schedule

Training center

RenovaBR

We provide the students of the class with four days of intense schedule.

First day: We opened the event with **Mauro Silva**, from the Brazilian national team that won the fourth FIFA World Cup and is now Vice-President of the São Paulo Football Federation. Then, round tables were set up with some of our students who had the opportunity to share their experiences in campaigns and to talk about the participation of women in politics and how we can have hope with our Brazil.

RENOVABR

Second day: Students were separated for special workshops, previously chosen by them, with experts in leadership, public speaking, digital advertising and personal branding. At the same time, councilors and mayors, alumni elected in 2020, participated in a marketing planning workshop with **Marcelo Vitorino**, focused on their political activities during the term. To end the day, **Renato Meirelles**, from Instituto Locomotiva, gave a lecture on the most recent research with data and evidence on dialogue in politics. And we still had the participation of the illustrious guest of the Brazilian Academy of Letters, **Eduardo Giannetti**.



Schedule

Training center

RenovaBR

Third day: Panels and round tables dedicated to reflecting on Brazil's challenges and learning from the guests' experience. We were honored with the presence of **Pedro Malan**, Minister of Finance (1995 – 2002) at a table on the economic scenario, mediated by journalist from Folha de São Paulo, **Fernando Canzian**. Then we received **Prof. Hélio Santos** and economist **Ana Carla Abrão**, who spoke about development, equity and social responsibility, in a debate mediated by Renova's counselor **Mafoane Odara**. On the same day, the experienced **Paulo Hartung**, former governor of Espírito Santo

and advisor to RenovaBR, and **Marcio Lacerda**, former mayor of Belo Horizonte (MG), presented their learnings about Realpolitik to the students. Finally, the participation of women in politics with international leaders such as the Senator of Chile, **Carolina Goic**, the Federal Deputy in Argentina, **Cornelia Schmidt-Liermann**, and also the former mayor and current Municipal Secretary of International Relations of the City of São Paulo, **Marta Suplicy**, mediated by the councilor, **Cris Monteiro**.



Schedule Training center RenovaBR

Fourth day: Students polished their narratives on evaluation boards and outlined strategies. They also had a panel on the Electoral Process, taking advantage of the vast experience of the lawyer specializing in Electoral Law, **Angela Cignachi**, and the Electoral Judge, **Kamile Castro**. And to finish, nothing better than a good dose of hope. Our special

guest to end the 4 days of concentration was **Bruno “Bruninho” Nascimento**, the Palmeiras F.C. football player. It was an intense day with a lot of quality training! A moment of connection between students of 2021 and also alumni from past classes. Exchange opportunities from the **RenovaBR Student Community**.

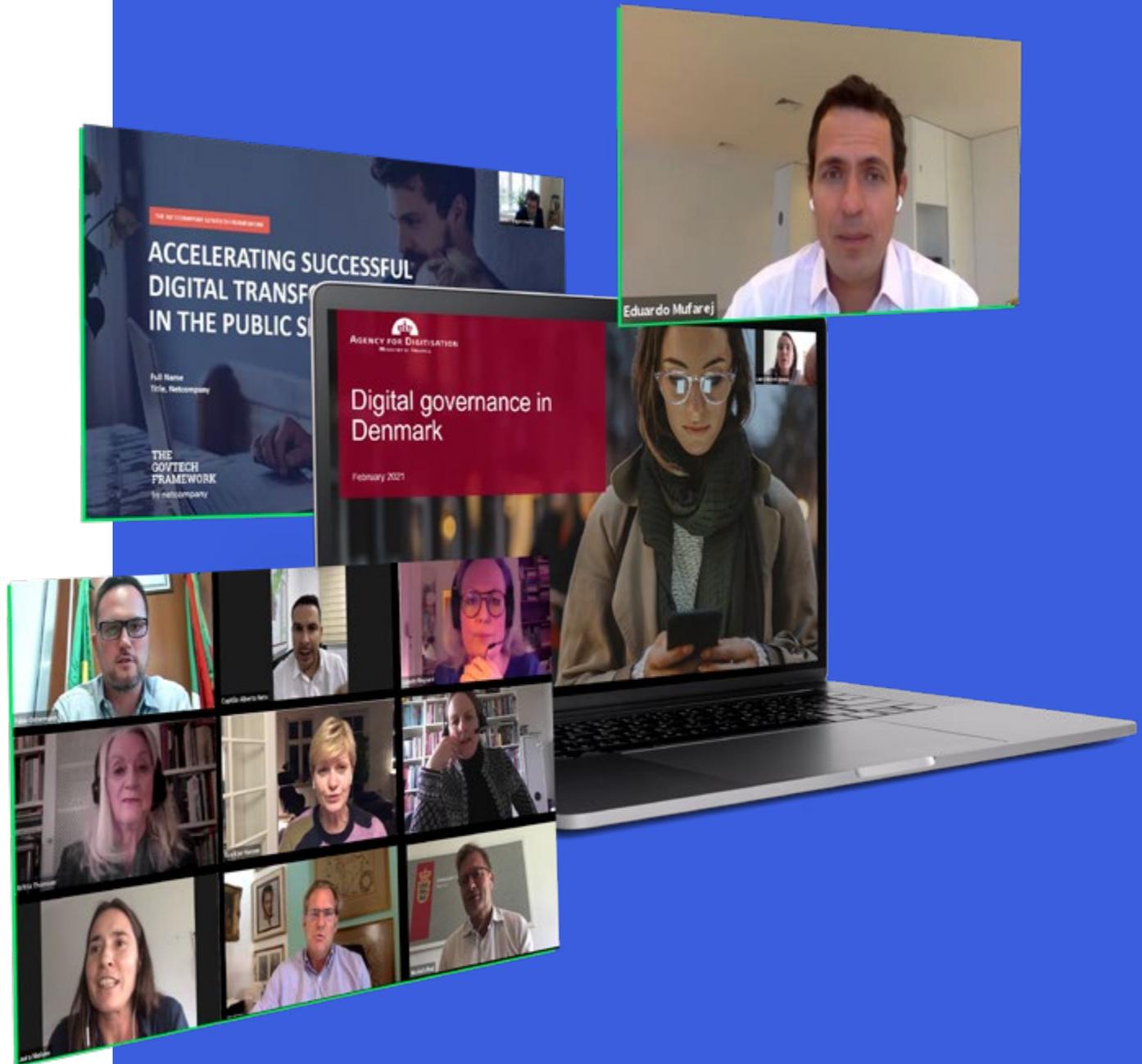


CONTINUING EDUCATION



Alumni Elected in 2018

At RenovaBR, former students elected continue to attend the classroom. In 2021 it was no different and our alumni elected in 2018 participated in the course on **Digital Governance and Democratic Culture** at the Danish Embassy on democratic culture, relationships of trust between institutions and citizens, population engagement, public administration, efficiency, accountability, among others. In the formation, twenty state and federal cabinets participated directly and indirectly, either with the presence of the deputies themselves or their heads of cabinets.



Alumni Elected in 2020

Former students elected in 2020 also had an exclusive module of the **Digital Governance and Democratic Culture** course at the Danish Embassy, with an NPS 86 rating. We had the participation of 98 trained leaders, including mayors, deputy mayors and councilors. There were also online workshops on fiscal responsibility, preparation of multi-annual plans, integrity of mandates,

federal fundraising and back-to-school post-pandemic. In addition to these workshops, our alumni participated in a face-to-face course on Urban Innovation, in a partnership with Insper - Future of Cities Laboratory. This training involved debates on mobility, urban planning, the environment and infrastructure.

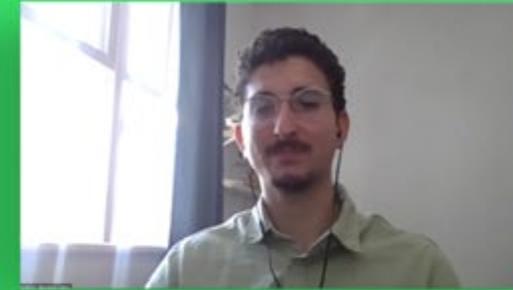


Workshop Fiscal Responsibility

In online format, the training was aimed at municipal secretaries of cities under the management of RenovaBR alumni elected in 2020. Altogether, there were 4 hours of content with the experts **Andrey Azeredo, Leo Voigt, Fábio Ferraz, João Batista, Camila Pereira, Camila Maleronka**, among others. The workshop had the participation of more than 50 managers from many Brazilian cities.



Workshop Term Planning



In the form of an online workshop and with the partnership of **Mandato Ativo**, this training was directed to our former students elected councilors. The objective was to provide

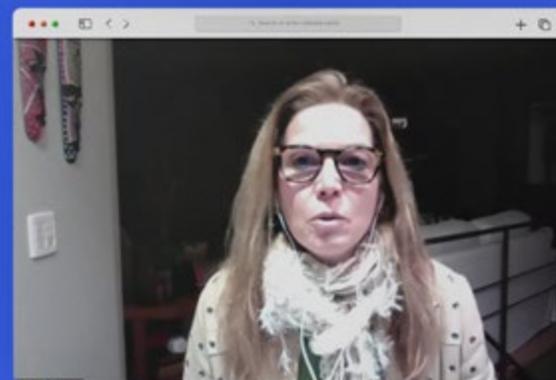
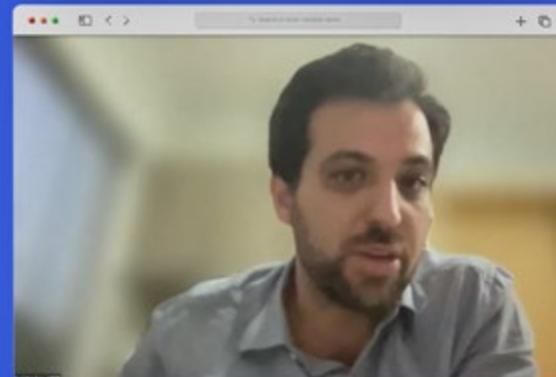
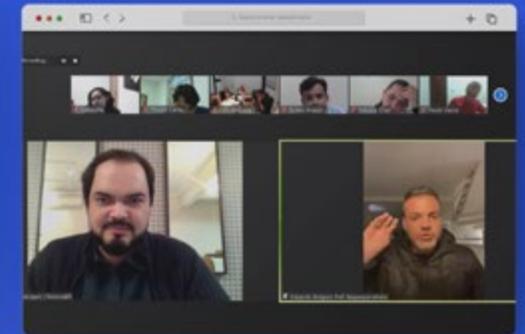
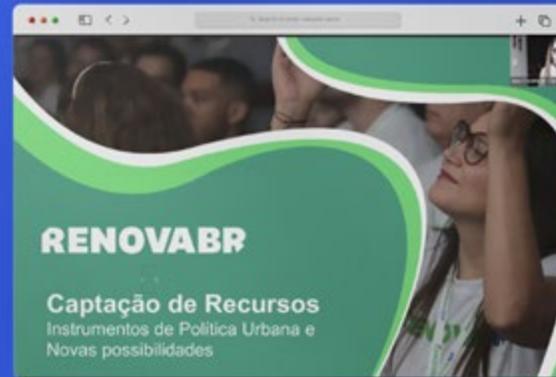
data and evidence for the development and organization of the strategic priorities of these alumni mandates in their respective cities. Altogether, there were 4 hours of content in

partnership with Mandato Ativo, represented by **André Previato** and **Rodrigo Brites**. The workshop was attended by more than 65 councilors.



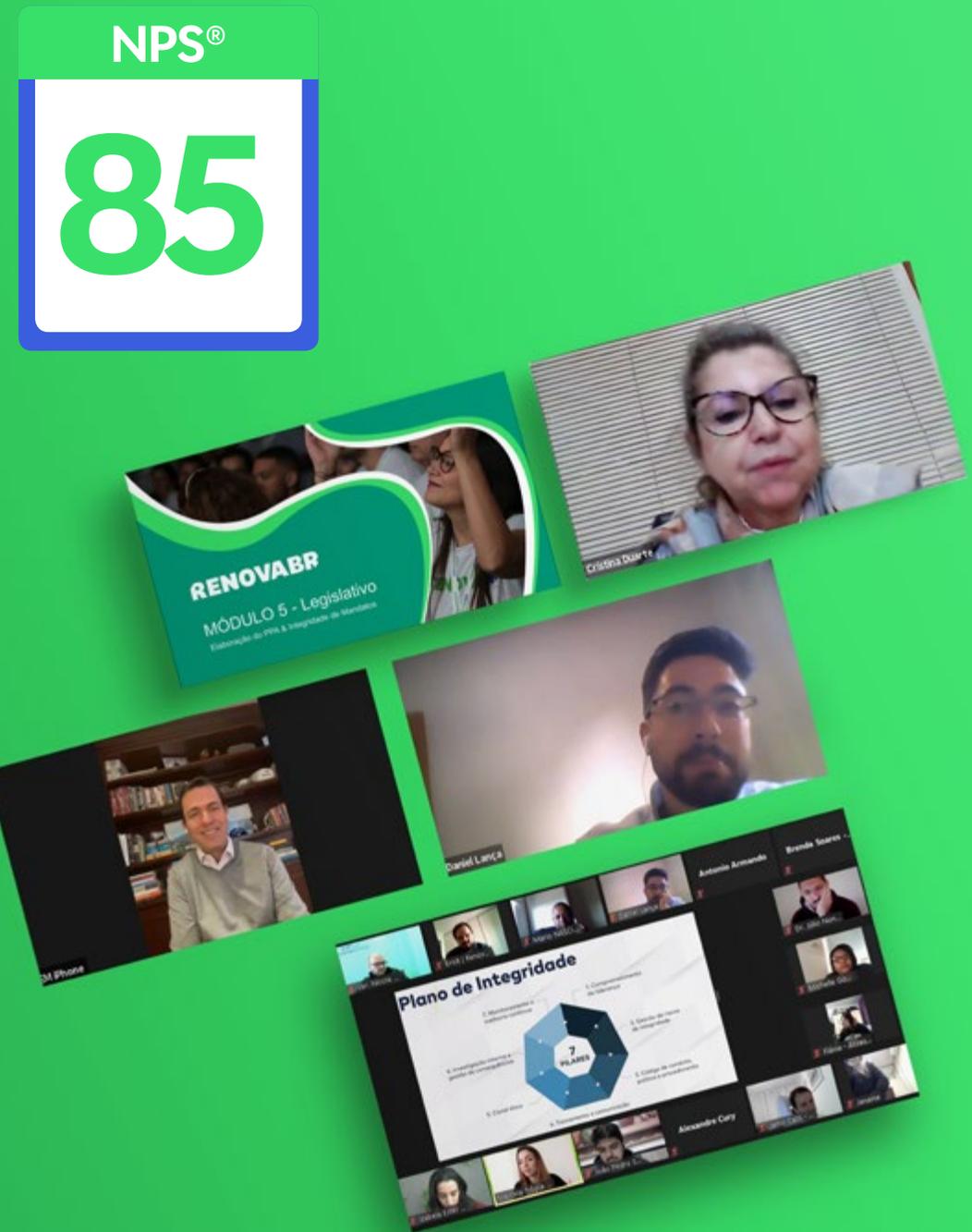
Workshop Fund-raising

In the format of an online workshop, we provided training for our alumni who are currently elected mayors, deputy mayors, councilors and their teams. This workshop aimed to guide participants through the exposure of cases for raising federal funds. Altogether, there were 3 hours of content with **Sérgio Gusmão, Ana Cristina Jayme and Natasha Maia** with the participation of more than 80 leaders.



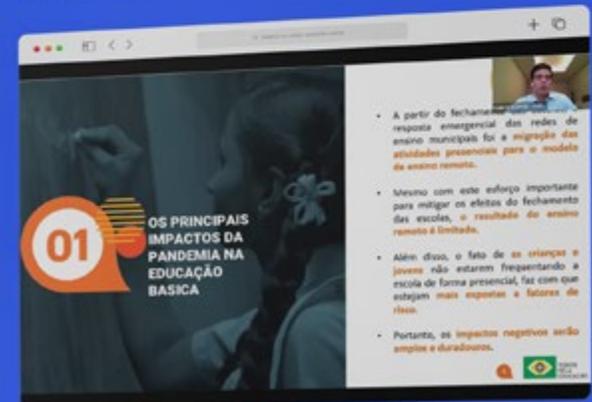
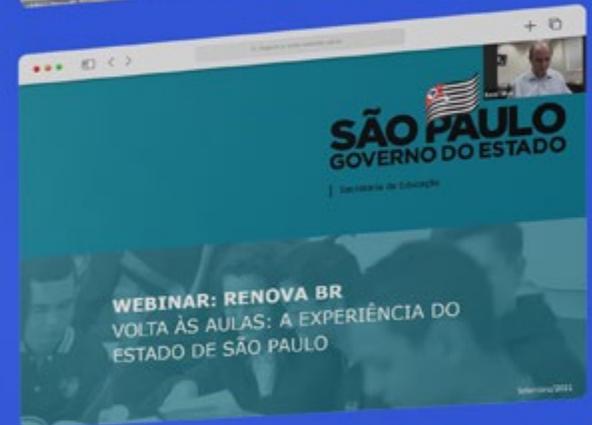
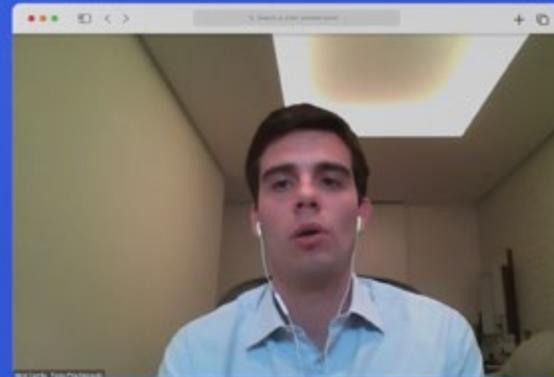
Workshop Preparation of the MAP and Integrity of Mandates

This online workshop was aimed at our alumni councilors and their teams and focused on multi-annual plan development and term integrity. In all, there were three hours of content with **Daniel Lance** and **Cristina Duarte** and the participation of more than 160 former students and advisors.



Workshop Back to School

In the form of an online workshop, we provided training for our alumni who are currently mayors, deputy mayors, councilors and their teams about the challenges imposed by returning to school in the post-pandemic context, as well as the need for an active search by the school community. There were 2 hours of content with **Gabriel Corrêa, Rossieli Soares** and **Jair Ribeiro** and had the participation of more than 60 students.



Course Urban Innovation

In a face-to-face format and in partnership with **Inspier** - Future of Cities Laboratory, the training was intended for our elected alumni: mayors, deputy mayors and councilors. There were three days of programming with the themes: idea of city, urban planning and housing; urban mobility, smart cities and data governance; environment, infrastructure and the real estate market.



Course Urban Innovation



In total, there were 25 hours of content with **Luciane Virgílio, Carlos Leite, Elisabete França, Carmen Silva, José Police Neto, Sérgio Avallada, Paulo Carvalho Moura, Juliana Mitkiewicz, Guilherme Checco and Aline Estefam.** The classes were attended by more than 90 students.



OCEANO

PACÍFICO

OCEANO

ATLÂNTICO



EUA



MÉXICO



NICARÁGUA



PANAMA



VENEZUELA



PARAGUAI



DINAMARCA



PORTUGAL



FRANCA



VATICANO



NIGERIA



QUÊNIA

INTERNATIONALIZATION

Internationalization

In its 4 years of existence, RenovaBR was sought by around 15 international institutions with the aim of understanding our activities for the selection and qualification of political leaders, in order to implement our good practices in their countries of origin. In 2021, we were approached by the **Fratelli Tutti School**, the **Vatican's** political training school, to exchange experiences in mobilizing young people

who want to change the world through politics. Also in that year, we formalized a partnership with the **Danish Embassy** with governance training for our alumni elected in 2018 and 2020, in addition to having participated in a course at the **Danida Fellowship Center** in **Copenhagen, Denmark**. And, in **Paris, France**, we participated for the first time in the **BRASA EuroLeads**.

In 2022, RenovaBR joined, in an unprecedented way, the list of the 28 non-partisan political formation incubators of the Apolitical Foundation in the world. This title came to reinforce our commitment to political renewal in Brazil and motivates us to do even more.



apolitical foundation

South America
RENOVABR
RenovaBR
Brazil

Mission: "RenovaBR is a political training school maintained by ordinary citizens who believe in a healthier, more participatory and representative democracy."

Why we included them:
For their commitment to rigorous recruitment and screening processes that attract ethical and service-oriented leaders.

Big Problems, Renewed Energy

The 21st century's most pressing problems require new and innovative solutions. Political training organizations are experiencing renewed energy as they work to solve the world's big issues. A subset of these organizations work independently and across party and political divides. We've named these organizations *political leadership incubators (PLIs)*.

28 Non-Partisan Political Leadership Incubators to Watch as We Work to Build Trust in Politics

PODCAST AMAZING CITIES

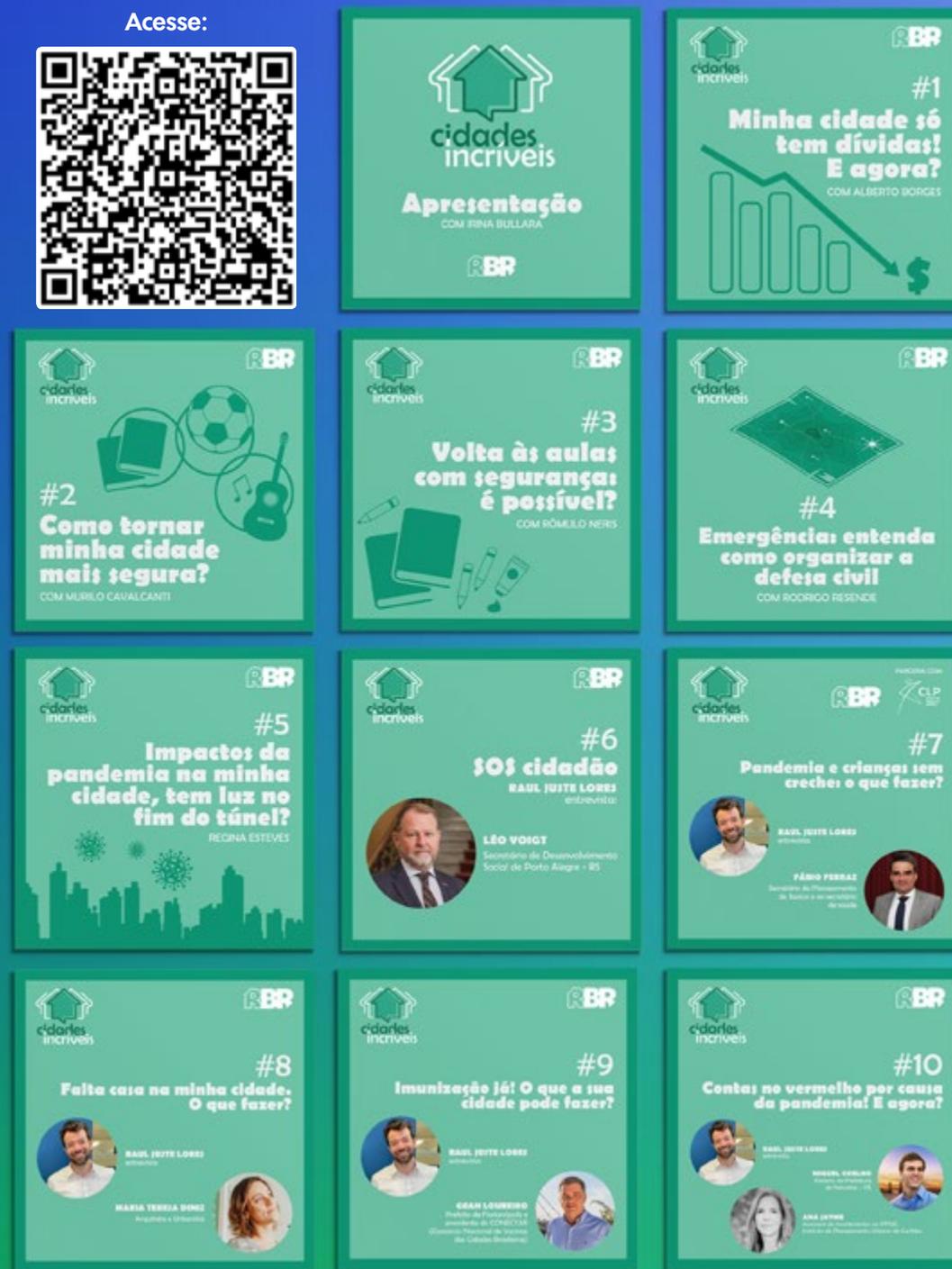


Podcast AMAZING CITIES

In 2021, we broadcast the first season of our **Amazing Cities podcast**, developed to present solutions to the problems of Brazilian cities. The programs, presented by journalist **Raul Juste Lores**, had the purpose of debating essential themes that are part of the daily management of mayors and councilors. Each episode had the

participation of great specialists in the subjects such as **Alberto Borges, Ana Jayme, Miguel Coelho, Léo Voigt, Murilo Cavalcanti**, among others, in addition to special reports. There are 10 essential episodes that are available on the main audio players like Spotify, Deezer, Apple Podcasts, among others!

Acesse:



STUDENT PROFILE: CLASS 2021/2022

Approved in 2021 + Remaining Vacancies 2022

203 STUDENTS



WOMEN



SELF-DECLARED BLACK
AND MIXED-RACE



STATES



PARTIES

HOPE IS A SERIOUS THING: RENEW YOURS. Meet the RenovaBR students.

Access:



renovabr2022.com.br 

OUR TEAM



NOSSO TIME

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 all these achievements.



EDUARDO MUFAREJ
FOUNDER



IRINA BULLARA
EXECUTIVE DIRECTOR



ARTHUR MELLO
INSTITUTIONAL RELATIONS



ALESKA JANEGITZ
COMMUNITY AND EVENTS



ANA MARTINS
COMMUNICATION



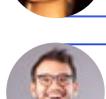
CAMILA SOUSA
FINANCIAL



CARLANE BORGES
COMMUNICATION



DANIELLE BRITTO
COMMUNICATION



DARLAN DAL BIANCO
PRODUCT DIRECTOR



ELOÁ MONSÓRES
PEOPLE AND MANAGE-



ERICK JACQUES
DIRECTOR OF EDUCATION



GABRIEL PEDRO
FINANCIAL



GABRIEL DOS SANTOS
PRODUCT



GUILHERME REZENDE
PRODUCT



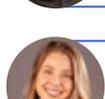
GUILHERME DVULATHCA
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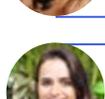
GISELE JOFRE
PEOPLE AND MANAGEMENT



IONATAN GOTTFRIED
INSTITUTIONAL RELATIONS



ISABEL MONTORO
DIRECTOR OF RELATIONS
INSTITUTIONAL



JULIANA CARDOZO
COMMUNITY DIRECTOR AND
EVENTS



LORENA MIRANDA
PRODUCT



LUCAS BARRIONUEVO
COMMUNICATION



MABILLI NADIM
COMMUNICATION



MARIANA MARQUES
COMMUNITY AND EVENTS



MAÍRA PERAZZO
FINANCIAL



MARIO CASTRO
COMMUNICATION



NAARA NORMANDE
COMMUNICATION DIRECTOR



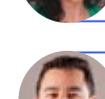
PAUL CORRÊA DO LAGO
INSTITUTIONAL RELATIONS



RAFAELA MOTCCELI
PRODUCT



RAQUEL ELEN
COMMUNICATION



RODRIGO COBRA
DIRECTOR OF OPERA-

ADVISORY BOARD

ADVISORY BOARD

With the mission of providing external support to RenovaBR's Executive Board, the members of the Advisory Board were invited based on their extensive experience and national and international notoriety in their areas of expertise. They are responsible for providing their different views on various subjects.



ANA CARLA ABRÃO

ECONOMIST AND MARKET LEADER OF OLIVER WYMAN IN BRAZIL



CHRISTIANE SILVA PINTO

MARKETING MANAGER AT GOOGLE BRAZIL, FOUNDER OF THE AFROGOOGLERS COMMITTEE



CLAUDIO SZAJMAN

PRESIDENT - VR GROUP



CRISTINA JUNQUEIRA

CO-FOUNDER - NUBANK



DANIEL GOLDBERG

CIO/MANAGING PARTNER - LUMINA CAPITAL MANAGEMENT



EDUARDO MUFAREJ

FOUNDER - RENOVABR



JEAN-MARCE TLIN

CHAIRMAN LATIN AMERICA - CVC CAPITAL PARTNERS



LUCIANO HUCK

PRESENTER, ENTREPRENEUR AND PHILANTHROPIST



MAFOANE ODARA

LEADER OF HUMAN RESOURCES FOR LATIN AMERICA - META



PAULO HARTUNG

ECONOMIST, FORMER GOVERNOR OF ESPÍRITO SANTO, PRESIDENT - IBA



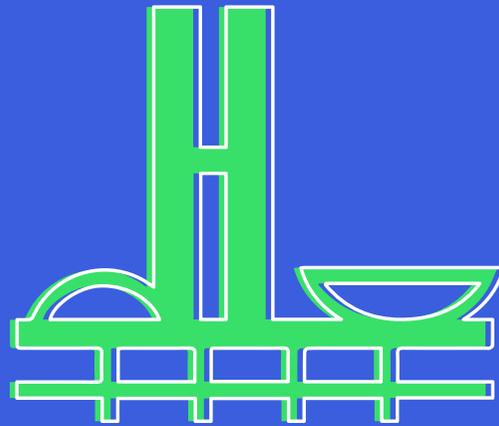
WOLFF KLABIN

CO-FOUNDER - RENOVABR, PREP - ESTUDAR FORA, MOVIMENTO UNIÃO RIO, FOUNDING PARTNER - ALEXIA VENTURES AND ADVISOR OF KLABIN S.A.

SUPPORTERS

RenovaBR exists thanks to thousands of people who believe in and encourage renewal. They are Brazilians from all corners of the country, who donate the resources that allow us to continue educating and forming more and more political leaders.

**WE ARE DEEPLY GRATEFUL
FOR THIS CITIZENSHIP LESSON**



RENOVABR