Report 2015
The BMW Foundation in Brazil
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It is a great pleasure to present our first annual report on the activities of the BMW Foundation in Brazil during the year 2015. We are proud to have been able to build a network of partners and Responsible Leaders who have helped us accomplish our work in Brazil, and we are happy to report that the results of our work exceeded our expectations.

In 2015, we participated in 33 events, 16 of which were organized by the BMW Foundation. These events enabled us to build bridges and establish contact with approximately 2,800 individuals, covering a wide variety of topics such as cross-sector dialogue, pro bono, and social intrapreneurship.

We are proud to conclude the year 2015 with a remarkable increase of members in our global Responsible Leaders Network, from 16 to 50 Brazilian Responsible Leaders, all of them leaders in different sectors.

Today, after a year of engagement, we are perceived in Brazil as a networking foundation that promotes, encourages, and supports innovative projects and sectors.

2016 will be a year of hard work, aimed at consolidating and strengthening the network we implemented and at solidifying it as a generator of value for all its members.

I wish to express my gratitude for the support the Foundation has enjoyed since our arrival in Brazil and for the warm welcome I received as the Foundation's representative. I also want to thank the BMW Foundation for the immense trust it has shown in me by giving me this huge responsibility.

We hope this report provides ample information and adequately illustrates our activities in 2015. It is also designed to serve as an introduction for those who are not (yet) acquainted with the BMW Foundation. May it convey part of the enthusiasm, affection, and effort we have dedicated to our work in Brazil in 2015.

Sandra Ortiz Diaz
Latin American Representative
The BMW Foundation brings together leaders from across communities, cultures, and countries to drive Social Innovation, promote Global Dialogue, and encourage Responsible Leadership.

We are convinced that our approach eliminates barriers between government, business, and civil society and enables the society to benefit from the creativity and diversity that results from this collaborative process.

The BMW Foundation initiated its activities in Brazil in October 2012, when Sandra Ortiz, responsible for the Foundation’s Latin American strategy, attended the Social Enterprise World Forum in Rio de Janeiro.

Our actual work began in 2013. A map was created, outlining all organizations and projects related to the Foundation’s activities. Based on this map, Sandra Ortiz and her colleague Daniela Deuber began to research opportunities for collaboration in Brazil. We approached more than 25 organizations, including multi-national corporations (e.g., Coca-Cola, BMW Group), media corporations (e.g., Folha de São Paulo, FDC Academy), social innovation groups (e.g., Impact Hub, Ashoka), and public opinion institutes (e.g., The Ethos Institute, CEBDS).

By way of this research, the BMW Foundation was able to identify 16 Brazilian organizations, deploying various approaches, tools and methods aimed at creating an ecosystem that drives positive social change. The results of this undertaking will be described in this report.
Brazil is the world’s eighth largest economy, but ranks 75th in the 2015 Human Development Index. It is a country of huge proportions, rich in culture and history, and at the same time a country of major social inequality, with parts of the population living in extreme poverty.

According to the 2014 World Giving Index, Brazil ranks on place 71 in donations. Although it is among the world’s 15 countries with the highest level of social inequality, its culture of philanthropy is, scarcely developed. A survey conducted by Instituto Rio in 2011 indicates that only 3% of the resources of philanthropic entities originate from individual donors. In the USA, according to the Foundation Center, 74% of the US$ 300 billion turnover per year in the third sector originates from individual donations. While the turnover of the 300,000 Brazilian social organizations is unknown, GIFE (Grupo de Institutos Fundações e Empresas), the association of Brazilian corporate and private foundations, informs that its 129 associates invest R$ 2.4 billion per year.

One of the reasons for this is the lack of fiscal incentives, as compared to the United States and some European countries. Another problem is that Brazilian society has traditionally relied on the public sector to solve its problems. This major gap between society and private enterprise leads the private sector to exempt itself from responsibility for social problems and discourages private donations.

Against this background, the BMW Foundation has decided to work in three fields, which can be described as follows: driving systemic change through transsectoral collaboration; promoting new forms of philanthropy; and creating and supporting a strong network of Brazilian leaders.
Our Activities

The BMW Foundation has identified partners in government and civil society who employ, or have the potential to employ, tools and mechanisms of social innovation to contribute to the search for solutions at both the national and international level. The BMW Foundation held events both on its own and in partnership with other organizations, which were essential to disseminate knowledge, reinforce relations, and strengthen the selected areas of action:

Driving systemic change through transsectoral collaboration:

The BMW Foundation has identified several projects and civil-society organizations in Brazil that are creating positive social change at different levels, but are experiencing difficulties to involve and influence the public and private sectors. The Foundation’s initiatives will help to bridge this gap, enabling political leaders and major entrepreneurs to become aware of and understand each other, and to learn and adopt social innovation tools and concepts.

In this context, the Foundation highlights three activities:

- uniting different actors of Brazilian civil society (e.g., Fundación Avina, Igarapé Institute, Novos Urbanos, Sistema B, etc.) by creating a common agenda;
- identifying and connecting emerging leaders and opinion-makers, thereby supporting the creation of a group of social intrapreneurs in cooperation with the League of Intrapreneurs in Brazil;
- building a regional, innovative, and participatory community in partnership with the Fundación Avina.

“The BMW Foundation has played an essential role in the construction of the movement towards a new economy, by liaising and connecting the key players of the ecosystem and contributing to the establishment of capacities and relationship networks.”

Marcel Fukayama, Sistema B Brazil
“I have admired the BMW Foundation’s work from the moment I became acquainted with its operations in Brazil. I am inspired by their potential for liaising and intersectorial relations. According to my outlook, we are entering the age of collaboration and without doubt, the BMW Foundation is part of this configuration.”
Daniel Redondo, Coca-Cola Foundation Brazil

Promoting new forms of philanthropy:

The BMW Foundation recognizes that there is a need to introduce new ideas and tools towards a more sustainable philanthropy. The idea is to inspire a culture of donation, disseminating practices such as pro bono or venture philanthropy.

This is achieved by way of two initiatives:

· In partnership with Instituto Phi and Instituto Azzi, the Foundation has promoted the venture philanthropy and pro bono concepts by reaching out to corporations, foundations, political leaders, and individuals through lectures and events.

· The Foundation has seized opportunities to advocate for venture philanthropy.
Creating and supporting a strong network of Brazilian Responsible Leaders:

Acknowleding the enormous importance of its Responsible Leaders, the BMW Foundation aims to stimulate, motivate, and encourage these leaders to get engaged in social causes that are important for civil society.

For this reason, the following initiatives were taken:

· The Foundation has selected Denise Chaer, director of Novos Urbanos, and Luiza Serpa, director of Instituto Phi as co-heads of the Brazilian Chapter of the BMW Foundation Responsible Leaders Network. Their task will be to initiate new forms of cooperation among the Responsible Leaders.

· We have organized alumni meetings in Rio de Janeiro and São Paulo.

· We have supported and monitored four projects and ideas that emerged from the BMW Foundation Global Table process and the 2nd Latin American Young Leaders Forum in Rio de Janeiro in March 2015.

Areas of Expertise

The partnership with the various organizations is structured around the following topics:

Global Dialogue: on Europe’s future; the interaction between Europe and its neighbors; the relationship between Europe and the emerging economies.

Innovation and Society: pro bono; social finance; social entrepreneurship; social intrapreneurship.

Responsible Leadership: We are convinced that you can best understand and live this responsibility in exchange and together with people from different cultures, sectors, and walks of life.

Transsectoral Collaboration: uniting various sectors of society (companies, non-governmental organizations and public administration).

“Responsible Leadership means for me to lead by example, influence innovation within the organizations and ecosystems in which I am involved, always aiming at a more sustainable new stage.”

Luciana S. P. Santiago,
Ellen MacArthur Foundation
Resources: “The 5 Ts”

The “5 Ts” describe the types of resources which the BMW Foundation is able to provide to organizations.

Time: We invest the time of our team.

Talent: We provide training and consultancy.

Trust: We share our brand credibility.

Treasure: We make use of our financial resources.

Ties: We provide contacts through our networks.

Network of Partners

Following analysis of each organization’s strategy, we formed a preliminary, informal partnership with an intermediary organization, Sistema B, in order to assess the prospect of long-term cooperation.

The BMW Foundation has become a strategic partner for Sistema B Brazil and has contributed €30,000 to the organization both in 2014 and in 2015.

In 2014, our collaboration with Sistema B went beyond financial support and also included assistance in the fields of business development, institutional development, communication, and capacity-building.
The BMW Foundation's Support of Sistema B

Drawing upon the BMW Foundation’s network, Sistema B was introduced to important Brazilian individuals and organizations, many of which subsequently became advisers and partners of Sistema B Brazil.

During this first year of partnership, Sandra Ortiz travelled to Brazil twice and had the opportunity not only to work with Sistema B, but also to promote and present, in many conversations and at a variety of events, other topics that are important to the BMW Foundation, such as social entrepreneurship, social intrapreneurship, venture philanthropy, cross-sector dialogue, and pro bono.

“The BMW Foundation and Sistema B are strategic partners and road companions. Another beautiful project which was initiated during the middle of this year is the Rio+B, which will be a project of major importance for the city of Rio de Janeiro.”

Tomás de Lara, Sistema B Brazil

In November 2014, Sandra Ortiz was assigned to prepare the implementation of the BMW Foundation strategy in Latin America, which covers activities in Brazil and, starting in 2016, in Mexico. From her base in Brazil, Sandra Ortiz was responsible for developing a work plan and a strategy to generate impact throughout Latin America.

On this basis, the BMW Foundation, in 2015, was able to identify various potential partners, such as political think and do tanks, to expand the BMW Foundation’s network.
New partnerships were formed with the following organizations:

**Fundación AVINA**  
Based in Latin America, its mission is to impact sustainable development and to create favorable conditions for various actors to jointly contribute to the common benefit.

- Transsectoral Collaboration  
- Innovation and Society: pro bono, social finance, social entrepreneurship, and social intrapreneurship  
- Global Dialogue: Europe and the emerging economies  
- Ties

**ARAPYAÚ**  
Helps structure the transition to a more just, cohesive, and sustainable society.

- Transsectoral Collaboration  
- Innovation and Society: pro bono, social finance, social entrepreneurship, and social intrapreneurship  
- Responsible Leadership  
- Time / Talent / Ties

**ASHOKA**  
Supports social entrepreneurs who lead and cooperate with change makers. Ashoka believes that anyone can learn to apply the essential skills of empathy, teamwork, leadership, and change making to be successful in the modern world.

- Innovation and Society: social entrepreneurship  
- Talent / Ties

**VAGA LUME**  
Its mission is to create opportunities for cultural exchanges by means of reading, writing, and speaking, thereby preserving the identity of the people and the rural communities of the Brazilian Amazon region.

- Responsible Leadership  
- Time / Talent / Trust / Treasure / Ties
**IMPACT HUB** Seeks to provide members with a unique ecosystem of resources, inspiration, and opportunities for collaboration in order to increase their impact.

- Transsectoral Collaboration
- Innovation and Society: pro bono, social finance, social entrepreneurship, and social intrapreneurship
- Responsible Leadership
- Time / Talent / Trust / Treasure / Ties

**INSTITUTO AZZI** Instituto Azzi is a pioneer initiative in Brazil which seeks to inspire, discuss, expand, and encourage philanthropy by promoting events and exclusive meetings between individuals with high-level purchasing power and inspiration.

- Innovation and Society: social finance
- Responsible Leadership
- Time / Talent / Trust / Ties

**INSTITUTO PHI** Seeks to influence and advise individuals and corporations to adopt a strategic approach to planning, implementing, and monitoring their personal, family or corporate philanthropic initiatives in order to attain a higher level of third-sector professionalization, personal satisfaction, and social impact.

- Innovation and Society: social finance
- Responsible Leadership
- Time / Talent / Trust / Ties

**NOVOS URBANOS** The social innovation platform follows the mission to structure dialogues among civil society, business, and government.

- Transsectoral Cooperation
- Innovation and Society: pro bono, social finance, social entrepreneurship, and social intrapreneurship
- Responsible Leadership
- Global Dialogue: Europe and the emerging economies
- Time / Talent / Trust / Treasure / Ties
**PINDORAMA** Based on a workshop at the 2nd Latin American Young Leaders Forum, a reforestation project was launched, an initiative by Stephen Ciavatta, creator of the successful program “Which Type of Tree?” (2009).

- Innovation and Society: social entrepreneurship
- Responsible Leadership
- Time / Talent / Trust / Treasure / Ties

“To be part of a group which is committed to the social and biological diversity of the planet Earth encourages me to envision a fairer world and prepares me to fight for it, as I don’t feel alone.”

Estevão Ciavatta, Pindorama

**SINAL DO VALE** An innovative organic farm, a reforestation and communitarian resilience project, an event center, and a retreat. It is a live laboratory of transition to sustainability and an international platform for agents of transformation.

- Transsectoral Cooperation
- Responsible Leadership
- Global Dialogue: Europe and the emerging economies
- Time / Talent / Trust / Treasure / Ties

**SUÂDE CRIANÇA** A social, non-profit initiative, without political or religious affiliation, which has implemented a pioneering methodology aimed at restructuring families of children suffering from chronic diseases and victims of social inequality.

- Responsible Leadership
- Talent / Trust / Treasure / Ties

**SISTEMA B** Its mission is to build market-oriented ecosystems, which provide solutions to social and environmental problems by strengthening B corporations.

- Transsectoral Cooperation
- Innovation and Society: social intrapreneurship
- Responsible Leadership
- Time / Talent / Trust / Treasure / Ties
**SITAWI** Its mission is to develop and consolidate beneficial funding in Brazil, mobilizing more capital, more types of capital, and to better allocate and use the capital to transform more lives.
- Innovation and Society: social finance
- Responsible Leadership
- Time / Talent / Trust / Treasure / Ties

**THE ELLEN MACARTHUR FOUNDATION**
It launched its program, Circular Economy 100, in Brazil with the mission to provide the essential tools, templates, and support to organizations during each phase of their activities in the circular economy.
- Transsectoral Cooperation
- Innovation and Society: social finance, social entrepreneurship
- Responsible Leadership
- Global Dialogue: Europe and the emerging economies
- Time / Talent / Ties

**THE LEAGUE OF INTRAPRENEURS**
A network connecting the agents of change of various sectors and organizations, aiming to promote exchange and to empower them with the knowledge and tools for the process of transformation, inspiring them to action.
- Transsectoral Cooperation
- Innovation and Society: social entrepreneurship
- Responsible Leadership
- Time / Talent / Trust / Treasure / Ties
Responsible Leaders

Responsible Leadership is the element that unites the BMW Foundation’s various areas of activity. Responsible Leaders are individuals who consider society as a whole, contributing their influence to a collaborative and sustainable future. The BMW Foundation believes that the exchange of expertise and experiences between people of different cultures and sectors promotes a greater understanding of the problems and challenges we face and consequently generates more innovative ideas for their solution. These individuals participate in the BMW Foundation’s main programs and strive to apply their experience within a global network in order to promote social change.

“It means basing my actions on an ethical and responsible attitude within the community in which I work, thus positively influencing people around me.”

Luciana Shirakawa,
League of Intrapreneurs Brazil

The Responsible Leaders support each other and cooperate towards the sustainability of social or ecological projects, often eliminating sectoral barriers. They also acquire new ways of thinking and acting, thus expanding their professional horizon and leadership skills.
**Assessment of Impact (survey among partners)**

- 50 Responsible Leaders in Brazil
- cooperation with 16 partners from a variety of sectors
- 16 own events
- participation in 17 partner events
- activities have reached approx. 2,800 individuals

In December 2015, we conducted a survey with all partners and Responsible Leaders in Brazil. This generated a number of important data and impressions:

- 35 leaders/partners participated

- Of these, only two people had not participated in a Foundation event in 2015.

- 85% of respondents claimed to have initiated a partnership/connection as a result of an event organized by the BMW Foundation.

- 100% of the participants see the BMW Foundation as a bridge between different sectors and highlight the importance of the Foundation in the structuring of new topics, based on new concepts.

- The suggestions for what the BMW Foundation should do in Brazil during the years to come included the introduction of an event calendar for all Responsible Leaders and partners in order to make transparent the activities of the network and to facilitate the exchange of knowledge. In addition, it was suggested to expand the operational focus and priorities of the Foundation.
BMW Foundation Impact Series

Pro Bono and Rio 450

March 18, 2015, Rio de Janeiro

Partners: Instituto Phi, Department of Culture of the City of Rio de Janeiro, Parque Estadual Library, Institute for Development and Management (IDG). Considered a relevant event for the city of Rio de Janeiro, the “Pro Bono and Rio 450” event was part of the celebrations surrounding the city’s 450th anniversary.

“Institutions such as the BMW Foundation, which engage their resources in the generation of opportunities for the implementation of new relationships and new forms of collaboration, are of extreme importance in our present times. The solution of complex problems depends much more on the collaborative engagement of players, rather than resources, which are of a purely financial or technical nature.”

Thais R. Corral, CEMINA/Sinal do Vale

Organized in partnership with Instituto Phi, the event was free and open to the public. Its purpose was to inspire and present new social innovation themes from around the world to Rio de Janeiro. The following topics were presented during the event:

- Pro bono: social engagement on behalf of professionals to support nonprofit organizations in improving their performance.
- New economic models: an exchange between innovative models, such as the collaborative economy, social innovation, and businesses seeking to exercise a positive impact on society and social entrepreneurship.

Over 200 people from different sectors attended the event, including representatives of NGOs, companies, the city administration, and citizens driven by curiosity regarding these themes.

Following this event, Instituto Phi signed a pro bono partnership with a major Brazilian law firm, Barbosa Müssnich Aragão (BMA Advogados). Instituto Phi will be responsible for identifying those nonprofit organizations that require legal assistance and that will be trained to become pro bono intermediaries in Brazil.

“I was impressed with the fact that the BMW Foundation was able to mobilize the main players in the field and establish relevant links with them after such a short period of activity in Brazil (approx. 1 year). I believe that this is the fundamental prerequisite to ensure successful performance in the coming years.”

Fernando Amik Assad, Programa Vivenda
Impact Series
New Ways of Doing Business in Brazil
March 19, 2015, Rio de Janeiro

Partners: Instituto Phi, League of Intrapreneurs, Department of Culture of the City of Rio de Janeiro, Parque Estadual Library, Institute for Development and Management

Impact Session
Powering Pro Bono
March 19, 2015, Rio de Janeiro

Partners: Instituto Phi, Department of Culture of the City of Rio de Janeiro, Parque Estadual Library, Institute for Development and Management

2nd Latin American Young Leaders Forum
Good Frameworks for Good Business: Revisiting Sector Boundaries to Catalyze Social Change
March 20–22, 2015, Rio de Janeiro

Partners: Rio 450
The BMW Foundation brought together interested parties in government, business, and civil society in Rio de Janeiro to discuss the impact of good business models on the future of society.

Thirty-five leaders met during a transsectoral meeting in March. In an atmosphere of cooperation, the participants and the speakers had the opportunity to get to know each other and share ideas and experiences, thereby increasing their network of contacts.

The program featured lectures by renowned experts, introductions to successful approaches and methods, visits to innovative organizations, informal conversations, and practical interactive workshops.

3rd BMW Foundation Global Table
Limited Resources – Unlimited Opportunities
March 26, 2015, Rio de Janeiro

Partners: Earth Security Group
Following the first two BMW Foundation Global Tables in China (July 2014) and Italy (October 2014), the 3rd Global Table examined the complex issue of climate change and its effects on the process of urbanization.

With Brazil assuming the leading role among the emerging economies, this huge country is an important voice when it comes to matters of resource security and climate change. The BMW Foundation engaged decision-makers from Europe, the United States, and the emerging powers in a strategic dialogue across various sectors and generations.

The purpose was to raise awareness of the importance of shared leadership in addressing global challenges.
Panel Discussion
Impact Investment for Companies
June 12, 2015, São Paulo
Partners: Dom Cabral Foundation, League of Intrapreneurs, Danone Ecosysteme

Impact Session
Reforesting Brazil
June 19, 2015, Rio de Janeiro
It is known that the preservation of the environment through actions such as combating pollution and hunger, improving air quality, saving energy and drinking water consumption are essentials for the development of a sustainable society. One of the most effective solutions is reforestation, which is of great importance in controlling climate change, the increase of water resources, and the reduction of losses in agriculture-related floods; in increasing the sustainable supply of legal timber and CO2 sequestration; and in reducing the greenhouse effect.
The workshop on “Reforesting Brazil” at the 2nd Latin American Young Leaders Forum encouraged Stephen Ciavatta to put into practice a specific project: to create the Forest “Um pe de que?” with 1 million trees planted in an area of 400 hectares, through a collaborative initiative with the help of the network of leaders and partners of the BMW Foundation.

Every Brazilian can plant one or more trees through the “Um pe de que”? site, in partnership with the Future Forests project of the SOS Atlantic Forest Foundation.
The campaign “Dá pé” ended in December 2015 and raised R$ 401,013.11, exceeding the target of R$ 400,000.

Impact Session
Building Adaptable Living Environments
July 10, 2015, Rio de Janeiro
Partners: Sinal do Vale

Responsible Leaders Brazil
Exploring Dialogue in the Dark
August 18, 2015, São Paulo
Partners: Dialogue Social Enterprise

Impact Series
Social Entrepreneurs and Empathy
August 19, 2015, São Paulo
Partners: Ashoka, Red Bull Station
Impact Series
The Responsibility and Path of a Social Entrepreneur
August 19, 2015, São Paulo

Partners: Instituto Azzi, Unibes Cultural, Dialogue Social Enterprise

League of Intrapreneurs
Evening Reception at the Impact Hub São Paulo
August 20, 2015, São Paulo

Partners: League of Intrapreneurs

Impact Series
Diversity & Social Inclusion
August 24, 2015, Rio de Janeiro

Partners: Dialogue Social Enterprise, F123, Instituto Phi, Institute of Social Technology

Impact Series
Investing in the Common Benefit
August 25, 2015, Rio de Janeiro

Partners: Dialogue Social Enterprise

League of Intrapreneurs at Sustainable Brands Rio
How to Explore the Intrapreneurial Spirit in Companies?
August 26, 2015, Rio de Janeiro

Partners: League of Intrapreneurs, Sustainable Brands Rio

Impact Series
Collaborative Solutions to Mutual Problems
December 11, 2015, São Paulo
Partners: Instituto Phi, Novos Urbanos

The BMW Foundation organized a meeting in partnership with Novos Urbanos and Instituto Phi to discuss the possibilities of finding answers to the pressing problems of our time in the context of social innovation and transsectoral dialogue. How can we jointly address issues such as global climate change? How can social enterprises help bring about the much-needed transformation of consumer behavior within our societies?

The discussion and the subsequent workshop was introduced by a lecture by Otto Scharmer, Senior Lecturer at the Sloan School of Management of the Massachusetts Institute of Technology (MIT) in Boston, and co-founder of the Presencing Institute and the Theory U leadership concept.
Acknowledgements and Conclusion

The BMW Foundation has worked hard to build a strategy relevant to the region, a strong, cross-sectoral network, a respected reputation, and an enabling environment that will allow us to continue our work in Latin America. This has all been made possible thanks to the support, recognition, and cooperation we received from our regional partners, allies, friends, and Responsible Leaders mentioned in this report. Without their support, we would not have been able to achieve all we did in 2015. We are very grateful to each and every one of them.

The BMW Foundation has come to understand that Latin America is a hub for innovation that is already providing solutions for society’s and humanity’s greatest challenges. We are humbled and proud to be able to work in a region boasting this magnificent group of partners. They are not only our allies through the contributions they make to positive social and environmental impact for the common good, but we are also learning, evolving, and increasing our knowledge and culture with them.

To ensure our long-term presence in the region, the BMW Foundation is currently developing a strategy to create several long-term partnerships with a range of important actors. The BMW Foundation has already built a strong ecosystem in Latin America, especially in Brazil and Mexico. This is why Sandra Ortiz will invest 50% of her time continuing this important work in four program areas:

1. Promoting new forms of philanthropy: The BMW Foundation has recognized the need to introduce new ideas and tools for philanthropy and social finance. The BMW Foundation will promote this topic together with Instituto Phi and SITAWI.
2. Responsible Leaders Network: The BMW Foundation regards its Responsible Leaders Network as one of its most important assets. The BMW Foundation will continue to work closely and exchange ideas with its Latin American/Brazilian Responsible Leaders.
3. Venture philanthropy in practice: The BMW Foundation will support Sistema B through venture philanthropy investment.
4. Systemic change through cross-sectoral cooperation: Rio+B is a new project that will be co-created with, among others, the City of Rio de Janeiro through its Rio Resilient program, Sistema B, the League of Intrapreneurs, and the Ellen MacArthur Foundation. It will invite all companies in the municipality to measure their impact and develop working groups that use their market power to enhance positive social and environmental impact for the city of Rio de Janeiro.
Sandra Ortiz will invest the other half of her time coordinating the design, management, and implementation of two new programs for the region:

5. Pro bono: The BMW Foundation has identified the need to bring pro bono as an innovative new tool to the region’s social sector. The BMW Foundation will support the creation of a Latin American pro bono ecosystem as part of the Global Pro Bono movement. Pro bono – “for the public good” – refers to a service donated in a way that promotes the common good. In other words, professionals use their skills in the service of a good cause without asking for money in return.

6. Public/political innovation: The BMW Foundation has identified public/political innovation as a key driver of social innovation and thus as a relevant topic for the region.

The BMW Foundation has very ambitious goals for its work in Latin America, and we will keep working hard to contribute to a positive social and environmental impact. Together with our partners, we feel confident that we will succeed in and continue adding value in the region.
BMW Foundation Herbert Quandt
Berlin Office
Reinhardtstrasse 58
10117 Berlin
Phone: +49 (0)30 3396-3500
Fax: +49 (0)30 3396-3530
Email: info@bmw-stiftung.de
www.bmw-stiftung.de

Munich Offices
Praterinsel 4
80538 Munich
Phone: +49 (0)89 382-11630
Fax: +49 (0)89 382-11636

Amiraplatz 3
80333 München
Phone: +49 89 382-22501
Fax: +49 89 382-52825

Board of Directors
Michael Schaefer, Chair
Markus Hipp
Carl-August Graf von Kospoth